NOTE

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S&MM
SALES & MARKETING MANAGEMENT

OCTOBER 15, 1979
A BILL PUBLICATION
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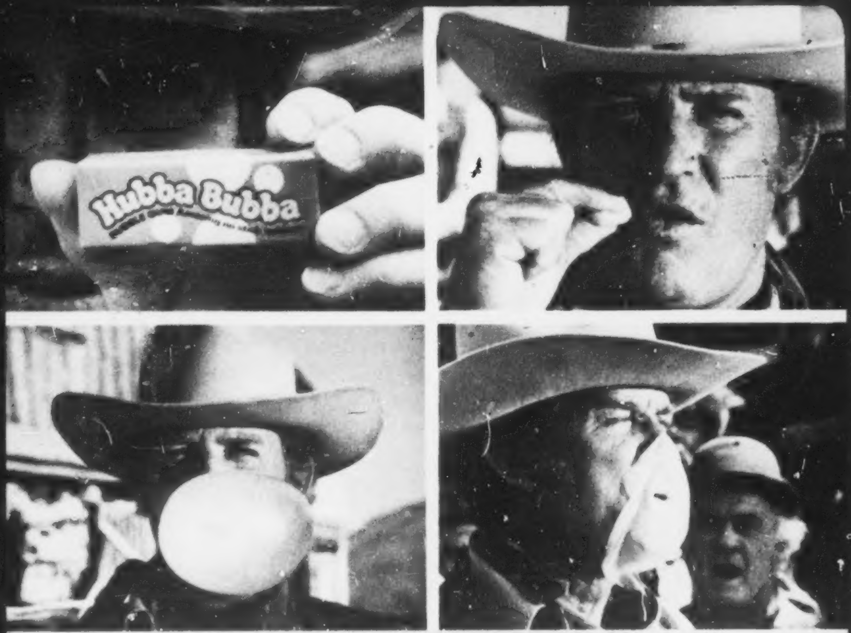

Stick with it, Wrigley

In a tense "gumfight," the hero of this TV commercial saves face by chewing Wrigley's Hubba Bubba with its "amazing no-stick bubbles." Once king of the chewing-gum market, Wrigley hopes that its newest product will help it repel the growing competition from American Chicle and Life Savers. The article begins on page 37.

Inside Out

Industrial marketing. To make sure it avoids another inventory problem, Pirelli Cable double-checks the size of its orders. Page 14.

S&MM Barometer. Instead of closing out the year with their usual business blitz, industrial marketers will have to fight for every sale. Page 15.

Commuter airlines spread their wings. These 258 small carriers are the hottest segment of the airline industry. Page 15.

The mystery at IBM. What's behind the computer giant's foray into videodiscs? See Page 17.

Marketing in the 1980s. A preview of S&MM's Dec. 10 Special Report describes the expected impact of technology. Page 59.

Sales Strategies. A new S&MM department by contributing editor Mack Hanan takes a look at how sales managers can best apply their products to the needs of key customers. Page 90.

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AN S&MM
SPECIAL SECTION

Fleet cars
1980

The squeeze is on

With gas over $1 a gallon, it's everyone into the small cars. But try and find 'em.

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AN EXCLUSIVE S&MM SURVEY

What top sales and marketing executives earn

S&MM
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What's coming up

Survey II. Media inflation, competition from the Olympics, and the 1980 presidential election will complicate the advertising picture next year. To help marketers plan their budgets, the *Survey of Buying Power—Part II* offers an update on the demographic and economic characteristics of newspaper and TV markets. Other highlights: Five-year projections of U.S. and Canadian metro markets and a review of merchandise line sales. Oct. 29.

American Biltrite is cutting its low-margin lines, reorganizing its sales and marketing team, and tightening controls wherever possible. The goal is simple: to make its industrial and consumer rubber and plastic products more profitable at last. Nov. 12.

Sales compensation. A survey of S&MM readers by Porter Henry and John Barry shows the types of plans most in use today—and the kind most disliked (even by those using them). Nov. 12.

Sales meetings. An S&MM Special Section reports on new techniques for picking sites and ensuring trouble-free sessions, with emphasis on planning. Nov. 12.

Address all manuscripts and correspondence relating to editorial matters to The Editor, Sales & Marketing Management, 633 Third Ave., New York, N.Y. 10017.

Because S&MM is almost totally staff written, only a very small number of contributed articles can be accepted for publication. For that reason, contributors are urged to submit an initial query along with an outline.

All unsolicited manuscripts must be accompanied by a return envelope with sufficient first-class postage. We regret that those arriving without such postage cannot be returned.

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50 Plus, gets 45% of his audience through corporate subscriptions. He predicts that circulation, now 180,000, will hit 300,000 by next July. Subscribers pay $8.95 a year. The one-time rate for a four-color ad is $2,880.

EXPANDING MARKETS

Commuter airlines spread their wings

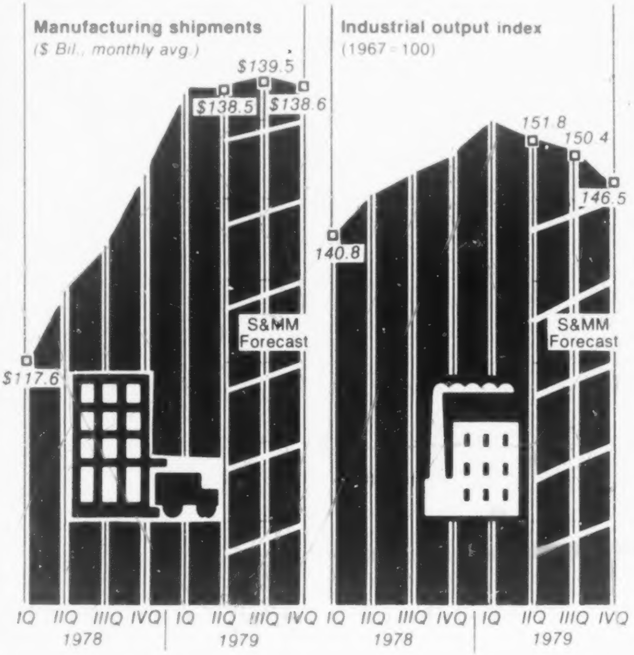
Deregulation of the airline industry is proving to be a boom for the 258 small U.S. carriers that call themselves commuter airlines (defined as those flying no planes with more than 60 seats and with routes limited to 250 miles). The Commuter Airline Assn. of America reports that its members:

- Will haul 12 million passengers in 1979—up 22%;
- Have replaced trunk carriers at 50 airports since deregulation and will supplant another 30 by year-end;
- Will increase their current 1% share of total passenger traffic to 10% by 1990.

All that is thrusting the commuter carriers into marketing for the first time. For example, Air Florida christened a new route recently by paying the first planeful of passengers a reward of $1 each. Provincetown-Boston Airlines, the nation's oldest commuter, inaugurated a route from Boston to Cape Cod's Hyannis Port with 50%-off coupons. Mississippi Valley Airline, La Crosse, Wis., hopes to better its 125% rise in passenger traffic this year by advertising that its two new 30-seat SD 330 turboprops include galleys, heads, and flight attendants—still a

S&MM BAROMETER

For industrial marketers this year, a sotto voce finale



Industrial salespeople, who usually close out a year in a frenzy of activity to qualify for bonuses, face rough going in 1979's fourth quarter. Consumer spending is still lethargic, so manufacturers will concentrate on paring inventories, which jumped 1.9% in July, the largest monthly increase since 1974. As a result, relatively few manufacturers will be in a mood to buy.

The consensus is that overall industrial output will drop 0.9% in the third quarter and then plunge a steep 2.6% in the fourth quarter. That implies that manufacturing shipments will, at best, cling to their second-quarter rate, $138.5 billion a month, in the fourth quarter or even head downward. Meanwhile, new orders—S&MM'S calculations show they slipped 2.1% in the second quarter and 1.5% in the third quarter—are expected to fall at a faster rate in 1979's final quarter.

Sources: S&MM calculations; U.S. Dept. of Commerce, *Manufacturers' Shipments, Inventories, and Orders* monthly report; Federal Reserve Board, *Industrial Production* monthly report.

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marketing executives earn

Meanwhile, perquisites or "perks" lost much of their glamour among corporations in 1978 and will continue to, thanks to the tax agent. Few perks give the executive a tax advantage any longer, and many are now actually tax handicaps. However, nearly every company in the survey still provides its executives with such fringe benefits as reimbursement for uninsured medical expenses, payment for earned vacation time not taken, life insurance policies, and personal financial counselling.

In the future, top sales and marketing executives and the managers who work under them could see their compensation take another major leap if the Carter Administration grants business executives a pardon from its 7% ceiling on base salaries and wages, as the prestigious Business Roundtable recently urged. The Roundtable's 109 members want corporations to be allowed to give pay raises of up to 10% to those employees who do not have cost-of-living allowances included in their contracts, as do most workers who belong to unions.

One reason for the recommendation is that corporations abiding by the 7% voluntary ban fear they could lose hard-to-replace executives to competitors that grant larger hikes without violating the President's ban. If Carter is agreeable, and profitability continues to be healthy, next year's survey could be cause for celebration for even more executives.

Executive compensation survey

Company	Sales (Millions)	Individual And Title	Gross Total Remuneration*	Shares Common Stock Owned	Stock Options	Additional Compensation Plans
AEROSPACE AND AIR TRANSPORTATION						
Allegheny Airlines	$570.0	L. Thomas Ferguson *executive v.p., marketing services*	$129,654		Granted; Unexercised Options Held	Incentive Compensation; Deferred Compensation
Cessna Aircraft	759.4	Robert L. Lair *senior v.p., marketing*	135,000	26,262	Exercised; None Granted; Unexercised Options Held	Merit Incentive Compensation
Continental Airlines	774.7	Charles A. Bucks *executive v.p., marketing*	202,003	14,033	Exercised; None Granted; Unexercised Options Held	Incentive Compensation Plan
Frontier Airlines	290.8	Gordon Linkon *v.p., marketing*	91,500		Exercised; None Granted; Unexercised Options Held	
North Central Airlines	299.1	David E. Moran *v.p., traffic & sales*	69,345		Exercised; Unexercised Options Held	Employee Stock Ownership Plan
Northwest Airlines	790.2	Robert J. Wright *v.p., sales*	83,000		Exercised; Granted; Unexercised Options Held	
Western Airlines	734.0	Richard P. Ensign *senior v.p., marketing*	115,000		Granted; Unexercised Options Held	Incentive Compensation

*Includes salaries, fees, incentives, and bonuses paid in cash.

Executive compensation survey

Company	Sales (Million$)	Individual And Title	Gross Total Remuneration*	Shares Common Stock Owned	Stock Options	Additional Compensation Plans
APPAREL						
Blue Bell	$872.3	Edwin F. Lucas Jr. *v.p., marketing*	$122,344	50,008	None Granted; Unexercised Options Held	Savings And Profit Sharing Plan
Russ Togs	136.1	Irwin L. Rousso *executive v.p., sales & merchandising*	403,000	144,976		Deferred Compensation Profit Sharing
Russ Togs	136.1	Joel S. Grey *executive v.p., marketing*	100,000	1,335		Profit Sharing
AUTOMOTIVE PARTS						
Champion Spark Plug	692.6	Charles A. Schwalbe Jr. *v.p., sales*	114,965		Granted; Unexercised Options Held	Performance Bonus Program
BEVERAGES						
Brown-Forman Distillers	559.8	Roger M. Colman *senior v.p., marketing*	226,630	10,061		
G. Heileman Brewing	393.5	John S. Pedace *executive v.p., marketing*	115,900	9,000	None Granted; Exercised; Unexercised Options Held	Profit Sharing; Employee Stock Ownership Plan
Pabst Brewing	735.8	John D. Reifenrath *executive v.p., marketing*	116,667	1,000	Unexercised Options Held	Deferred Compensation
BUILDING MATERIALS						
Susquehanna	139.5	George R. Schwartz *v.p., marketing planning*	42,292		None Granted; Unexercised Options Held	Thrift Savings Plan; Incentive Compensation
Triangle-Pacific	253.2	Joseph Nussbaum *executive v.p., sales & marketing*	150,000		None Granted; Exercised	Stock Incentive Plan; Profit Sharing
BUSINESS EQUIPMENT						
Burroughs	2,460.0	J. Roy Henry *executive v.p., marketing*	173,750		Granted; Unexercised; Unexercised Options Held	Bonus Plan (Incentives)
Data General	379.9	Herbert J. Richman *senior v.p., marketing*	92,000	241,900		
Data General	379.9	Barry J. Fidelman *v.p., European sales*	100,000		Granted; Exercised; Unexercised Options Held	
Deluxe Check Printers	313.1	Robert D. Racine *senior v.p., marketing*	83,967	16,182		Profit Sharing
Prime Computers	93.6	R.M. Morrill *v.p., marketing*	128,500		Granted; Exercised	Management Incentive Plan; Stock Purchase Plan
Standard Register	216.6	John W. Reed *v.p., marketing*	122,142			
Sykes	6.6	Albert J. Montevecchio *senior v.p., marketing*	68,174	9,507	Granted; Unexercised Options Held	
CHEMICALS						
First Mississippi	155.5	James W. Crook *v.p., marketing*	110,641	175,821	None Granted; Unexercised Options Held	Thrift Plan
Lubrizol	586.5	J.R. Stitt *v.p., sales*	146,345	48,739	Granted; Unexercised Options Held	Profit Sharing; Equity Purchase Plan

*Includes salaries, fees, incentives, and bonuses paid in cash.

Executive compensation survey

Company	Sales (Millions)	Individual And Title	Gross Total Remuneration*	Shares Common Stock Owned	Stock Options	Additional Compensation Plans
CHEMICALS (continued)						
Terra Chemicals	$198.9	Lawrence W. Galloway *v.p., retail sales*	$ 75,896		Granted; Unexercised Options Held	
COAL AND MINING						
Rochester & Pittsburgh Coal	151.4	Donald C. Farnsworth *v.p., sales*	83,650			Deferred Compensation
Texasgulf	340.6	J.W. Hall Jr. *v.p., marketing*	98,651		Granted; Exercised; Unexercised Options Held	Incentive Stock Plan
COSMETICS & TOILETRIES						
Avon Products	2,014.7	James E. Clitter *senior v.p., marketing*	210,599		Granted; Unexercised Options Held	Executive Compensation
Fabergé	255.1	Joseph DeKama *executive v.p., sales & marketing (resigned)*	160,667		Exercised; Unexercised Options Held	
Tampax	170.6	Oliver C. Grey *v.p., domestic field sales*	67,870			
DENTAL EQUIPMENT						
Dentsply International	211.7	Edward J. Lipawsky *president; executive v.p., sales*	101,741	21,867	Granted; Unexercised Options Held	Incentive Compensation
ELECTRICAL						
Cubic	143.5	C.C. Wellborn *v.p., marketing & contracts administration*	71,946		None Granted; Exercised; Unexercised Options Held	Profit Sharing
Franklin Electric	135.6	Donald P. McArdle *v.p., marketing*	93,400		Unexercised Options Held	Employees Savings Plan
Soundesign	143.4	Robert H. Winer *senior v.p., marketing*	224,949	14,550	Unexercised Options Held	
Zenith	980.0	Walter C. Fisher *executive v.p., sales & marketing*	188,300	5,000	Granted; Unexercised Options Held	Deferred Compensation Incentive Award
FABRICATED METALS						
Mirro Aluminum	131.6	William T. Alldredge *v.p., marketing & sales*	60,000			Profit Sharing
Revere Copper & Brass	680.8	J.W. Eason *executive v.p., aluminum sales*	162,500	6,500	Granted Unexercised Options Held	Incentive Compensation
FINANCIAL						
Kansas City Life	147.3	D.D. Dysart *senior v.p., marketing*	74,748	166		Savings Plan
FOOD						
Campbell Soup	1,983.7	C.J. McNutt *v.p., sales*	135,570		Unexercised Options Held	Management Incentive Plan
Dinner Bell Foods	190.5	Terry S. Elberson *executive v.p., marketing*	73,000		None Granted; Exercised; Unexercised Options Held	
Oscar Mayer	1,349.9	Richard L. Tolleson *executive v.p., marketing*	246,782	29,700	Unexercised Options Held	Stock Incentive Plan
Rath Packing	330.7	John F. Lambert *senior v.p., sales & marketing*	50,640	150		

*Includes salaries, fees incentives, and bonuses paid in cash.

Executive compensation survey

Company	Sales (Millions)	Individual And Title	Gross Total Remuneration*	Shares Common Stock Owned	Stock Options	Additional Compensation Plans
FOOD (continued)						
J.M. Smucker	$145.8	William P. Boyle Jr. *v.p., marketing*	$109,520	10,800	Unexercised Options Held	
Tyson Foods	266.6	Robert Atchison *president, marketing & processing*	60,129		Exercised; Unexercised Options Held	Profit Sharing; Investment Credit Stock Ownership Plan
Wm. Wrigley Jr.	445.6	Graham Morgan *senior v.p., marketing*	74,484			Incentive Compensation Savings Plan
GLASS						
Guardian Industries	200.9	Murray J. Yudin *v.p., national sales*	174,204	46,755		Stock Ownership Plan; Thrift Plan; Deferred Compensation
Guardian Industries	200.9	Norman Shulman, *v.p., flat glass sales*	203,902			Stock Ownership Plan; Thrift Plan; Deferred Compensation
Kerr Glass Manufacturing	303.1	W.A. MacRae Kerr *senior v.p., sales*	156,817	50,800	Unexercised Options Held	
Midland Glass	150.8	J. Richard Woods *v.p., general sales manager*	83,250			
HOUSEHOLD FURNISHINGS						
Cook Paint & Varnish	132.2	Robert F. Liepsner *v.p., sales (retired)*	62,467			
Ethan Allen	201.1	Patrick H. Norton *v.p., marketing*	71,001	6,400	Exercised	Profit Sharing
Keller Industries	157.4	Charles A. Mercer *executive v.p., sales & marketing*	51,169		Unexercised Options Held	
Kimball International	185.9	Robert R. Laube *senior executive v.p., director, marketing*	154,786	10,584	Granted; Unexercised Options Held	Deferred Compensation
Kirsch	142.9	Richard U. Scott *v.p., marketing*	77,000	1,175	None Granted; Exercised; Unexercised Options Held	Thrift Plan; Incentive Compensation
Kroehler Mfg.	142.0	Gary K. Schroeder *v.p., sales*	77,000		Granted; Unexercised Options Held	
Leggett & Platt	179.7	Ralph V. Johnson *senior v.p., marketing*	78,361	45,002	Unexercised Options Held	Savings Plan
National Presto Industries	92.8	Walter G. Ryberg *v.p., marketing*	126,300			Stock Purchase Plan
Whirlpool	485.2	Jack D. Sparks *executive v.p., marketing*	169,302	28,918	Granted; Exercised; Unexercised Options Held	Incentive Plan
INDUSTRIAL EQUIPMENT						
Fischer & Porter	148.3	Robert S. Peterson *senior v.p., marketing*	70,563		None Granted; Exercised; Unexercised Options Held	Incentive Savings Program; Management Incentive Bonus Plan
Federal Mogul	568.6	W. Webster *v.p. and group executive, worldwide marketing*	165,188		Granted; Exercised; Unexercised Options Held	Incentive Compensation
Hughes Tool	659.4	Park L. Myers *senior v.p., marketing, U.S. and Canada*	130,000	7,460	Granted; Exercised; Unexercised Options Held	Savings Plan; Key Employee Bonus Plan

*Includes salaries, fees, incentives, and bonuses paid in cash.

Executive compensation survey

Company	Sales (Millions)	Individual And Title	Gross Total Remuneration*	Shares Common Stock Owned	Stock Options	Additional Compensation Plans
INDUSTRIAL EQUIPMENT (continued)						
Snap-on-Tools	$228.6	William B. Rayburn *senior v.p., marketing*	$167,573	8,936	Granted; Exercised; Unexercised Options Held	Employee Stock Purchase Plan
Snap-on-Tools	228.6	Marion F. Gregory *v.p., general sales manager*	125,680		Granted; Exercised; Unexercised Options Held	Employee Stock Purchase Plan
LUMBER						
Edward Hines Lumber	339.2	W.M. Archibald *v.p., retail sales*	82,449		None Granted	
Pacific Lumber	208.0	Thomas B. Malarkey Jr. *executive v.p., forest products marketing & administration*	92,013			Deferred Compensation Plan; Employee Stock Purchase Plan
MACHINERY						
Bucyrus-Erie	523.5	Howard Freyensee *senior v.p., sales*	175,097	34,050	Granted; Exercised; Unexercised Options Held	
PAPER						
Federal Paper Board	375.6	George E. Oakley Jr. *v.p., sales, Riegelwood Operations*	110,500	3,858	Granted; Exercised; Unexercised Options Held	Savings And Stock Ownership Plan
PETROLEUM						
Crown Central Petroleum	660.4	Jesse D. Winzenried *group v.p., administration & marketing*	124,012	2,360		Employee Savings Plan
Getty Oil	3,758.3	Robert N. Miller *group v.p., manufacturing, marketing & distribution*	275,893	2,378		
Mapco	504.7	David A. Roach *executive v.p., marketing supply & transportation*	163,210			Incentive Compensation Profit Sharing
Murphy Oil	1,217.7	John L. Solomon *v.p., marketing*	79,167		None Granted	Incentive Bonus Plan
Natomas	485.9	W.B. Seaton *executive v.p., marketing & transportation*	195,333	8,241	Granted; Exercised; Unexercised Options Held	Incentive Bonus Plan; Thrift Plan
Standard Oil (Ohio)	5,197.7	C.H. King *senior v.p., marketing & refining*	160,226		Granted; Unexercised Options Held	Deferred Incentive Compensation Plan; Employee Stock Ownership Plan
Union Oil Co. of California	6,339.6	William S. McConnor *senior v.p., refinery marketing*	220,500	3,969	None Granted; Exercised; Unexercised Options Held	Deferred Compensation; Employee Profit Sharing & Stock Ownership
PHARMACEUTICALS						
Block Drug	149.7	Donald H. LeSieur *senior v.p.; director, marketing*	138,125			Deferred Compensation
PUBLISHING						
Gannett	83.1	John E. Heselden *senior v.p., marketing*	205,115	33,749	Granted; Exercised; Unexercised Options Held	Executive Incentive Plans

*Includes salaries, fees, incentives, and bonuses paid in cash.

Executive compensation survey

Company	Sales (Millions)	Individual And Title	Gross Total Remuneration*	Shares Common Stock Owned	Stock Options	Additional Compensation Plans
RUBBER						
Bandag	$247.5	Harold H. Vischer *executive v.p., sales & marketing*	$129,725	36,760	Unexercised Options Held	Profit Sharing; Incentive Compensation Plan
Cooper Tire & Rubber	260.7	W.T. Fitzgerald *v.p., marketing*	109,277		None Granted; Unexercised Options Held	Thrift And Profit Sharing Plan
SPORTING EQUIPMENT						
Remington Arms	259.4	John G. Williams *v.p.; director, marketing*	125,150			Thrift Plan; Incentive Compensation
STEEL						
Atlantic Steel	174.7	Connor F. Nelson Jr. *v.p., sales & marketing*	64,045			
Inland Steel	3,248.0	Derrick L. Brewster *v.p., sales*	107,668			Thrift Plan; Performance Incentive Plan; Employee Stock Purchase Plan
Lukens Steel	297.6	W. Harrison Lackey *v.p., marketing & public relations*	107,348		None Granted; Exercised; Unexercised Options Held	Incentive Compensation Plan; Savings And Vacation Plan
Pittsburgh-Des Moines Steel	217.8	L.E. Anderson Jr. *v.p., sales & engineering*	77,080	800	None Granted; Exercised; Unexercised Options Held	Deferred Compensation; Savings And Investment Plan
TEXTILES						
Bibb	207.4	Roland K. Knight *v.p.; sales pres., consumer goods div.*	86,083		Unexercised Options Held	
Bibb	207.4	Numa R. Martin *v.p.; sales pres., yarn div.*	82,583		Granted; Unexercised Options Held	
Cone Mills	618.0	Myron L. Silverstein *executive v.p., marketing div.*	220,000	3,000	None Granted	
Cone Mills	618.0	Benjamin O. Sampson *pres., marketing div.*	170,000	8,400	None Granted; Exercised	
Crompton	7,391.4	Ewart J. White Jr. *v.p., marketing*	124,707		Granted; Unexercised Options Held	Profit Sharing
Dan River	530.4	John B. Russell Jr. *executive v.p., marketing*	126,112	11,308		Deferred Compensation
Fieldcrest Mills	463.6	David M. Tracy *senior v.p.; pres., Fieldcrest sales*	198,962		None Granted; Unexercised Options Held	Payment of $109,900 From A Five-Year Deferred Compensation Plan Profit Sharing
Graniteville	266.5	H. Tenison Deane *v.p., sales*	164,102	12,794		Profit Sharing Incentive Plan
Martin Processing	121.8	Ronald A. Ressel *v.p., marketing*	69,678			Stock Bonus Plan; Savings And Stock Ownership Plan
Texfi Industries	171.9	Robert Biederman *v.p., market planning*	152,388			
TOBACCO						
Conwood	118.1	C.O. Clarke *v.p., sales*	114,125	8,506		Management Incentive Stock Purchase Plan Thrift Plan; Deferred Compensation

*Includes salaries, fees, incentives, and bonuses paid in cash.

Executive compensation survey

Company	Sales (Millions)	Individual And Title	Gross Total Remuneration*	Shares Common Stock Owned	Stock Options	Additional Compensation Plans
TOBACCO (continued)						
Conwood	$118.1	E.C. Powell *v.p., marketing*	$114,125	8,649		Management Incentive Stock Purchase Plan Thrift Plan Deferred Compensation
Dibrell Brothers	277.2	B. Carrington Bidgood *v.p., sales*	47,400	21,519		Deferred Compensation; Performance Share Units
Dibrell Brothers	277.2	Paul W. Mengel *v.p., sales*	57,400	4,051		Deferred Compensation; Performance Share Units
TOYS						
Hasbro Industries	104.0	Arthur Van Der Kar *v.p., sales* *Empire Div*	68,865		Exercised	Incentive Compensation
Ideal Toy	129.3	Abe Kent *senior v.p., marketing*	89,000		Unexercised Options Held	Deferred Compensation
Milton Bradley	260.0	John W. O'Donnell *senior v.p., marketing*	108,000	125,778	Granted; Unexercised Options Held	Profit Sharing
TRANSPORTATION						
McLean Trucking	493.7	Fred C. Bauer *executive v.p., marketing*	91,331	6,850	Granted; Unexercised Options Held	Profit Sharing
St. Louis-San Francisco Railway	356.8	E.D. Grinnell *senior v.p., marketing*	119,468	3,619	Unexercised Options Held	Incentive Bonus; Profit Sharing
Southern Railway	1,260.7	Robert S. Hamilton *executive v.p., marketing & planning*	210,176	1,519		Deferred Compensation

*Includes salaries, fees, incentives, and bonuses paid in cash.

IRELAND THE PERFECT PLACE.

Ireland has it all. Friendly hospitable people, lively cities, first class hotels and gourmet restaurants, magnificent golf courses, lakes and rivers teeming with fish.

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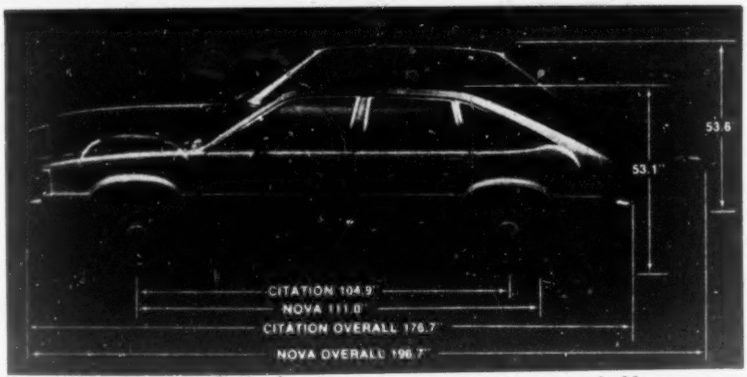
AN S&MM SPECIAL SECTION
Fleet cars
1980

THE SQUEEZE IS ON

By JOHN MUTTER
Associate Editor

The frantic pursuit of better gas mileage has set off a clashing of gears in the market for sales cars. Suddenly, everyone wants to switch to smaller cars, and there aren't enough to go around. What's more, commercial users, like their consumer counterparts, are hesitant to snap up the larger vehicles that Detroit has in abundance. Comments Bob Henderson, director of national fleet sales at Buick: "The rules of supply and



Chevy's Citation is more than 1.5 ft. shorter than last year's Nova.

demand have been thrown completely out of whack."

To see how the rules are changing and explore how fleet managers are reacting to gasoline at $1 or more per gallon, S&MM conducted a survey of sales and marketing executives. Among the findings:

- A majority of respondents plan to maintain current fleet levels over the next three years. Only 27% intend to increase the number of sales cars. Another 10% foresee reducing their fleet size.
- In the coming year, 5.9% of the respondents plan to drive significantly less, while 26.8% plan on a slight decrease.
- Over 40% of the respondents say they've changed territory coverage. Half of them say they don't know if the changes are permanent while 7% say definitely that they're here to stay.
- Telephone selling is used by 42.4% of all respondents as an alternative to cars. Many of these companies also use direct mail. Of those that have added those activities or increased them, 47.2% say the changes are permanent.
- The overwhelming majority (66%) of salespeople dislike small cars.

Even though many companies are tightening up on their use of cars, the sales-car fleet obviously is here to stay. Stan Chason, president of Gelco Fleet and Management Services, Eden Prairie, Minn., maintains, "No one's getting out of fleets. These fleets are necessary for business activity." Louis J. Boos, sales manager at Sandy Hill Corp., Hudson Falls, N.Y., agrees, speaking for many sales executives when he says, "Our type of selling requires face-to-face discussion with customers. We will continue to reach them primarily by car."

Nonetheless, the sales executive who's trying to decide on which cars are best for his organization runs up against more questions than ever. On top of gasoline price increases and shortages, he's confronted by continued (and sometimes confusing) "downsizing" of car models, an unstable used-car market, and salespeople who want to keep the big cars they're used to.

"The reaction to these sorts of things has been all over the map," says George R. Frink, fleet sales director at Chevrolet. "Some companies get quite emotional." Roy A. Houston, manager of marketing for the Fleet Div. of Chrysler, concurs: "It's gotten so that some fleet owners will buy a car with a four-cylinder engine even if the miles-per-gallon estimates are better for a six-cylinder engine in the same model," he says.

What are the smart companies doing? Houston says,

George R. Frink, director, fleet sales, at Chevrolet

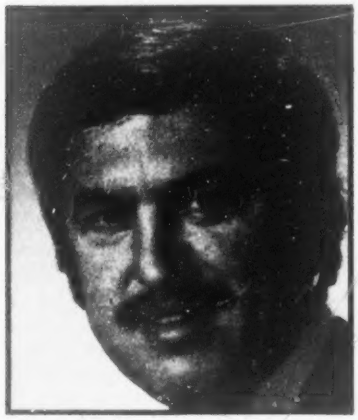
William R. McCreedy, manager, Ford Authorized Leasing System

John A. Rowley, leasing and fleet sales, Lincoln-Mercury

"They're holding their ground, not jumping to the smallest, most fuel-efficient car, which many times doesn't meet the needs of the sales force." However, the National Assn. of Fleet Administrators' (NAFA) annual new-car survey indicates that the majority of new cars for the 1980 model year will be compacts. Robert Burke, executive director of NAFA, notes that this is the first time since the survey was begun that compacts are the top choice of fleet administrators.

American Motors (AMC), which has long offered small cars, also attests to their popularity this year. Marty Levine, fleet marketing manager, says AMC's order bank for fleet passenger cars is the highest ever for the company.

It's not surprising that fleet managers are clamoring for smaller cars. For example, the Chevy Citation, one of General



Chuck Parker, president of Rollins Auto Leasing

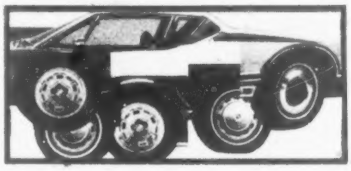
Highlights of S&MM's sales-car survey

1a. What has been the effect of gasoline availability (particularly last June and July) on your sales force activity?

Significant	11.2%
Moderate	55.6
Little or none	33.0

b. This effect was:

Everywhere	22.3%
Only in some areas	77.6



2. Where have fleet costs risen most?

Initial car prices	51.6%
Maintenance and repair	30.0
Insurance	13.7
Administration	1.9
Lease terms	22.8
Gasoline	84.3

Totals exceed 100% because some respondents gave multiple answers.

3. During the next three years, do you plan to:

Increase the number of fleet cars	27.0%
Reduce the number of fleet cars	10.9
Maintain current levels	62.0

4. What changes have you made or do you plan to make in using fleet cars?

	Have Done In Past Year	*Plan To Make In Coming Year*
Reduce driving significantly	2.7%	5.9%
Reduce driving slightly	19.0	26.8
Stay about the same	58.1	40.2
Increase driving in line with sales growth	20.0	26.8

5. What % of your fleet consists of small cars (compacts and subcompacts) and what will be the % three years from now?

	(% Of Respondents)	
% Of Fleet In Small Cars	*Now*	*Three Years From Now*
0%–24%	75.7%	34.8%
25%–49%	5.7	13.3
50%–74%	11.4	19.2
75%–100%	7.1	32.5

6. What is your sales force's attitude toward small cars?

Positive	7.6%
Neutral	26.5
Negative	65.7

7. Do your salespeople have any problems with storage space in small cars?

Yes	61.2%
No	38.7

8a. As a result of gasoline price increases and shortages, have you changed territory coverage in any way?

No	59.5%
To a small degree	35.4
Significantly	4.9

b. Are these changes:

Temporary	7.2%
Permanent	43.6
Don't know	49.0

9a. Have you used outside consultants to hold down costs?

Yes	6.4%
No	93.5

b. If not, do you plan to?

Yes	3.4%
No	96.5

10a. Have you used other methods of selling as a result of rising fleet car costs?

Telephone	42.4%
Mail	20.9
No change	43.1

b. Are these changes:

Temporary	4.1%
Permanent	47.2
Don't know	48.6

Totals exceed 100% because some respondents gave multiple answers.

Survey results are based on a mailing to 1,000 S&MM subscribers. By the cutoff date, 250 questionnaires were received. Of those who responded, 153 provide sales cars to some of their salespeople. Thus the base for all responses is 153 except where otherwise noted.

Motors' new X-body cars, gets as much as 45% better mileage with an automatic transmission and four-cylinder engine over the model it replaced, the Nova. For a large fleet that may spend $10,000 a week for gasoline, savings could amount to $4,000 a week. But many auto manufacturers are quick to point out that downsizing of full-sized and intermediate cars has made all cars more efficient. Chevrolet's Frink claims, "If all cars on the road were current full-sized Chevrolets, there'd be no gasoline shortages." John A. Rowley, major leasing and accounts manager at Lincoln-Mercury, notes, "Much of the recent jump in gasoline prices is offset by better mileage rates." Moreover, because of federally mandated corporate average fuel economy (CAFE) requirements for manufacturers, further improvements can be expected. Auto manufacturers also cite the benefits of new technology in reducing maintenance costs for all classes of cars. Intervals between tune-ups and oil changes, for example, are increasing.

Still, such small cars as the Ford Fairmont, Plymouth Horizon, Dodge Omni, and GM's X-bodies (in addition to the Citation, there are the Oldsmobile Omega, Buick Skylark, and Pontiac Phoenix) are not available in the quantity desired. Chuck Parker, president of Rollins Auto Leasing, Wilmington, Del., estimates, for example, that someone ordering X-body cars must wait six months for delivery. Gelco's Chason thinks many customers are willing to put up with the

Getting started in fleet cars

Say you're a sales manager of a small sales force, and your company is considering leasing or buying sales cars for the first time. What are the major decisions you must make?

Roy Houston of Chrysler recommends that the sales manager get in touch with a number of leasing companies even if he wants to buy. "The person should find out what is offered and why," he says. "And he shouldn't take just one answer; there's no single program that fits everyone perfectly."

The major criterion for buying is having enough cash to tie up in ownership. If a company is well-heeled enough for that, the next step is to decide who will handle fleet administration. Some buy cars but have leasing companies manage them. As Lincoln-Mercury's John Rowley notes, "More and more leasing companies are managing fleets as well. They supply most services a company doesn't want to supply itself."

But if a company wants to take on fleet management responsibilities, Robert Burke of the National Assn. of Fleet Administrators notes that the company must find an executive who has time to get to know dealers and manufacturers and learn the intricacies of the used-car market. "It's a complex area of management," he says.

For this reason and others, most companies choose to lease. Burke says that in this case, the sales manager must take his sales force's geographical location into consideration. "If it's a local sales force," he advises, "then local leasing companies should be approached." In addition, the sales manager should keep in mind that most auto dealers handle local car leasing, sometimes even for fleets of over 100 vehicles.

National leasing companies are recommended for national sales forces. Among the reasons for this: The national lessor can coordinate different localities' licensing and tax laws and provide a national network for handling sales-car emergencies.

long lead time. "They just keep driving the old car until the new one comes in," he says. But as Chevrolet's Frink points out, "In that amount of time, anything could happen to the present car. If it breaks down, the extra rental and repair costs could easily exceed the savings from the new car."

The difficulty here, as Lincoln-Mercury's Rowley sees it, is that some companies are demanding the small car for the wrong reasons. "They're making a knee-jerk reaction," he says. "Often an edict from top management will come down saying something like, 'We will drive only six-cylinder-engine cars.' "

For all companies, the vagaries of the used-car market are a big factor in selecting makes and models. This summer, demand for larger used cars was exceptionally weak and contributed to the sudden shift to compacts. William McCreedy, manager of Ford Authorized Leasing System, explains: "Many companies look at a car for its resale potential first. They've seen what's happening in used cars, and that's affecting their fleet buying."

Nonetheless, Lincoln-Mercury's Rowley hints that some companies aren't giving sufficient consideration to resale value. He maintains that because of their consistently good resale value, fleet managers need to overcome a reluctance to provide such sporty cars as the Ford Mustang, Lincoln-Mercury Capri, and Pontiac Grand Prix. "If companies really want to control costs, they're going to have to keep resale values like this in mind," he says.

Conditions in the used-car

Imported cars crack the fleet market

Ron Green of Toyota

Over the years, imported cars have generally been considered taboo for sales fleets, but the gasoline crunch has changed all that. An increasing number of fleet managers now regard import models as reliable cars that are reasonably priced and economical to operate.

Ray Barnett, national fleet and leasing manager at Nissan Motor (Datsun), says that a breakthrough for Datsun's fleet marketing has been the use of the company's cars by local and state governments. When fleet administrators for corporations discover that the states of California and Florida and the city of Los Angeles, for example, have Datsuns on their selection list, the implied endorsement helps his cause tremendously, he says.

How does Barnett respond to the inevitable objection from companies that want to "buy American?" "As a result of our presence in the U.S. auto industry, more Americans are employed in such areas of business as shipping, docking, trucking, dealerships, servicing, and parts manufacturing than would otherwise be the case," he says.

Ron Green, national fleet and lease administration manager for Toyota, says that one of his biggest marketing problems is that "people don't think we're out to get fleet business." Indeed, Toyota, the No. 1 import in the U.S., has been in the fleet business just five years. Green explains, "Only recently did we become a large enough proportion of the parent company's export business to guarantee ourselves enough cars for fleet business."

Toyota's fleet strategy has been to concentrate on the rental car companies, but Green says he's beginning to detect more interest nationwide from sales fleets. "Local and national fleet sales represent only 8% of our total sales," he says, "and we expect continued growth."

Datsun's peppy 210 gets 35 m.p.g.

market are also affecting the terms of many fleet leases. When the used-car market is good, companies tend to opt for open-ended leases, in which the company pays less and assumes the risk of reselling the car. "But when the used-car market is bad," Rollins's Parker notes, "quite a few companies tend toward close-ended leases. They're more expensive, but the leasing company assumes the risk. We may see a lot more of that now."

Leasing cycles, the amount of time the car is held, continue to lengthen. Whereas a few years ago 24 months was standard, the average now is near 30. But this figure may not go much higher: after 30 months many cars are near the 50,000 to 60,000 mileage level after which resale value drops significantly.

Few manufacturers and leasing companies expect to see much change in the perennial question of leasing vs. ownership. Approximately 80% of all fleets are leased to begin with. Most often, the ones that are company-owned are managed by leasing companies anyway. Thus for the most part, the difference between leasing and owning boils down to who possesses the title for the car.

Despite the rush to smaller cars, many operators are holding up on their 1980 fleet orders. Rollins's Parker says, "On the whole, fleet people really aren't sure which way they want to go, so they aren't making decisions." Ford's McCreedy notes that "gasoline prices and availability problems are confusing the fleet owner as much as the retail buyer. The auto industry sees this in fleet orders that don't

A phone in every sales car? Not yet

Many a sales manager has yearned to be in instant communication with his salespeople when they're on the road, but until recently there hasn't been much he could do about it. Now, the in-car telephone makes it all possible, but there's a limit on how many can be in use and, let's face it, you pay for the service.

The mobile phones themselves may be obtained from two types of suppliers. First are the major telephone companies—Bell, General, and Continental. Then there are about 600 radio common carriers (RCCs), whose main business is operating local paging systems. Getting the hardware doesn't put you on the air, however. Because the Federal Communications Commission assigns a limited number of radio channels to these phones, only a finite number of customers can be accommodated at any one time. Thus the potential subscriber usually must wait a year; in urban areas it may be even longer.

Most mobile units are leased to subscribers. Fees differ, but they generally run along these lines: installation, $70-$100; basic monthly service, $60-$100 (when higher, the charge may include a certain number of "free" minutes); rate per minute, 25¢-40¢. (In some cases the rate increases with the length of the call to discourage callers from blocking radio channels.)

Outside his local subscriber area (30-50 miles), a person with a mobile phone must connect with another RCC or telephone company. For technical reasons, this is not possible in all cases. Information on this subject should be requested from suppliers. In almost all cases, subscribers are able to dial as if using a regular telephone. Connection to the wire telephone network is done automatically by computer.

The easiest way to find out about service in a particular area is to call both the regular telephone company and the RCCs that are listed in the Yellow Pages under "Radio Communication Equipment and Systems." Shop around—rates and plans vary significantly.

match the rates of previous years."

One possible reason for hesitancy: reaction by salespeople to the downsized car. Gelco's Chason says, "Salespeople like the biggest car they can get." Chrysler's Houston: "Salespeople resist smaller cars."

In S&MM's survey results, only 7.6% of the respondents report salespeople reacting positively to small cars. Wyn Hoag, national sales manager for the Water Systems Div. of the Millipore Corp., Bedford, Mass., says, "The automobile is a two-edged sword: on one hand, costs are skyrocketing so they're being downsized; but on the other hand, the larger car is part of the salesperson's image. It enhances his self-esteem and is therefore a key element in the total remuneration package provided by the company. As such, it helps you hire and keep top salespeople."

NAFA's Burke says that most companies have taken downsizing step by step, so that opposition from salespeople is reduced. This year, however, Burke says the big jump down poses potential problems—so "many fleet users are loading up smaller cars with company-paid options." As a result, on smaller cars, such one-time luxury items as air conditioning, AM-FM stereo radio, power steering, and power brakes are almost standard for fleets. More companies also provide cruise control and an overdrive gear, which usually improve mileage. Gerald A. Schubert, director, sales and marketing, Apache Products, Linden, N.J., confirms the effectiveness of the strategy: "Our salespeople appear to be receptive to smaller cars—*if* they are deluxe."

Such "loading" of small cars produces some interesting twists. Bob Henderson says his Buicks, previously not heavy fleet sellers because they were reserved for a few people at the top of the sales staff, are enjoying a sales surge. He says, "Companies tell their salespeople, 'Yes, we're downsizing, but we're going up a nameplate. You won't have the big car you're used to, but we're going to put a Buick in your driveway.' "

Rollins's Parker is also optimistic about getting salespeople to accept small cars. If companies make clear "the connection between high, uncompetitive selling costs and the big car so many of their salespeople like, they'll have a much easier time," he says.

Another person who thinks there will be a smooth changeover to small cars is Ray Berlin, executive vice president of Wheels, Inc., Chicago. "When companies tried to get into small cars after the 1973 oil

Joseph Farris

"Be sure to ask George about his tomatoes."

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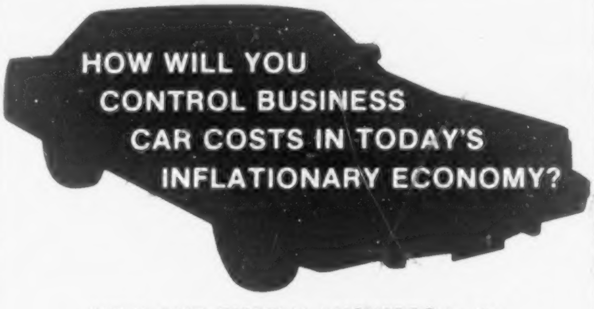
embargo, salespeople reacted badly," he says. "The main reason was because the small cars then just weren't that good. Now it's a different story."

Problems with storage space is another major objection sales managers and their salespeople raise against small cars. (Over 60% of S&MM's survey respondents report such problems.) Some companies with large samples require spacious trunks. Moreover, if several salespeople are riding together or with a sales manager, they complain that there's not enough room for everyone plus their luggage and samples.

Auto manufacturers and leasing companies reply that considerations like storage space are the things that too many companies overlook in their insistence on getting top fuel economy. Frink of Chevrolet says that in "normal years" the most important criteria for car selection are, in descending order, (1) resale value, (2) prior experience with the vehicle, (3) trunk space, (4) interior space, and (5) economy. Now, he says, "fuel economy is generally a close second to resale value." To illustrate the point, he adds, "If many companies can get an X-body car, they don't care about trunk space." Such shortsightedness leads, as Chrysler's Houston puts it, "to expensive retreats down the road."

AMC's Levine already sees encouraging trends toward sound decisions based on business needs. His company's Eagle, the first U.S.-made four-wheel-drive passenger car, which uses a Jeep undercarriage and an AMC body, has been successful since its August introduction despite a lower mileage rating than other cars comparable in size. "We've sold some as fleet cars sight unseen," he says. "Any type of business where people *have to* get where they're going is our market.'

In some instances, of course, the fuel crunch has led companies to drop fleet cars in favor of reimbursing salespeople for the use of their personal cars. For example, Jay D. Langer, marketing manager for Chemical Sciences, Whippany, N.J., says, "We are systematically eliminating fleet cars and providing salesmen with a flat-rate car allowance



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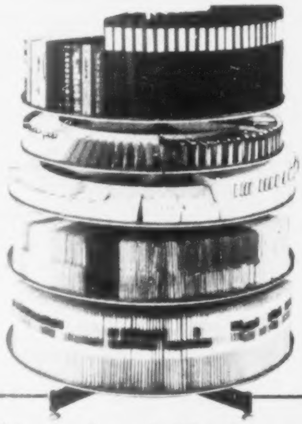

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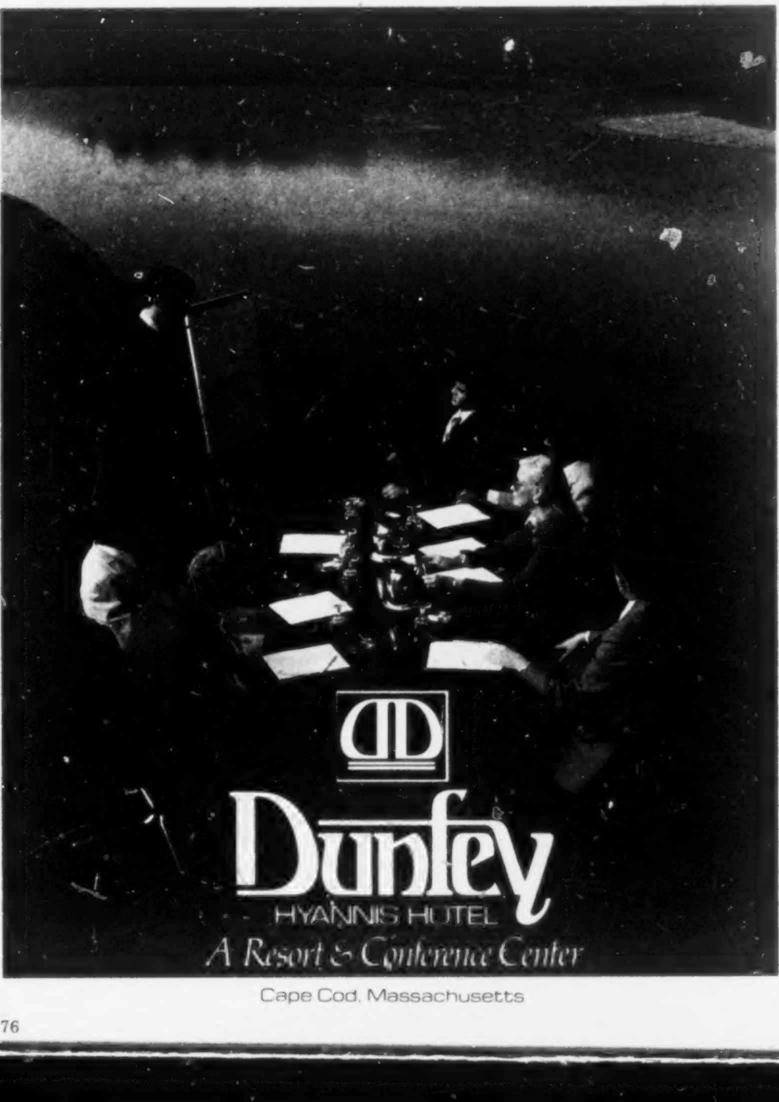

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and mileage compensation. This encourages the men to select fuel-saving cars if they have no hangups about driving smaller vehicles."

Humberto Velez, sales control supervisor for TAP, the Airline of Portugal, New York City, notes that his company is not leasing cars anymore. "We're giving car allowances," he says.

In fact, Runzheimer & Co., the transportation consulting firm, says that reimbursement under an equitable plan can be an effective alternative to leasing or buying sales cars. Judith Dettinger, field consultant, Transportation Div., recommends "automobile standard allowances," which combine a fixed dollar payment for such costs as insurance, license fees, and taxes with a variable cents-per-mile payment covering gas, oil, maintenance, and tires. "This method," she says, "allows for fairness by tailoring reimbursement of car use to the particular automobile, home city, and travel territory."

Whatever road they choose —leasing, buying, or reimbursement—marketers gradually are coming to realize that the role of the auto in carrying out their strategies has been permanently altered. This is pointed up repeatedly in the responses to S&MM's survey and in interviews with fleet-car people. During the oil shortage five years ago, many companies had their salespeople jump into small cars for a while, only to return to gas guzzlers once the crisis eased. Now the trend is unmistakable. Says Chuck Parker of Rollins, "This time, I don't see people going back to big cars." ■

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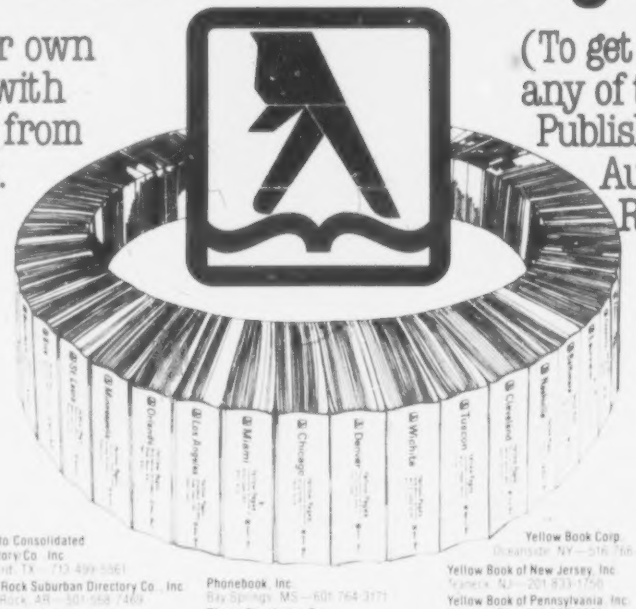

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Dayton, OH—513-296-2077

Berry, L. M. & Co.-Canada, Ltd.
Saint John, NB, Canada—506-657-5683

Billsco Publishing Co., Inc.
Houston, TX—713-468-4226

Boone, C. F., Publishers, Inc.
Sun City, AZ—602-977-2414

Carolina Tel. & Tel. Co.
Rocky Mount, NC—919-446-9087

Central Telephone Co. of Texas
Killeen, TX—817-634-0245

Chesapeake & Potomac Tel. Cos., The
Bethesda, MD—301-493-3255

Combined Area Telephone Directory, Inc.
Oklahoma City, OK—405-842-4075

Commercial Printing Co., Inc.
Fairbanks, AK—907-456-6668

Community Telephone Directories, Inc. of Illinois
Evanston, IL—312-864-4100

Community Telephone Directories, Inc. of Florida
Clearwater, FL—813-536-1962

Consolidated Lake Livingston Area Directory
Livingston, TX—713-327-5470

Directories Publishing Co., Inc.
Deerfield Beach, FL—305-427-8280

Dominion Directory Co., Ltd.
Des Plaines, IL—312-391-5116

Donnelley, Reuben H., Corp., The
New York, NY—212-972-8292

Feist Publications, Inc.
Spearville, KS—316-385-2612

General Telephone Directory Co.
Des Plaines, IL—312-391-5116

Gronseth Directory Service, Inc.
St. Cloud, MN—612-252-0300

Guide Publications, Inc.
Hackensack, NJ—201-489-0123

Hamburger Adressbuch-Verlag
Hamburg 52 (West Germany)
0049-40-89 81 71

Hanson Directory Service, Inc.
Newton, IA—515-792-2855

Horne Directory, Inc.
Madison, WI—608-256-1647

Hudco Publishing Co., Inc.
Birmingham, AL—205-979-1525

Indiana Bell Telephone Co.
Indianapolis, IN—317-265-8892

J & J Publications
Schenectady, NY—518-945-1220

Johnson Publishing Co., Inc.
Loveland, CO—800-525-2770

Kaiser Handi-Book Publishers, Inc.
Port Chester, NY—914-939-2610

Key Marketing & Research, Inc.
Lake Delton, WI—608-254-6332

Leland Mast Directory Co.
Lenexa, KS—913-888-8388

Lewisboro Directories, Inc.
Golden's Bridge, NY—212-688-5352

Liberto Consolidated Directory Co., Inc.
Stafford, TX—713-499-5561

Little Rock Suburban Directory Co., Inc.
Little Rock, AR—501-568-7469

Little Yellow Book, Inc., The
Highland Park, NJ—201-247-7200

Lomar, Inc.
Loveland, CO—303-667-0652

Lovell, John and Son, Ltd.
Montreal, PQ, Canada—514-849-2321

Luskey Brothers & Co., Inc.
Anaheim, CA—714-774-5683

Manning, H. A., Co.
Bellows Falls, VT—802-463-3913

Maritime Tel. & Tel. Co. of Canada
Halifax, N.S., Canada—902-421-4677

Media Marketing, Inc.
Kennewick, WA—509-783-9576

Metro Publishing Co.
Louisville, KY—502-491-8506

Michigan Bell Telephone Co.
Troy, MI—313-649-5555

Mountain Bell
Denver, CO—303-624-4693

National Advertising & Publishing Corp.
Fairfax, VA—703-573-6061

National Suburban Directories, Inc.
Evanston, IL—312-475-7002

National Telephone Directory Corp.
Union, NJ—201-687-1000

New England Tel. & Tel. Co.
Lynn, MA—617-581-4613

New Jersey Bell Telephone Co.
Glen Ridge, NJ—201-649-5714

New York Telephone Co.
New York, NY—212-394-0539

New York Yellow Pages, Inc.
New York, NY—212-673-6760

Northern California Publishing
Foster City, CA—415-341-7422

Northwestern Bell Telephone Co.
Minneapolis, MN—612-344-7200

Oak Cliff Telephone Directory Service
Dallas, TX—214-943-3444

Ohio Bell Telephone Co., The
Cleveland, OH—216-822-3051

Oklahoma Telephone Directories, Inc.
Tulsa, OK—918-664-6580

Old Heritage Advertising & Publishers, Inc.
St. Louis, MO—314-432-5543

Oneonta Telephone Co., Inc.
Oneonta, AL—205-625-3591

Pacific Northwest Bell Tel. Co.
Portland, OR—503-242-5270

Pacific Tel. & Tel. Co., The
San Francisco, CA
—415-542-0408

Phonebook, Inc.
Bay Springs, MS—601-764-3171

Phone Directories Co.
Provo, UT—801-577-8330

Price & Lee Co., The
New Haven, CT—203-624-3118

Price, H. Y., Enterprises, Inc.
San Marcos, TX—512-392-2411

Ross Publications, Inc.
Fullerton, CA—714-870-8800

Scarsdale-Hartsdale Local Telephone Directory, Inc.
Irvington, NY—914-591-8020

Sewell, A. L., Co.
Louisville, KY—502-239-6143

South Central Bell Telephone Co.
Birmingham, AL—205-942-8538

Southern Bell Tel. & Tel. Co.
Atlanta, GA—404-529-8806

Southern New England Tel. Co., The
New Haven, CT—203-771-6280

Southern Telephone Directory Co.
Knoxville, TN—615-690-4257

Southwestern Bell Telephone Co.
St. Louis, MO—314-247-8486

Southwestern Directory Co., Inc.
Oklahoma City, OK—405-525-5464

Stenseth Directory Service
Rock Hill, SC—803-327-4779

Suburban Publishing Co.
Kansas City, MO—816-421-0686

Sun Newspapers, Inc.
Edina, MN—612-941-4800

Tele-Direct Limited
Montreal, PQ, Canada—514-934-2762

Tele-Pages, Inc.
Parsippany, NJ—201-335-0106

Telephone Marketing Programs, Inc.
New York, NY—212-697-6334

Township Directory Corp.
Carteret, NJ—201-969-0015

United Publishers Corp.
Beverly Hills, CA—213-655-9294

United Publishing
Salt Lake City, UT—801-364-0625

VIP Guide Corp.
Mount Kisco, NY—914-241-0264

Vittoria Publishers, Inc., The
Hackensack, NJ—201-489-0123

White Directory Publishers, Inc.
Buffalo, NY—716-837-9100

Westchester Local Books, Inc.
Irvington, NY—914-591-8020

Williams Marketing Services, Inc.
Albany, NY—518-434-0131

Wisconsin Telephone Co.
Brookfield, WI—414-784-5090

Yellow Book Corp.
Oceanside, NY—516-766-1900

Yellow Book of New Jersey, Inc.
Teaneck, NJ—201-833-1750

Yellow Book of Pennsylvania, Inc.
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Associated Intermountain Directories, Inc.
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Bellerose, NY—212-343-8600

Bellaire-Southwest Directory Co.
Bellaire, TX—713-666-1535

Berry, L. M. & Co.
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Yellow Book of Pennsylvania, Inc.
Dresher, PA—215-887-9600

Yellow Pages Marketing Services, Inc.
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the medium that puts the "closing touch" on your marketing/media plan

Section A

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

How to use the data in this Survey to increase profits and sales

The future is purchased by the present.

—SAMUEL JOHNSON

By THAYER C. TAYLOR
Editorial Director
Survey of Buying Power

When the future turns cloudy, sales planning must be sharper. Given the mixed scenarios that forecasters are writing for 1980, wary marketers may have more qualms than usual as they prepare next year's local market strategies.

While local markets are not immune to the ups and downs of the national economy, neither do they react in a uniform manner. Based on their innate strengths and weaknesses, some will fare considerably better than national trends suggest; others will do poorly compared with the national indices. The marketer's canniness in picking and choosing among the varied opportunities and problems posed by local markets will strongly influence his bottom-line results. Helping the marketer to make those choices in a more intelligent manner is the mission of *Sales & Marketing Management's Survey of Buying Power—Part II.*

A markets and media planning issue, *Survey II* gives the marketer a long-range view of market change, a close-up look at the product potential of individual markets, as well as insights into the sales dynamics of his two most popular media markets: newspaper and TV.

In the 1978–83 forecast period, according to *Survey II,* the marketer will be cheered by a faster growth in the number of prospects. Total population is expected to expand 5.1%, somewhat stronger than the 4.2% gain of the 1973–78 period.

Nonmetro areas, reflecting the trend that first surfaced in the early 1970s, will continue to set the pace. The population living outside of S&MM's 300 metropolitan markets will increase 6.5%, to 58.6 million, by 1983 vs. a rise of 4.6%, to 172.4 million, in the metro areas.

Marketers whose goods are bought on a household basis will enjoy even better prospects, with such buying units increasing 11.2%, twice as fast as population, in the five-year forecast period. Here, too, the growth rate will be more rapid

SURVEY HIGHLIGHT

Nonmetros will set the pace through 1983

	1983 Projected Estimates	Projected % Change 1978–83	Actual % Change 1973–78
POPULATION (Thous.)			
U.S.	**230,991.2**	**+ 5.1%**	**+ 4.2%**
Metro	172,347.5	+ 4.6	+ 3.7
Nonmetro	58,643.7	+ 6.5	+ 5.6
HOUSEHOLDS (Thous.)			
U.S.	**85,538.3**	**+11.2%**	**+10.3%**
Metro	64,269.6	+10.9	+10.0
Nonmetro	21,268.7	+12.3	+11.3
EFFECTIVE BUYING INCOME ($000)			
U.S.	**$2,323,910,474**	**+61.4%**	**+63.4%**
Metro	1,841,101,360	+60.0	+61.9
Nonmetro	482,809,114	+67.1	+69.9
AVG. EBI PER HOUSEHOLD			
U.S.	**$27,168**	**+45.1%**	**+48.2%**
Metro	28,647	+44.3	+47.2
Nonmetro	22,700	+48.8	+52.7
RETAIL SALES ($000)			
U.S.	**$1,280,258,632**	**+56.6%**	**+59.0%**
Metro	1,005,568,208	+55.5	+61.5
Nonmetro	274,690,424	+60.6	+50.3
AVG. RETAIL SALES PER HOUSEHOLD			
U.S.	**$14,967**	**+40.8%**	**+44.2%**
Metro	15,646	+40.3	+46.9
Nonmetro	12,915	+43.1	+35.1
BUYING POWER INDEX			
U.S.	**100.0000**	**N.C.**	**N.C.**
Metro	78.0991	− 0.7%	− 0.1%
Nonmetro	21.9009	+ 2.7	+ 0.4

N.C.—No change; 100 is an index figure equivalent to the total U.S. sales potential for that year. The metro and nonmetro indexes are shares of the total U.S. sales potential.
Note: The 1983 projections apply to the 300 S&MM metropolitan markets as they are currently defined. By 1983, the Census Bureau will have probably made many changes in metropolitan boundaries as the result of the 1980 Census of Population and Housing.
Source: *Sales & Marketing Management's 1979 Survey of Buying Power—Part II.*
© Sales & Marketing Management.

in the nonmetro areas than in the metro markets—12.3% vs. 10.9%.

However, because employment growth will decelerate during the next few years as a result of changing age demographics, Effective Buying Income (EBI) will rise less than it has in recent years. Total EBI will rise 61.4% in the 1978–83 period compared with 63.4% in 1973–78.

With EBI growth slowing and household growth accelerating, the typical consumer buying unit's income will improve at a slower rate. Indeed, average EBI per household will increase 45.1%, to $27,168, as against a 48.2% gain between 1973 and 1978.

While these broad trends delineate the marketing environment of the early 1980s, it is within the local markets where the marketer ends up as a winner or loser. Selecting the

The fastest-growing metros will continue to show a geographical imbalance in the 1978–83 forecast period. Of the 26 markets expected to post the highest growth rates, 17 are in the South, 8 in the West, leaving only one such market in the Midwest and none in the Northeast. The imbalance will prevail within regions as well, with 11 of the 17 Southern markets located in Florida. That state will also get its third million-plus market, Fort Lauderdale-Hollywood, where a 17% growth rate will lift the population to 1.1 million. (See table below.)

▼

SURVEY HIGHLIGHT

The fastest-growing metros in the next five years

Rank	S&MM Metro Market	1983 Population Forecast (Thous.)	% Growth 1978–83
1.	Fort Myers-Cape Coral, Fla.	249.3	**31.3%**
2.	Richland-Kennewick-Pasco, Wash.	156.0	**26.4**
3.	Brownsville-Harlingen-San Benito, Texas	235.8	**24.6**
4.	Rapid City, S.D.	116.2	**22.7**
5.	West Palm Beach, Boca Raton, Fla.	598.9	**20.8**
6.	Tallahassee, Fla.	173.3	**20.6**
7.	Santa Cruz, Cal.	212.1	**20.4**
8.	McAllen-Pharr-Edinburg, Texas	291.4	**20.3**
9.	Panama City, Fla.	115.0	**19.8**
10.	Clarksville-Hopkinsville, Ky.-Tenn.	191.0	**18.9**
11.	Anchorage	221.6	**18.7**
12.	Bradenton, Fla.	154.6	**18.4**
13.	Austin, Texas	584.8	**18.3**
14.	Fort Lauderdale-Hollywood, Fla.	1,055.3	**16.5**
15.	Provo-Orem, Utah	219.3	**16.4**
16.	Olympia, Wash.*	129.1	**16.3%**
16.	Sarasota, Fla.	199.7	**16.3**
18.	Orlando, Fla.	709.4	**16.1**
19.	Las Vegas	437.1	**15.8**
20.	Phoenix	1,550.9	**15.7**
21.	Gainesville, Fla.	155.0	**15.4**
22.	Fort Collins, Colo.	152.0	**15.2**
23.	Pascagoula-Moss Point, Miss.	131.2	**15.0**
24.	Houston	3,048.4	**14.7**
25.	Lakeland-Winter Haven, Fla.	323.1	**14.6**
25.	Tampa-St. Petersburg, Fla.	1,649.6	**14.6**
	26-market total	**13,060.1**	**17.5%**

*Potential metro market as defined by S&MM.
Source: *Sales & Marketing Management's 1979 Survey of Buying Power—Part II.*
© Sales & Marketing Management.

SURVEY HIGHLIGHT

25 leading TV markets with the largest number of black prospects

Rank	S&MM-ARB TV Market	1978 Black Pop (Thous.)	% Change 1977-78	Black % Of TV Market's Total Pop.
1.	New York	2,766.0	+0.6%	15.2%
2.	Chicago	1,452.8	+0.5	17.4
3.	Philadelphia	1,083.7	+0.5	15.5
4.	Los Angeles	961.1	+3.3	8.9
5.	Washington, D.C.	918.8	+0.4	23.1
6.	Detroit	756.0	+0.1	15.7
7.	Houston	629.7	+6.8	20.1
8.	Memphis	592.8	+1.8	35.8
9.	Atlanta	568.2	+0.8	20.8
10.	Baltimore	559.7	+0.7	23.9
11.	Dallas-Fort Worth	465.9	+3.0	14.2
12.	New Orleans	455.4	+2.2	28.4
13.	Cleveland	451.1	+1.2	11.3
14.	Raleigh-Durham, N.C.	436.5	+5.2	29.9
15.	San Francisco	399.7	+2.2	8.1
16.	Norfolk-Portsmouth-Newport News-Hampton, Va.	396.5	0.3	28.5
17.	St. Louis	369.2	+1.0%	12.7%
18.	Jackson, Miss.	356.7	+4.7	44.0
19.	Miami	339.9	+2.3	14.0
20.	Shreveport-Texarkana, La.	328.9	+3.7*	29.5
21.	Charlotte, N.C.	315.4	+2.6	19.4
22.	Birmingham	308.9	+2.3	24.6
23.	Richmond	293.5	+7.5	30.1
24.	Greenville-Spartanburg-Asheville, S.C.	260.6	+3.0	17.2
25.	Mobile-Pensacola, Ala.-Fla.	257.6	+1.7	23.8
	25-market total	**15,724.6**	**+1.1%**	**16.8%**

Note: **S&MM's TV Markets** are based on American Research Bureau's (Arbitron) Area of Dominant Influence.
Source: *Sales & Marketing Management's 1979 Survey of Buying Power—Part II.*
© Sales & Marketing Management

Although the majority of the TV markets with the greatest number of blacks are in the South (17 of the top 25), markets in other parts of the U.S. also offer promising sales targets. For example, blacks' 17% share of Chicago's population, and 16% in both Detroit and Philadelphia, exceed the comparative ratios in such Southern TV markets as Dallas-Fort Worth and Miami, each having 14%. All told, 62% of the U.S.'s black population lives in the 25 markets listed here. Furthermore, blacks comprise 17% of the aggregate population of the 25 markets.

SURVEY HIGHLIGHT

Metros on the decline

S&MM Metro Market	Forecast % Loss In Pop. 1978-83	Actual % Change In Pop. 1970-78	1978 Pop. (Thous.)
Steubenville-Weirton, Ohio	**-4.2%**	-1.7%	163.5
Elkhart, Ind.	**-4.2**	+6.5	134.7
Charleston, W. Va.	**-3.7**	+1.0	289.8
Utica-Rome, N.Y.	**-3.2**	-4.9	323.8
Cleveland	**-2.9**	-5.9	1,942.7
Kansas City, Mo.	**-2.8**	+2.0	1,299.7
Elmira, N.Y.	**-2.6**	-4.6	96.9
Jersey City, N.J.	**-2.4**	-7.9	559.6
South Bend, Ind.	**-2.4**	-1.3	276.3
Muncie, Ind.	**-2.0**	-1.9	126.8
St. Joseph, Mo.	**-2.0**	+3.1	101.9
Pittsburgh	**-1.9**	-5.5	2,268.7
Michigan City-La Porte, Ind.*	**-1.9**	+0.5	105.9
Akron	**-1.8**	-2.6	661.5
Springfield, Ohio	**-1.8**	-2.9	182.2
Buffalo	**-1.4**	-4.1	1,294.1
Paterson-Clifton-Passaic, N.J.	**-1.4**	-1.3	454.9
Detroit	**-1.2%**	-1.1%	4,384.6
New York	**-1.1**	-5.9	9,386.7
Fort Wayne, Ind.	**-0.9**	+2.8	372.3
Wheeling, W. Va.	**-0.8**	+0.5	182.9
Mansfield, Ohio	**-0.8**	-0.2	129.8
Lima, Ohio	**-0.7**	0.0	210.1
Columbus, Ga.	**-0.6**	+4.6	227.6
Altoona, Pa.	**-0.6**	-0.7	134.4
Albany-Schenectady-Troy, N.Y.	**-0.3**	+1.6	790.5
Flint, Mich.	**-0.3**	+2.1	519.4
Racine, Wis.	**-0.3**	+3.3	176.4
Jamestown, N.Y.*	**-0.3**	-2.2	144.1
Sherman-Denison, Texas	**-0.1**	+0.8	83.9

*A potential metro market as defined by S&MM.
Sources: *Sales & Marketing Management's 1979 Survey of Buying Power—Part II; Survey of Buying Power's* 1979 Data Service.
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Just as the fastest-growing metro areas are concentrated in the South and West, so the declining markets are bunched up in the Northeast and Midwest. Of the 30 markets expected to suffer population losses in the 1978-83 forecast period, 12 are in the Northeast, 16 in the Midwest. Three states will have more than half the slipping metros—Ohio, 7; New York, 5; and Indiana, 4. One comforting sign: The 30 likely losers in the 1978-83 period represent a sharp drop from the 37 that were pegged a year ago to lose people in the 1977-82 period.

SURVEY HIGHLIGHT

Tomorrow's 25 most affluent markets

S&MM Metro Market	— EBI — — Per Household — 1983 Avg.	% Growth 1978-83	— Rank — 1978	1983	1978 Pop. (Thous.)
Anchorage	$43,406	54.9%	1	1	186.7
Bridgeport-Stamford-Norwalk-Danbury, Conn.	39,347	42.6	2	2	821.9
New Brunswick-Perth Amboy-Sayreville, N.J.	37,297	52.8	8	3	589.0
San Jose	36,956	49.8	5	4	1,247.5
Newark, N.J.	36,913	49.8	6	5	1,957.0
Ann Arbor, Mich.	36,869	50.1	7	6	255.1
Saginaw, Mich.	36,015	56.6	15	7	227.3
Washington, D.C.	35,801	44.3	4	8	3,062.4
Kokomo, Ind.	35,555	58.5	18	9	105.4
Flint, Mich.	35,418	53.2	12	10	519.4
Detroit	35,250	49.2	10	11	4,384.6
Pascagoula-Moss Point, Miss.	35,134	56.7	19	12	114.1
Trenton, N.J.	35,036	51.4	11	13	320.7
Nassau-Suffolk	34,896	37.4	3	14	2,704.4
Bremerton, Wash.*	34,878	51.5	14	15	128.9
Honolulu	34,812	44.0	9	16	738.2
Midland, Texas	34,746	51.2	16	17	75.0
Houston	34,657	54.5	17	18	2,656.9
Kenosha, Wis.	34,613	58.3	24	19	128.1
Long Branch-Asbury Park, N.J.	33,857	46.7	13	20	494.1
Janesville-Beloit, Wis.	33,038	56.7	36	21	135.8
Lansing-East Lansing, Mich.	32,906	49.5	21	22	458.6
Gary-Hammond-East Chicago, Ind.	32,831	49.9	23	23	645.6
Richland-Kennewick-Pasco, Wash.	32,625	53.1	29	24	123.4
Chicago	32,319	44.3	20	25	7,016.5
U.S.	**$27,168**	**45.1%**	—	—	**230,991.2**

*Potential metro market as defined by S&MM.
Note: Rank applies to average Effective Buying Income per household.
Source: *Sales & Marketing Management's 1979 Survey of Buying Power—Part II.*
Sales & Marketing Management.

Despite all the talk about population shifts from the North and Midwest to the South and West, the two older regions still have considerable clout, judged by their Effective Buying Income per household. Of the 25 metro areas that will boast the most affluent buying power in 1983, 10 are in the Midwest, 6 in the North. Trailing are the West, with 5, and South, 4. Three small markets will rack up spectacular gains in the top market rankings during the five-year forecast period—Saginaw, Mich., leaping from 15th to 7th; Kokomo Ind., from 18th to 9th, and Janesville-Beloit, Wis., 36th to 21st.

markets where selling pressure must be accented or depressed, allocating advertising dollars among markets where returns will be handsomest—these are some of the decisions that will spell the difference between black or red ink. The various statistical sections in *Survey II* give the marketer the input he needs for productive market decisions. Here's a brief look at how to use the information in each section of the *Survey*.

Section B: Merchandise Line Sales

An underutilized analytical tool, merchandise line sales (starting on page 37) provide sharper estimates of product potential on a market basis. Unlike retail store sales totals, which represent the aggregate purchases of a wide assortment of products, merchandise line sales focus on specific product categories.

Hence, the marketer can analyze with greater precision the contribution that each local market should make to his total volume. A marketer of drug products who sells in the seven metro areas that cluster around the Missouri/Kansas border, for example, can use the data to evaluate market performance and analyze distribution channel efficiency.

First, he adds up the data in the "Drugs & Other Health Aids" column; then he computes each market's share of the total. A comparison of each market's share with his own sales records looks like this:

Metro Market	% Of Drug Category Sales	% Of Company Sales
Missouri		
Kansas City	58%	61%
Springfield	9	6
Joplin	6	4
St. Joseph	3	2
Kansas		
Wichita	16	20
Topeka	6	5
Lawrence	2	2

He quickly learns that his sales force is doing better than can be expected in his two biggest markets, Kansas City and Wichita, where the share of company sales is greater than that suggested by the merchandise line sales breakdown. This also indicates that potentially there is additional business to be gained if he sharpens his selling tactics in the smaller markets.

The section's distribution channel data, where sales volume is shown for the leading store type associated with the product category, offer clues on where selling emphasis should be placed. Here, the marketer calculates the share of drug product sales moving through drugstores in each market and comes up with this finding:

Metro Market	*Drugstore Share Of Category Sales*
Missouri	
Kansas City	66%
Springfield	67
Joplin	72
St. Joseph	86
Kansas	
Wichita	60
Topeka	69
Lawrence	54
7-market total	66

That reveals that drugstores in Joplin and St. Joseph are effective pipelines to consumers but that their counterparts in Lawrence and Wichita are considerably weaker. One conclusion: Stronger merchandising

SURVEY HIGHLIGHT

Brighter future for the leading regional metros

Marketers who concentrate on the biggest metro areas within each of the four major geographical regions can look forward to a better selling environment in the 1978–83 forecast period. In both the North and Midwest, those markets will turn from a slight net loss in population during 1973–78 to a slight gain in 1978–83. The South's big ten will expand at a somewhat faster pace than previously (8.9% vs. 7.6%), but the West's counterparts will decelerate (from 7.7% to 6.5%). Considerably fewer markets are expected to lose people in the coming years—only 6 in the forecast period, compared to 13 in the preceding five years.

1978 U.S. Rank	*S&MM Metro Market*	*— Population —* 1978 *Actual (Thous.)*	1983 *Forecast (Thous.)*	*— % Change —* *1973–78*	*1978–83*
	NORTH				
1.	New York	9,386.7	9,281.7	− 5.0%	− 1.1%
4.	Philadelphia	4,792.3	4,871.1	− 0.9	+ 1.6
6.	Boston	3,914.6	4,033.9	+14.4	+ 3.0
10.	Nassau-Suffolk	2,704.4	2,833.3	+ 3.6	+ 4.8
13.	Pittsburgh	2,268.7	2,224.7	− 4.7	− 1.9
16.	Newark, N.J.	1,957.0	1,957.8	− 5.9	0.0
30.	Buffalo	1,294.1	1,276.5	− 2.9	− 1.4
36.	Hartford-New Britain-Bristol	1,058.2	1,077.8	+12.2	+ 1.9
38.	Rochester	973.7	981.5	+ 0.3	+ 0.8
44.	Providence-Warwick-Pawtucket	851.2	884.6	− 2.8	+ 3.9
	10-market total	**29,200.9**	**29,422.9**	**− 0.4%**	**+ 0.8%**
	MIDWEST				
3.	Chicago	7,016.5	7,094.6	− 1.0%	+ 1.1%
5.	Detroit	4,384.6	4,332.3	− 1.9	− 1.2
12.	St. Louis	2,389.7	2,477.0	+ 0.3	+ 3.7
15.	Minneapolis-St. Paul	2,049.7	2,120.5	+ 2.5	+ 3.5
17.	Cleveland	1,942.7	1,887.1	− 4.4	− 2.9
25.	Milwaukee	1,414.1	1,460.2	− 1.7	+ 3.3
27.	Cincinnati	1,377.0	1,383.2	− 1.6	+ 0.5
29.	Kansas City	1,299.7	1,263.7	− 1.6	− 2.8
32.	Indianapolis	1,162.8	1,179.8	+ 2.0	+ 1.5
35.	Columbus, Ohio	1,105.3	1,129.7	+ 3.3	+ 2.2
	10-market total	**24,142.1**	**24,328.1**	**− 0.8%**	**+ 0.8%**
	SOUTH				
8.	Washington, D.C.	3,062.4	3,209.1	− 0.3%	+ 4.8%
9.	Dallas-Fort Worth	2,711.1	2,867.1	+ 8.3	+ 5.8
11.	Houston	2,656.9	3,048.4	+20.9	+14.7
14.	Baltimore	2,164.6	2,293.9	+ 1.6	+ 6.0
19.	Atlanta	1,874.9	2,058.1	+ 8.2	+ 9.8
23.	Miami	1,474.1	1,670.4	+ 4.0	+13.3
24.	Tampa-St. Petersburg	1,439.9	1,649.6	+ 9.2	+14.6
34.	New Orleans	1,152.2	1,192.1	+ 5.6	+ 3.5
37.	San Antonio	1,021.4	1,065.9	+ 7.1	+ 4.4
40.	Fort Lauderdale-Hollywood	906.2	1,055.3	+22.3	+16.5
	10-market total	**18,463.7**	**20,109.9**	**+ 7.6%**	**+ 8.9%**
	WEST				
2.	Los Angeles-Long Beach	7,112.2	7,274.4	− 2.4%	+ 2.3%
7.	San Francisco-Oakland	3,217.9	3,279.1	+ 2.0	+ 1.9
18.	Anaheim-Santa Ana-Garden Grove	1,875.1	2,115.4	+18.1	+12.8
20.	San Diego	1,783.0	1,965.8	+18.8	+10.3
21.	Denver-Boulder	1,520.4	1,716.5	+10.5	+12.9
22.	Seattle-Everett	1,474.8	1,475.8	+ 5.6	+ 0.1
26.	Riverside-San Bernardino-Ontario	1,380.9	1,578.8	+14.7	+14.3
28.	Phoenix	1,340.2	1,550.9	+16.8	+15.7
31.	San Jose	1,247.5	1,346.3	+ 8.4	+ 7.9
33.	Portland, Ore.	1,156.2	1,236.7	+ 8.0	+ 7.0
	10-market total	**22,108.2**	**23,539.7**	**+ 7.7%**	**+ 6.5%**
	40-market total	**93,914.9**	**97,400.6**	**+ 2.8%**	**+ 3.7%**
	U.S. total	**219,768.5**	**230,991.2**	**+ 4.2%**	**+ 5.1%**

Note: The 1983 projections apply to the metro markets as they are currently defined. See Section C for the county composition of individual metro markets.
Sources: *Sales & Marketing Management*'s 1979 and 1974 *Survey of Buying Power—Part II*. Sales & Marketing Management.

THE MEDIA PLANNER'S GUIDE

THE WALL STREET JOURNAL.

The Wall Street Journal is essential reading for millions of decision-makers, nationwide, every business day.

Why? Because The Journal provides the news and information they need to know, and provides it when and where they need it most.

The Journal style is concise, comprehensive. Basic requirements for a publication that's viewed as the most useful to managers and executives.

Before you finalize any media schedule, consider the research that compares The Journal with other media. And consider the facts and figures that document The Journal's extraordinary value.

TOP AND MIDDLE MANAGEMENT.

Since 1968, Opinion Research Corporation has studied reading preferences among top and middle management executives in America's 800 largest corporations. In every ORC study—conducted quarterly—The Journal has been the clear-cut first choice. Here are the results of the latest report.

Regular Readership of Publications by Top & Middle Management

Publication or Periodical	% reading at least 3 of every 4 issues
The Wall Street Journal	74.0%
Business Week	58.5%
Time	42.5%
National Geographic	40.4%
Forbes	38.3%
Fortune	36.4%
Newsweek	29.7%
Dun's Review	28.8%
Reader's Digest	28.1%
Sports Illustrated	25.5%
U.S. News & World Report	22.9%
New York Times (Sunday)	22.2%
Harvard Business Review	21.0%
Nation's Business	20.2%
New York Times (Daily)	16.9%

The Journal wins, hands down, when you look at executives in these same companies in terms of special categories:

Category of Executives	Regular (3/4 issues) Readers of The Journal
Executives less than 40 years old	70.6%
Executives who are college grads	75.6%
Executives with net worth of $350,000 or more	86.4%
Executives who own $100,000 or more of stock	87.4%

THE DECISION-MAKING PROCESS.

Journal readers play a pivotal role in decisions that affect your company's future, your industry's future, your future.

Consider, for instance, this table, showing the number of Journal subscribers who make or influence decisions that show up on your bottom line.

Product/Service	# of WSJ decision-makers
Advertising media	401,500
Aircraft/helicopter	41,400
Bank services	440,400
Building materials or equipment	329,700
EDP/computer equipment, services, software	317,500
Freight or transportation services	208,000
Insurance (property and/or employe benefits)	451,300
Office furniture/fixtures/floor coverings	529,200
Office machines, (calculators, copiers, etc.)	552,300
Real estate or new plant site: U.S. and abroad	289,500
Security systems/services	215,300
Selection of sites/accommodations for conventions or sales meetings	231,100
Travel arrangements/accommodations for traveling executives, salesmen, employes	397,800

ALTERNATIVE MEDIA CHOICES.

No other publication matches The Journal's concentration of readers in corporate America and neither can any other medium. As shown by a study of 1,200 chairmen, presidents and chief executives:

73%	regularly read The Wall Street Journal
62%	regularly view some television news programs
46%	regularly view some television sports programs
43%	regularly read the top U.S. newsweekly
40%	regularly view some prime time television programs
39%	regularly listen to some radio news program
32%	regularly read the top U.S. business weekly

THE AFFLUENT AUDIENCE.

The Journal reaches affluent America.

Journal subscribers have a median household income more than twice the U.S. median, an average household net worth of $404,560, and one of every twenty is a millionaire!

Further proof of The Journal's effectiveness in reaching the affluent audience came from a study comparing the reading habits of this elite segment of the American market. Compare The Journal's ability to reach Americans with a personal income of $50,000 or more with that of other publications:

Publication	# of affluent readers, average issue
The Wall Street Journal	547,000
Business Week	346,000
Dun's Review	114,000
Forbes	296,000
Fortune	298,000
Nation's Business	185,000
Newsweek	435,000
Sports Illustrated	310,000
Time	590,000
U.S. News & World Report	326,000
New Yorker	175,000
Scientific American	78,000
Smithsonian	232,000

TO THE WALL STREET JOURNAL.

A MARKET FOR TRAVEL, A MARKET FOR LEISURE.

Travel advertisers find The Journal a productive and efficient medium. A not unexpected result when you consider the travel of Journal subscribers:

- 87% have taken 1 or more domestic trips during the year.
- 83% traveled by commercial airliner.
- 78% took business flights—with 14% flying 25 times or more per year.
- 67% of the air travelers flew for personal reasons—with 13% taking 5 or more flights per year.
- 58% have taken foreign trips during the last 5 years—with 55% of these averaging more than 1 or more flights outside the contiguous U.S. every 6 months.

As indicated, many of the trips taken by Journal subscribers are for fun, not business. And The Journal subscriber's leisure activities are verified by this table, showing the percentage of Journal subscribers engaging in various activities—and the amount of money they've spent on their hobbies over a two-year period.

Activity or Hobby	% of WSJ subscribers	Average expenditures during last 2 years
Gardening	52%	$539
Golf	36%	$479
Photography	30%	$294
Tennis	27%	$223
Home workshops	25%	$349
Boating	23%	$1,701
Camping	19%	$744
Skiing	17%	$604
Stamp/coin collecting	16%	$787
Flying (private planes)	5%	$2,826

In two key market areas, The Journal audience represents a prime opportunity.

1 of 5 Journal subscriber families owns a music system based on stereo components—and they've spent an average of $533 on components in a 24-month period.

THE WALL STREET JOURNAL
What's News

In the same time period, the more than 1 out of every 4 families owning a still camera spent an average of $294 for photographic equipment.

VITALITY. DEMONSTRATED BY GROWTH.

Finally, consider the circulation growth of The Wall Street Journal.

In 1978, Journal attained circulation grew by 7%.

During the last five years, Journal circulation has grown by 21%.

No other daily, newsweekly, bimonthly, monthly serving business and management can match that growth rate.

Today the average daily paid circulation of The Journal stands at 1.6 million.

That's 8 million paid copies every week. And over 32 million paid copies in a month.

Astonishing acceptance. Based on The Journal's demonstrated ability to provide America's most important readers with the world's most important news.

And all good reason why any media planner should remember, before finalizing a media schedule, six short but significant words:

THE WALL STREET JOURNAL.
IT WORKS.

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SURVEY HIGHLIGHT

50 biggest newspaper markets in terms of households

Rank	S&MM Newspaper Market	1978 Households (Thous.)	EBI Per Hsld.	Index U.S. = 100	% Hslds. Coverage
1.	New York	5,906.2	$20,968	112	53.2%
2.	Los Angeles-Long Beach	3,467.9	20,186	108	45.8
3.	Chicago	2,466.7	22,363	119	55.8
4.	Philadelphia	1,761.6	20,705	111	82.8
5.	Detroit	1,648.7	23,089	123	78.5
6.	Boston	1,413.7	20,320	109	69.1
7.	San Francisco-Oakland	1,400.2	21,564	115	56.3
8.	Washington, D.C.	1,149.2	24,477	131	71.4
9.	Houston	1,106.9	21,476	115	54.7
10.	Minneapolis-St. Paul	1,019.5	19,303	103	61.0
11.	Miami	1,011.3	18,450	99	43.7
12.	Dallas-Fort Worth	997.2	20,977	112	68.1
13.	St. Louis	896.0	19,812	106	64.1
14.	Newark, N.J.	866.5	24,530	131	56.7
15.	Pittsburgh	846.4	18,782	100	71.9
16.	Nassau-Suffolk	830.0	25,394	136	55.6
17.	Baltimore	764.9	18,266	98	67.4
18.	Denver-Boulder	725.3	19,231	103	70.3
19.	Atlanta	723.2	20,019	107	51.0
20.	Anaheim-Santa Ana-Garden Grove	690.1	21,932	117	35.1
21.	Cleveland	681.6	21,373	114	93.8
22.	San Diego	667.0	18,353	98	53.5
23.	Tampa-St. Petersburg	654.4	14,514	78	68.5
24.	Kansas City	639.2	19,356	103	90.3
25.	Seattle-Everett	618.0	20,597	110	70.2
26.	Cincinnati	601.5	19,365	103	60.3
27.	Phoenix	596.6	18,052	96	55.9
28.	Des Moines	539.7	18,135	97	46.8
29.	Portland, Ore.	536.9	18,466	99	63.4
30.	Riverside-San Bernardino-Ontario	510.5	17,321	93	39.1
31.	Buffalo	504.4	17,876	95	80.7
32.	Milwaukee	495.3	21,130	113	81.1
33.	Louisville	446.7	18,961	101	67.2
34.	San Jose	441.7	24,673	132	51.4
35.	New Orleans	432.1	19,583	105	68.3
36.	Columbus, Ohio	419.7	19,324	103	68.4
37.	Indianapolis	416.2	20,347	109	74.9
38.	Omaha	410.0	17,875	95	49.8
39.	Oklahoma City	407.8	17,509	94	65.3
40.	Sacramento	407.3	18,809	100	61.3
41.	Charlotte-Gastonia	400.5	17,982	96	54.4
42.	Memphis	388.8	16,887	90	64.6
43.	San Antonio	384.2	17,891	96	68.9
44.	Salt Lake City-Ogden	376.3	18,304	98	59.8
45.	Greensboro-Winston-Salem-High Point	372.6	17,823	95	64.3
46.	Fort Lauderdale-Hollywood	366.7	18,544	99	48.7
47.	Hartford-New Britain-Bristol	366.1	20,861	111	62.9
48.	Rochester, N.Y.	351.0	20,217	108	69.7
49.	New Haven-West Haven-Waterbury-Meriden	323.7	19,519	104	68.9
50.	Providence-Pawtucket-Warwick	320.7	18,923	101	77.9

Notes: **EBI Per Household Index** calculated by dividing the U.S. average of $18,718 into the newspaper market's comparative figure: an index of 112 means it is 12% above average, an index of 98 means it is 2% below average.

EBI Per Household pertains to all the households in the market, not just the newspaper-subscriber households. For data on the income levels of subscriber households, consult the local newspapers in the market as to whether they have such information and the date of their latest research.

% Households Coverage is calculated by dividing the number of households into total circulation. However, because of duplicate circulation in multinewspaper markets—that is, a household subscribing to more than one newspaper—it must be used with caution.

Source: *Sales & Marketing Management's 1979 Survey of Buying Power—Part II*

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tie-ins with drug outlets in the first two markets can produce extra sales, but in the last two markets he will have to give more attention to other types of outlets.

Section C: Metro Projections

Every marketer whose concerns stretch beyond next year's budget wants to be sure that his sales force resources are properly positioned to exploit the fastest-growing markets as well as to avoid being dragged down by declining markets. The five-year projections of U.S. metropolitan markets, starting on page 51, give the marketer a head start on his sales force needs in 1983.

Not surprisingly, the South and West will continue to spearhead population growth in the next several years, but as the table on page 9 demonstrates, certain leading markets in each of the major geographical sectors will differ appreciably from regional patterns.

In the South, where the regional populace will expand 8%, New Orleans will increase only 3.5%; San Antonio, 4.4%; and Washington, D.C., 4.8%. In the West, despite an anticipated 8% growth, Seattle-Everett will show virtually no change, and the two biggest markets will experience very modest gains: Los Angeles-Long Beach, up 2.3%, and San Francisco-Oakland, 1.9%.

Similarly, in the Northeast and Midwest, where each

As a rule, the bigger the newspaper market, the higher its household buying power. Thus among the first 20 markets in the ranking table, only 2 have an Effective Buying Income per household below the national average. However, among the bottom 20, ranked from 31st to 50th, 9 markets have households with subpar income levels. Significantly, the 10 top markets all have better-than-average household incomes ranging from $19,303 in Minneapolis-St. Paul to $24,477 in Washington, D.C.

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"WE PROVED YOU CAN GIVE AMAZINGLY FAST SERVICE AND KEEP YOUR SALES COSTS DOWN."

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Stephen Upton, Whirlpool Corporation

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T.C. Zinninger, PPG Industries

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anywhere in the contiguous United States. (In Missouri, call 800-892-2121).

Bell System

SURVEY HIGHLIGHT

The 50 biggest TV markets in population

Rank	S&MM-ARB TV Market	1978 Total Pop (Thous.)	% Change 1977-78	EBI Per Hsld. (Avg.)	Quality Index U.S. = 100
1.	New York	18,206.3	0.6%	$20,965	112
2.	Los Angeles	10,785.1	+ 1.9	19,821	106
3.	Chicago	8,352.0	0.0	22,153	118
4.	Philadelphia	7,012.7	+ 0.4	20,632	110
5.	Boston	5,286.6	0.7	19,981	107
6.	San Francisco	4,933.3	+ 1.1	21,971	117
7.	Detroit	4,810.6	+ 0.1	23,561	126
8.	Washington, D.C.	3,983.6	+ 0.1	22,671	121
9.	Cleveland	3,975.7	+ 1.8	20,064	107
10.	Pittsburgh	3,296.7	+ 1.9	18,095	97
11.	Dallas-Fort Worth	3,284.3	+ 2.6	19,944	107
12.	Houston	3,129.7	+ 6.7	21,547	115
13.	Minneapolis-St. Paul	2,931.6	+ 1.7	19,470	104
14.	St. Louis	2,901.1	0.1	19,142	102
15.	Atlanta	2,732.9	+ 0.6	18,824	101
16.	Seattle-Tacoma	2,476.3	+ 3.2	20,280	108
17.	Miami	2,429.3	1.4	18,630	100
18.	Baltimore	2,338.9	+ 0.1	18,116	97
19.	Hartford-New Haven	2,222.8	+12.0	20,083	107
20.	Indianapolis	2,200.7	3.1	19,770	106
21.	Tampa-St. Petersburg	2,175.3	+ 0.8	14,736	79
22.	Denver	2,074.3	+ 6.8	19,181	102
23.	Sacramento-Stockton	1,995.5	+ 3.2	18,630	100
24.	Portland, Ore.	1,924.1	+ 1.3	18,229	97
25.	Milwaukee	1,902.5	0.0	20,773	111
26.	Cincinnati	1,893.8	0.0	18,928	101
27.	Kansas City	1,791.8	+ 2.1	19,183	102
28.	Buffalo	1,784.9	1.2	17,249	92
29.	San Diego	1,783.0	+ 4.0	18,353	98
30.	Phoenix	1,660.7	+ 4.7	18,145	97
31.	Nashville	1,660.1	0.8	16,087	86
32.	Memphis	1,657.3	+ 0.1	15,843	85
33.	Charlotte, N.C.	1,629.0	+ 1.0	17,579	94
34.	New Orleans	1,606.2	+ 2.3	18,810	100
35.	Grand Rapids-Kalamazoo-Battle Creek	1,540.2	+ 7.3	16,948	91
36.	Columbus, Ohio	1,527.7	5.8	18,613	99
37.	Greenville-Spartanburg-Asheville, S.C.	1,515.5	+ 1.9	15,802	84
38.	Providence	1,496.1	9.8	18,004	96
39.	Raleigh-Durham, N.C.	1,462.1	+ 3.4	16,651	89
40.	Salt Lake City	1,442.9	+ 3.8	18,055	96
41.	Charleston-Huntington, W. Va.	1,435.6	+ 6.4	15,379	82
42.	Louisville	1,415.9	+ 3.8	18,734	100
43.	Norfolk-Portsmouth-Newport News-Hampton, Va.	1,389.7	+ 0.8	17,467	93
44.	Oklahoma City	1,341.8	+ 3.3	16,752	89
45.	San Antonio	1,340.3	+ 0.3	17,376	93
46.	Dayton	1,338.6	+ 3.1	19,157	102
47.	Harrisburg-York-Lancaster-Lebanon, Pa.	1,312.3	+ 3.8	19,407	104
48.	Orlando-Daytona Beach	1,302.6	+ 1.9	15,601	83
49.	Albany-Schenectady-Troy, N.Y.	1,260.2	0.5	17,845	95
50.	Birmingham	1,257.5	+ 2.2	16,246	87
	50-market total	**145,207.7**	**+ 1.1%**	**$19,649**	**105**

Notes: **S&MM's TV Markets** are based on American Research Bureau's (Arbitron) Area of Dominant Influence. **Quality Index** is calculated by dividing the all-U.S. average Effective Buying Income (EBI) per household, $18,718, into the TV market's comparative figure. The average EBI per household applies to all households in the market.
Source: *Sales & Marketing Management's 1979 Survey of Buying Power—Part II*
Sales & Marketing Management

region's growth will be only 2%, several of the major markets will do somewhat better. In the Northeast: Nassau-Suffolk, up 4.8%; Providence-Warwick-Pawtucket, 3.9%; and Boston, 3.0%. In the Midwest: St. Louis, up 3.7%; Minneapolis-St. Paul, 3.[illegible]%; and Milwaukee, 3.3%.

The *Survey*'s metropolitan market projections are useful for planning future manpower needs. With data on the revenue per salesperson, population growth rates can provide clues to whether the marketer should concentrate on boosting salesperson productivity in 1983 or consider hiring additional personnel.

Take the case of a marketer who sells a consumer product that enjoys broad acceptance. In the six markets listed below, revenue per salesperson ranges from $100,000 to $114,000. Multiplying these averages by the population growth rate indicates what the average revenue will be in 1983 with the same number of salespeople.

Metro Market	% Increase In Pop	$ Increase Per Salesperson
Fort Myers-Cape Coral, Fla.	31.3%	$34,000
Brownsville-Harlingen-San Benito, Texas	24.6	28,000
Salem, Ore.	13.3	15,000
Poughkeepsie, N.Y.	4.4	4,000
Portland, Me.	3.4	4,000
New London-Norwich, Conn.	2.7	3,000

The significant increase projected for Fort Myers-Cape Coral suggests that sales force personnel will have to be added if the marketer wants to maintain current revenue levels. In the slower-growing markets, such as Portland, Me., Poughkeepsie, N.Y., and New London-Norwich, Conn., the increases are modest enough so that more effective training or incentive programs can boost per-person productivity enough

Make Fran Tarkenton part of your next sales meeting.

Introducing two great new films every sales team should see.
Here's a man your sales people should meet. Fran Tarkenton started out in pro football with a scouting report that read like an obituary: *"Too small, too slow, too weak, won't last a year."* But 18 years later, he owned five NFL records and earned a salary to match!

Even at $350,000 he couldn't afford to stay in football.
For the last nine years Fran has spent his off-season time turning an idea into a company. And that company is now a $3.5 million business!

How did he do it?
Does this son-of-a-preacherman/football great/business success have a secret formula? The answer is no. Instead, what Fran Tarkenton does have is an accurate assessment of himself and a few simple principles that allow him to turn his efforts into profits.

Two exceptional films.
Both deal with the cornerstones of Fran's success: style and time. He communicates with an audience the same way he does with a customer–one-on-one and straight from the shoulder.

"The Scramble" © (22:00)
Is it a helter-skelter run for your life? Or a carefully-planned strategy for success? Fran stresses developing a style that fits the individual . . . building on strengths . . . planning contingencies and knowing when to use them. Plus, the five key points that make "The Scramble" work in business.

"The Two-Minute Drill" © (17:00)
Time is an ally when you use the clock to your advantage. Learn about the Bonus Breakfast . . . what is Golden Time? . . . new ideas about using the phone . . . creating your own personal Data Base . . . and more.

FREE NFL FOOTBALL!
A personally autographed official NFL football from Fran Tarkenton with each purchase of a single film or the two-film package. This offer good only on orders received before December 31, 1979.

Cut out the coupon and mail it today to:

Producers International Corp.
128 East 36th Street
Indianapolis,
IN 46205
(317) 924-5163

(Please attach letterhead or purchase order.)

Yes, I want Fran Tarkenton to speak at my next meeting.

	Purchase 16mm Super 8mm	Purchase Videocassette	Rental 16mm Super 8mm	Rental Video cassette
"The Scramble"	$375	$450	$125	$125
"The Two-Minute Drill"	$375	$450	$125	$125
Both Titles	$675	$825	$225	$225

Specify VTR format

(Shipping charges additional; prices for quantity orders available on request.)

Name
Company
Title
Address
City
State
Zip
Telephone

TV Guide readers
Los Angeles

Cop-turned-writer Joseph Wambaugh calls the articles in TV Guide:

"Critical, incisive, and sharp."

"It seems to me that TV Guide doesn't prostitute itself to the industry it describes," notes Wambaugh, author and screenwriter of "The Onion Field." "The articles are critical of shows—network policy—even public television. That's what I like about it."

Mayme Clayton founded the Western States Black Research Center, the largest black history collection on the West Coast. "I always buy TV Guide," she told us. **"They discuss the pros and cons,** which give you an idea of what to look at, and what to let the children see."

America

Actor John Bodkin, whose home is a 30-foot custom sloop in Marina Del Rey, adds: "Television is everybody's window on the world. TV Guide gives you some understanding of how the system functions. **The articles have to have some impact on the industry."**

"Television is entertainment to my family, so it's an interest to us," says Jay Mullins, head of the California Skin Diving Schools. "The newspapers just don't get into tv. **TV Guide satisfies what I want.** It gives us a reflection of what's going on."

Carlos 'n Charley's Restaurant is one of Hollywood's most popular nightspots. Co-owner Bernice Altschul, better known as Grandma Disco, confirms: **"I like the articles in TV Guide.** They give you a lot of information right away. It's one of the only magazines my husband and I really have—and that's the truth."

From sunny L.A. to New York City, TV Guide grabs the attention of more prime prospects than any other magazine. Over 43 million readers, each and every week. It's the biggest, busiest, buying-est magazine audience in the land. And of all magazines, TV Guide reaches them with record speed, to give your product that extra push. Sell to America in America's best selling magazine.

reads TV Guide.

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to accommodate the greater workload.

Depending on the nature of the product, other data elements can be used for the same purpose. If the marketer sells a product bought on a household basis, such as a major appliance, the household projections will point to the greater revenue that each salesperson will have to produce. If he sells a premium-priced product, he can use the Effective Buying Income totals or the per household EBI averages.

SURVEY HIGHLIGHT

1978 changes in consumer spending

Merchandise Line Category	1978 Total Sales ($000)	% Gain 1977–78	% Of Total 1978	1977
Groceries, other foods	$151,892,116	11.7%	18.58%	18.77%
Women's, girls' clothing	43,063,361	7.4	5.27	5.54
Men's, boys' clothing	24,937,276	7.4	3.05	3.21
Drugs, other health aids	18,569,757	11.3	2.27	2.30
Furniture, sleep equipment	17,631,363	7.2	2.15	2.27
Major household appliances	12,869,214	9.1	1.57	1.63
Footwear	12,637,357	7.8	1.55	1.62
Total retail sales	**$817,461,457**	**12.9%**	**100.00%**	**100.00%**

Note: Details will not add to the totals in the last line because of other merchandise line categories not shown here.
Source: *Sales & Marketing Management's 1979 Survey of Buying Power—Part II.*
© Sales & Marketing Management.

Groceries and drugs led the way in consumer spending increases last year, reflecting the considerably higher price tags those commodities carried. Surprisingly, furniture and sleep equipment registered the smallest gains among seven merchandise line categories shown here, although new home starts increased at an impressive pace. One possible explanation: Skyrocketing home-purchase prices may have forced consumers to defer spending for home furnishings until mortgage costs were absorbed.

SURVEY HIGHLIGHT

Consumer spending—minus inflation

Merchandise Line Category	Real 1978 Total Sales ($ Mil.)	% Increase, 1977–78 Real Total Sales	Price Index	% of Total Sales
Groceries, other foods	$ 72,261	1.1%	10.5%	17.27%
Women's, girls' clothing	28,844	5.3	2.0	6.89
Men's, boys' clothing	15,853	5.2	2.1	3.79
Drugs, other health aids	12,941	4.0	7.0	3.09
Furniture, sleep equipment	10,621	2.0	5.1	2.54
Major household appliances	8,737	3.7	5.1	2.09
Footwear	7,715	3.2	4.4	1.84
Total retail sales	**$418,353**	**4.9%**	**7.7%**	**100.00%**

Notes: **1978 Real Total Sales** calculated by dividing the current dollar sales figure by the annual Consumer Price Index for that commodity. **Total Retail Sales** were divided by the All-Commodities Index. Details will not add to the totals in the last line because of other merchandise line categories not shown here.
Sources: *Sales & Marketing Management's 1979 Survey of Buying Power—Part II;* Bureau of Labor Statistics, *CPI Detailed Report: April 1979.*
© Sales & Marketing Management.

Soaring prices have so distorted retail sales totals as an indicator of consumer spending habits that marketers must adjust for price changes to get a better idea if shoppers are actually buying more or less of their products. When this adjustment is made, a dramatically different picture of what happened in retail stores last year emerges. For example, prices of groceries soared nine times faster than actual purchases—10.5% vs. 1.1%. Clothing appears to be the only category in which volume gains eclipsed price hikes on a real-term basis. Both women's and men's clothing purchases were up 5% compared with a modest 2% rise in price tags.

Section D: Newspaper Markets

Along with the most efficient deployment of sales personnel, the marketer also wants to be sure that his back-up support, in the form of advertising outlays, is also allocated efficiently. While many of the newspaper and TV market schedules that marketers use are dependent on rate and audience packages as well as age demographics, the *Survey* offers an objective measurement tool for comparing media markets. That is done by presenting for the individual markets the three basic sales dynamics—population, Effective Buying Income (EBI), and total retail sales.

Analyzing the newspaper markets data (starting on page 93) will reveal where markets that seem to be alike actually present varied sales-building opportunities. The markets listed below are similar in the number of household prospects.

However, with an almost $3,000 spread in the income of the typical household, they are very dissimilar. Dividing each market's total Effective Buying Income (EBI) by the number of households to compute an average EBI per household, the marketer learns that Indianapolis, which is 9% above the U.S. average, is the most attractive prospect for higher-priced products and that Oklahoma City, 6% below the U.S. norm, is the best prospect for lower-priced products.

Newspaper Market	EBI Per Hshld.	EBI Index (U.S.=100)
Columbus, Ohio	$19,324	103
Indianapolis	20,347	109
Omaha	17,875	95
Oklahoma City	17,509	94
Sacramento	18,809	100
Charlotte-Gastonia	17,982	96

The advertising medium itself, in terms of reaching targeted prospects, is another vantage point for evaluating local markets. Here, the "% Households Coverage" data offers added insights into the markets' relative strengths and

Five reasons why U.S.News *works* in the marketplace.

1

SIGNIFICANT JOURNALISM. Our news magazine's basic thrust, in the words of its Editor, is "to report, clarify, explain and project the news, to put events and people in perspective, as objectively as humanly possible." No cute writing. No gossip. No entertainment. A focus locked on the major news, wherever it happens, reported and analyzed in a way that earns praise from peers: "Best business news reporting from abroad"—Overseas Press Club, 1977. "Best in consumer journalism" —National Press Club, 1977. Our credible journalism opens windows of the mind. It can open doors for the advertiser, too.

2

READER INVOLVEMENT. At U.S.News, we measure it by the sum of its parts. In any given year, tens of thousands of people write to us about something they've read in the magazine. We know that nine in 10 U.S.News subscribers look into each quarter of the book. On the average, our subscribers spend more than two hours reading a typical issue; three in five pick it up on at least three different days. The bottom line is that U.S.News stimulates a responsive readership and enjoys cover-to-cover, repeat attention.

3

RICH MARKET, 9.4 MILLION STRONG. The 1978/79 Simmons Study projects our circulation of 2 million to a total weekly audience of 6 million men and 3 million women—readers with unmatched buying power, education and job responsibility among all large-circulation magazines. Their preference for our kind of news is so exclusive that *most* don't see advertising messages in Time. Or Newsweek. Or SI.

4

32 MARKETING OPTIONS. U.S.News offers 32 ways to go to market. *National* edition (rate base, 2 million—51 issues, including a year-end double issue). The *Blue Chip Demo*, a demographic edition new in 1979 (rate base, 400,000 high-income subscribers). *Million Market*, unique 11-state breakout plus Washington/Baltimore (rate base, 1.1 million). Plus *13* regular regionals, *16* regular metros.

5

LOW-COST TARGETING. The U.S.News advertiser can bank on out-of-pocket rates that allow frequency in the marketplace. The cost of one national page in Time buys two in U.S.News; the cost of two in Newsweek buys three in our magazine. Regional/metro advertisers who pinpoint or heavy-up in key markets with more than one insertion in the same issue (or consecutive issues) see their CPM's go *down* as combined circulation goes *up*. U.S.News offers fast-close capabilities; accepts gatefolds, preprinted inserts and saddle cards; and can be geared for geographic split and batch runs.

For more good reasons why U.S.News *works* in the marketplace, contact your nearest U.S.News representative in New York, Chicago, Boston, Cleveland, Dallas, Detroit, Los Angeles, Pittsburgh, St. Louis, San Francisco or Washington.

We spare our readers unimportant news.
We spare our advertisers unimportant readers.

U.S.News
& WORLD REPORT

SURVEY HIGHLIGHT

The 25 buying power leaders in 1983

1983 Rank	S&MM Metro Market	1983 Forecast EBI ($Mil.)	% Gain 1978-83	Growth Index U.S.=100	1983 EBI Per Hshld.	% Gain 1978-83
1.	New York	$98,997	42.5%	69	**$26,347**	38.0%
2.	Chicago	83,186	53.3	87	**32,319**	44.3
3.	Los Angeles-Long Beach	81,772	49.5	81	**27,327**	38.2
4.	Detroit	55,226	58.2	95	**35,350**	49.2
5.	Philadelphia	53,462	55.8	91	**30,419**	45.1
6.	San Francisco-Oakland	43,665	54.7	89	**31,384**	43.6
7.	Washington, D.C.	42,711	59.8	97	**35,801**	44.3
8.	Boston	41,917	50.8	83	**28,297**	37.9
9.	Houston	38,926	87.4	142	**34,657**	54.5
10.	Dallas-Fort Worth	33,507	65.1	106	**31,746**	49.2
11.	Nassau-Suffolk	32,281	53.2	87	**34,898**	37.4
12.	St. Louis	25,951	59.1	96	**29,547**	45.9
13.	Anaheim-Santa Ana-Garden Grove	25,418	67.9	111	**29,847**	36.1
14.	Newark, N.J.	25,352	55.7	91	**36,913**	49.8
15.	Pittsburgh	23,084	50.8	83	**27,543**	44.9
16.	Atlanta	22,303	68.5	112	**30,253**	46.1
17.	Minneapolis-St. Paul	21,858	49.3	80	**28,131**	35.6
18.	Baltimore	21,772	59.8	97	**25,727**	40.0
19.	Cleveland	21,165	45.3	74	**30,331**	41.9
20.	San Diego	19,657	60.6	99	**24,448**	33.2
21.	Denver-Boulder	19,289	74.4	121	**28,871**	43.9
22.	Miami	19,047	81.8	133	**28,235**	50.7
23.	San Jose	18,984	74.2	121	**36,956**	49.8
24.	Seattle-Everett	17,454	49.4	80	**28,893**	38.4
25.	Milwaukee	16,600	59.8	97	**31,058**	46.4
	U.S.	**$2,323,910**	**61.4%**	**100**	**$27,168**	**45.1%**

Note: % change in **Effective Buying Income** (EBI) total computed before rounding. **Growth Index** calculated by dividing the U.S.'s expected 61.4% increase in EBI into the comparative % gain of the metropolitan market. An index above 100 means better-than-average growth; below 100, lower-than-average growth.

Source: *Sales & Marketing Management's 1979 Survey of Buying Power—Part II*
Sales & Marketing Management.

The impact of the movement of middle-class professionals, with their larger paychecks, out of the biggest metro markets is underscored by Effective Buying Income (EBI) trends among the top 25 metro areas. Only 7 of those markets are likely to post EBI gains at better than the all-U.S. pace in the 1978–83 forecast period. Not surprisingly, all are from the South, 4, and West, 3. Probably the most significant development that will occur is Miami's robust growth: its expected EBI gain of 82% will rank second to Houston's anticipated 87% increase. Result: The perception of Miami as a low-income market, stemming from the preponderance of the elderly on fixed incomes who live there, is changing. Apparently, the buildup of the older population (one-third of the city's residents are 50 or older) has triggered the development of professional-type services catering to the needs of that age group. For other reasons, see S&MM's Changing Markets, U.S.A., feature on Miami (Dec. 13, 1976).

Let's hear it for Enid, Iowa City, and Las Cruces!

Three markets that the *Survey of Buying Power* had identified as potential metropolitan areas became official standard statistical metropolitan areas early this month as a result of a decision by the Office of Federal Statistical Policy and Standards. They are: Enid, Okla., Garfield county; Iowa City, Ia., Johnson county, and Las Cruces, N.M., Dona Ana county. Thus the *Survey*'s 300 metro markets comprise 270 officially designated and 30 *potential* metro areas.

advertising cost structure. If the total households are converted to newspaper households, the six markets will shift in their relative appeal—Indianapolis becoming much stronger, for example, and Omaha weaker:

Newspaper Market	% Of Total Hshlds	% Of Newspaper Hshlds
Columbus, Ohio	17.05%	18.68%
Indianapolis	16.91	20.28
Omaha	16.66	13.29
Oklahoma City	16.57	17.33
Sacramento	16.55	16.25
Charlotte-Gastonia	16.27	14.18

Although less than one percentage point separates the smallest from the biggest newspaper market on a total household basis, the differences are perceptibly greater for newspaper households. Obviously, this comparison suggests that it will be more productive if some of the newspaper dollars earmarked for Omaha, Sacramento, and Charlotte-Gastonia are shifted to three other cities.

Section E: TV Markets

Also serving the marketer's need for more effective advertising planning is the *Survey*'s TV markets section, starting on page 147. Here, basic data on population, EBI, and retail sales are presented for each market, along with Sales & Marketing Management's exclusive Buying Power Index (BPI) that combines the three basics into an equivalent measure of sales potential.

The seven markets listed below are roughly comparable in total population, but have appreciable differences in their relative sales potential:

TV Market	% Of Pop	% Of BPI
Buffalo	15.15%	14.75%
San Diego	15.13	16.80
Phoenix	14.10	14.81
Nashville	14.09	13.47
Memphis	14.07	12.79
Charlotte	13.83	13.61
New Orleans	13.63	13.77

If a marketer originally plans to allocate $5,000 to each

TV market, he can further refine the BPI by building a quality index that will express the BPI as a ratio of its population percent (that is, divide the market's share of BPI by its share of population). Then, he can multiply the $5,000 originally assigned to each market by the adjusted index to get an idea of where he should increase or decrease his planned outlay. The results will look like this:

TV Market	*Adjusted Index*	*Adjusted Outlay*
Buffalo	97	$4,850
San Diego	111	5,550
Phoenix	105	5,250
Nashville	96	4,800
Memphis	91	4,550
Charlotte	98	4,900
New Orleans	101	5,050

A special feature of the TV section is the information on the black population. A TV campaign aimed at building sales in that important minority market must take its highly concentrated nature into consideration. For example, the seven TV markets with the greatest number of blacks contain over one-third of the black population, 36%, but only a fourth, 26%, of the total population, as the following comparison shows:

TV Market	*% Of Black Pop*	*% Of Total Pop*
New York	10.86%	8.33%
Chicago	5.70	3.82
Philadelphia	4.25	3.21
Los Angeles	3.77	4.93
Washington, D.C.	3.61	1.82
Detroit	2.97	2.20
Houston	2.47	1.43
Memphis	2.33	0.76

Those are but a few of the ways in which the marketer can convert the informational power of the *Survey* to potent results in the sales- and profit-building areas. The decisions that lead to healthy sales and profits are always fraught with uncertainties, but by making use of the local market distinctions provided by the *Survey* the marketer can reduce the area of the unknown and make his future manageable. ■

SURVEY HIGHLIGHT

Retail sales leaders in 1983

1983 Rank	*S&MM Metro Market*	*1983 Forecast Retail Sales ($ Mil.)*	*% Gain 1978-83*	**Growth Index U.S. = 100**	*1983 Retail Sales Per Hshld.*	*% Gain 1978-83*
1.	Los Angeles-Long Beach	$44,120	48.1%	**85**	$14,744	36.9%
2.	Chicago	42,122	38.6	**68**	16,365	30.5
3.	New York	42,027	47.0	**83**	11,185	42.4
4.	Philadelphia	26,633	55.3	**98**	15,154	44.7
5.	Houston	25,625	87.0	**154**	22,814	54.1
6.	Detroit	24,927	41.3	**73**	15,910	33.3
7.	Boston	22,515	53.6	**95**	15,200	40.4
8.	Washington, D.C.	20,336	62.4	**110**	17,046	46.6
9.	San Francisco-Oakland	20,012	50.7	**90**	14,384	39.8
10.	Dallas-Fort Worth	17,346	42.9	**76**	16,434	29.1
11.	Nassau-Suffolk	16,528	62.0	**110**	17,869	45.4
12.	Anaheim-Santa Ana-Garden Grove	13,536	62.0	**110**	15,895	31.3
13.	St. Louis	12,895	45.6	**81**	14,682	33.6
14.	Atlanta	12,507	59.8	**106**	16,966	38.6
15.	Minneapolis-St. Paul	12,089	43.0	**76**	15,559	30.0
16.	Miami	11,911	69.3	**122**	17,657	40.4
17.	Pittsburgh	11,868	50.8	**90**	14,160	44.9
18.	San Diego	11,611	60.3	**107**	14,442	33.0
19.	Denver-Boulder	11,468	78.0	**138**	17,165	46.9
20.	Newark, N.J.	11,374	54.6	**96**	16,561	48.8
21.	Tampa-St. Petersburg	10,575	70.0	**124**	14,689	42.4
22.	Phoenix	10,473	91.3	**161**	17,853	54.1
23.	Baltimore	10,448	53.6	**95**	12,346	34.6
24.	Seattle-Everett	10,024	44.1	**78**	16,594	33.5
25.	Cleveland	9,961	28.0	**49**	14,275	25.0
	U.S.	**$1,280,259**	**56.6%**	100	**$14,967**	**40.8%**

Notes: % change in **Retail Sales** computed before rounding. **Growth Index** calculated by dividing U.S.'s expected 56.6% increase in Retail Sales into the comparative % gain of the metropolitan market. An index above 100 means better-than-average growth; below 100, lower-than-average growth.

Source: *Sales & Marketing Management's 1979 Survey of Buying Power—Part II*

Sales & Marketing Management

Errata: July 23, 1979
Survey of Buying Power

The following corrections should be entered in your copy of the *Survey of Buying Power*.

Page

A-10 SURVEY HIGHLIGHT
The Southeast's retail sales total is $177,411 million.

A-20 SURVEY HIGHLIGHT
The Dist. of Columbia's population declined 10.5% in the 1970-78 period.

B-5 Florida's EBI total is $55,158,298,000; per capita EBI, $6,256; and average household EBI, $16,393. U.S.'s EBI total is $1,439,815,449,000; per capita EBI is $6,550; and average household EBI, $18,718. Market Statistics, which prepares the *Survey* data, had not computed by press time the changes in median household EBI and the households by EBI group for Florida and the U.S. Call Market Statistics for further details (212-986-4800).

C-52 Hendry County—The total EBI is $81,510,000; median household EBI, $11,826; and distribution of household EBI groups as follows: A, 9.1%; B, 22.4%; C, 24.4%; and D, 11.9%. The Buying Power Index (BPI) is .0065. Because EBI is the most important BPI component, these changes affect other counties and states too numerous to mention here. Call Market Statistics for further details (212-986-4800).

SPECIAL REPORT PREVIEW

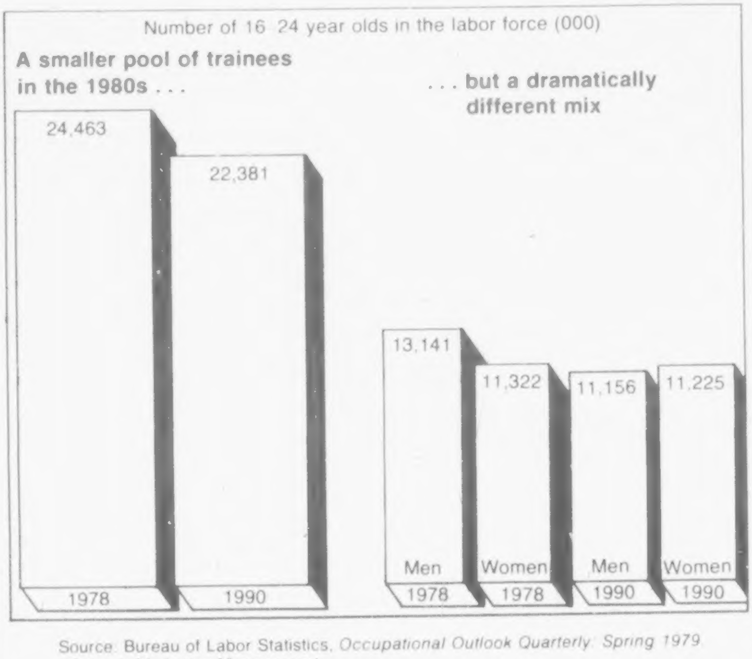
MARKETING IN THE 1980s

Are sales and marketing executives prepared to give women and blacks a bigger role in tomorrow's sales force? That's the question marketers will confront in the 1980s as a result of a dramatic shift in age demographics. The number of 16–24 year olds in the labor force—the age group that is the source of sales and management trainees—will shrink more than 2 million, from 24.5 million in 1978 to 22.4 million by 1990.

While the number of men will plunge almost 2 million, the number of women will decline less than 100,000. As a result, women will actually outnumber men in that critical age group by the time 1990 rolls around. Equally important, the number of young black adults will more than double to 3 million.

Plainly, then, marketers will have to step up recruitment of women and blacks if they hope to expand their field forces to keep sales volume climbing. That will require significant changes in hiring practices, training techniques, and career development programs, all of which have been oriented to white males until now.

That is but one of the critical opportunities and challenges that marketers will face in the changing market environment of the 1980s. S&MM will explore these changes, and their implications, in a Special Report included in our Dec. 10 issue.



Source: Bureau of Labor Statistics, *Occupational Outlook Quarterly*, Spring 1979. Sales & Marketing Management.

Behind S&MM's population projections

The methodology behind the *Survey of Buying Power*'s five-year population projections is explained in this way by Elias Fokas, vice president, Market Statistics, the Bill Communications subsidiary that prepares the *Survey* data.

Population change occurs in two ways: natural increase, the difference between births and deaths, and migration, the net result of in-and-out movement of people to and from a specific locale.

The first step in estimating natural increase is projecting the number of births, which we base on fertility estimates for each county. Our 1978 county-level fertility rates, which consist of the number of live births per 1,000 women 15–44 years old, are based on our county-level birth data and our age-sex estimates of each county's population.

We project expected fertility rates at the national level through a regression equation that considers rate changes of the last 10 years and gives more weight to those of recent years. Since the fertility rate depends on socioeconomic factors that affect every area in the U.S. to a similar degree, we adjust the county's expected fertility rate to reflect national trends. That gives us projected fertility rates for 1983 for every county. Those rates differ in absolute terms from county to county, but they follow the national rate trend. Once those rates are determined, we apply them to the expected number of females 15–44 years old in the county for each year up to and including 1983. That gives us the projected number of births.

Next, we project the number of deaths in each county. Those rates have been constant in the last decade, which makes them comparatively easy to predict. The projected number of deaths are deducted from the projected number of births to give us the numerical natural increase.

The second major population factor, net migration, is influenced by such things as job opportunities, presence of colleges or military barracks, and resort areas for retirees. Starting with the 1970 Census of Population and Housing, we have measured those changes each year and are able to make projections of net migration for each county based on those data.

In our final step, we take the net population change and add it to current county population estimates. That results in our first county projection estimates. We then examine our county estimates to make sure that their sums agree with our state control totals, which are arrived at by a similar process.

Household projections are based on trends in household size changes at the county level from year to year. Those trends are determined from the Census Bureau's *Current Population Survey Series* that provides estimates at the state and national levels. We also use the Bureau's one-time *Survey of Income and Education*, which provides valuable information at the metropolitan area level. After analyzing these two sources,we project the average household size for each county through 1983. By dividing household size into population, we arrive at the projected number of households. S&MM

Behind S&MM's EBI projections

The methodology behind the *Survey of Buying Power*'s five-year Effective Buying Income (EBI) projections is explained below by Robert Katz, manager of statistical services at Market Statistics, the Bill Communications research subsidiary that prepares the *Survey* data.

Development of our five-year EBI projections is intimately related to the manner in which we prepare the *current year* estimates for the *Survey of Buying Power* (S&MM, July 23). EBI is roughly equivalent to the federal government's disposable personal income (DPI) series wfth one important exception. We remove from the

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DPI total the income earned by Americans permanently stationed abroad, such as diplomatic and armed forces personnel and business persons.

Each year, we get from the individual state-employment agencies information on total wages and salaries and nonagricultural employment for each county in their jurisdiction. Based upon our own analysis, the year-to-year change in these totals has proven to have a high correlation with the annual change in the average EBI per household at the county level.

Since 1970, we have also purchased each year from the Bureau of Economic Analysis (BEA) a computer tape with total (pretax) personal income, population (derived from the Census Bureau's P-25 series), and per capita income for all the counties in the U.S. We compare the year-to-year change shown in the BEA's data with the annual changes in our own per capita EBI for each county, making allowance for the income tax rates of the individual states. Where there is a significant difference in the percentage changes between the two series, we re-examine our EBI data to determine if any adjustment should be made.

With this information in hand, we develop our five-year projections in two major steps. First, we determine what the number of households will be in each county five years from now. (For an explanation of this procedure, see the article on population projections, page 22.) The increase or decrease in the number of households is a critical factor because, obviously, such change represents a potential gain or loss in total EBI. Here, we generally make the assumption, except in special cases, that the average income of those leaving or entering the county in the forecast period will be comparable to that of those presently living there. The special cases arise when our records indicate that a county has been either at-

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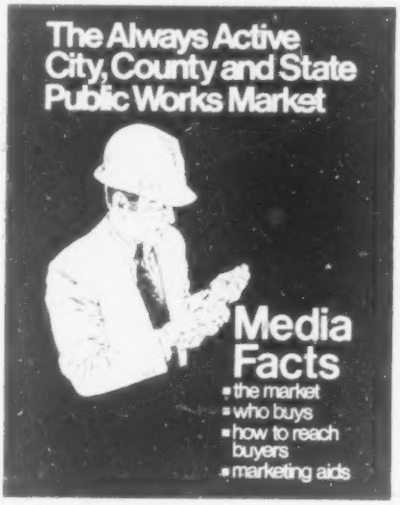

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SURVEY HIGHLIGHT

Regional profile of product purchases

Region	Groceries, Other Foods	Drugs, Other Health Aids	Women's, Girls' Clothing	Men's, Boys' Clothing	Footwear	Major Household Appliances	Furniture, Sleep Equipment
	Per Household Spending On Merchandise Line Categories						
New England	$2,185	$206	$556	$307	$151	$145	$186
Middle Atlantic	2,041	206	596	325	159	143	211
East North Central	2,025	248	593	337	170	173	242
West North Central	1,699	225	532	337	160	173	203
South Atlantic	1,909	258	541	309	160	188	269
East South Central	1,889	246	490	290	150	168	187
West South Central	1,996	282	570	350	185	189	220
Mountain	1,743	212	442	273	141	152	201
Pacific	2,017	252	559	328	171	156	249
U.S.	**$1,975**	**$241**	**$560**	**$324**	**$164**	**$167**	**$229**

Note: Household totals used to calculate spending levels are found in the 1979 *Survey of Buying Power* (July 23), page B-3.
Source: *Sales & Marketing Management's 1979 Survey of Buying Power—Part II.*
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Merchandise line sales are one of the most underutilized tools for ascertaining the differences in consumer spending patterns that underlie the formulation of local-market sales strategies. For example, food marketers should note that households in the west north central states spend the least on groceries because of the home-grown produce consumed by farm families; appliance makers will note that the same households spend proportionately more on their products. Makers of jogging equipment will be heartened that, in contrast to the national pattern, consumers in New England and the Middle Atlantic and Pacific regions spend more on footwear than on appliances. With these regional differences in mind, the marketer is in a stronger position to decide if selling emphasis should be placed on markets where below-average spending suggests insufficient use of his product or on a region where above-average outlays suggest opportunities for additional business.

SURVEY HIGHLIGHT

How good are S&MM's population forecasts?

S&MM Metro Market[1]	Actual % Change 1973–78	SBP Projected % Change For 1973–78[2]	Difference In Pct. Points
New York	− 5.0%	− 0.1%	4.9
Los Angeles-Long Beach	+ 2.4	− 2.3	4.7
Chicago	− 1.0	+ 0.9	1.1
Philadelphia	− 0.9	− 0.9	0.0
Detroit	− 1.9	+ 0.2	2.1
Boston[3]	+14.4	+ 0.6	13.8
San Francisco-Oakland	+ 2.0	+ 1.9	0.1
Washington, D.C.[3]	− 0.3	+ 5.4	5.7
Dallas-Fort Worth	+ 8.3	+ 5.7	2.6
Nassau-Suffolk	+ 3.6	+ 1.9	1.7
Houston	+20.9	+ 9.6	11.3
St. Louis	+ 0.3	− 0.5	0.8
Pittsburgh	− 4.7	− 2.1	2.6
Baltimore	+ 1.6	+ 2.5	0.9
Minneapolis-St. Paul	+ 2.5	+ 2.4	0.1
Newark, N.J.	− 5.9	+ 0.7	6.6
Cleveland	− 4.4%	− 2.7%	1.7
Anaheim-Santa Ana-Garden Grove	+18.1	+11.9	6.2
Atlanta	+ 8.2	+ 8.3	0.1
San Diego	+18.8	+11.3	7.5
Denver-Boulder	+10.5	+11.2	0.7
Seattle-Everett	+ 5.8	− 1.2	7.0
Miami	+ 4.0	+11.7	7.7
Tampa-St. Petersburg	+ 9.2	+19.7	10.5
Milwaukee	− 1.7	+ 1.8	3.5

[1] The 25 biggest markets in 1978 ranked by size.
[2] As reported in the 1974 *Survey of Buying Power—Part II.*
[3] Not directly comparable because two counties were added to the market subsequent to the forecast made in 1974.
Sources: Sales & Marketing Management's 1974 and 1979 *Survey of Buying Power—Part II.*
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Population projections are always a tricky proposition because people have a tendency to disregard the paths laid out for them by the forecasters. In recent years, the situation has been complicated because the ebb and flow of population between markets, always the hardest trend to project, has become the critical linchpin of metropolitan growth and decline.

Of course, the most important forecast is the numerical movement up or down of a market. Here, the "Survey" correctly predicted four of the nine markets that had losses in the 1973–78 period. In three other markets where the "Survey" expected gains, the reverse occurred. The "Survey" was exactly on target for Philadelphia; within one percentage point of the actual results in five additional markets; and within two points in four metro areas. On average, the "Survey" projections differed by 4.16 points from the actual results, mostly caused by a serious underestimation of growth in the South and West.

SURVEY HIGHLIGHT

Who will lead the metro pack in 1983?

1983 Rank	S&MM Metropolitan Market	1983 Population Forecast (Thous.)	% Change 1978-83	Growth Index* U.S.=100
1.	New York	9,281.7	− 1.1%	N.A.
2.	Los Angeles-Long Beach	7,274.4	+ 2.3	45
3.	Chicago	7,094.6	+ 1.1	22
4.	Philadelphia	4,871.1	+ 1.6	31
5.	Detroit	4,332.3	− 1.2	N.A.
6.	Boston	4,033.9	+ 3.0	59
7.	San Francisco-Oakland	3,279.1	+ 1.9	37
8.	Washington, D.C.	3,209.1	+ 4.8	94
9.	Houston	3,048.4	+14.7	288
10.	Dallas-Fort Worth	2,867.1	+ 5.8	114
11.	Nassau-Suffolk	2,833.3	+ 4.8	94
12.	St. Louis	2,477.0	+ 3.7	73
13.	Baltimore	2,293.9	+ 6.0	118
14.	Pittsburgh	2,224.7	− 1.9	N.A.
15.	Minneapolis-St. Paul	2,120.5	+ 3.5	69
16.	Anaheim-Santa Ana-Garden Grove	2,115.4	+12.8	251
17.	Atlanta	2,058.1	+ 9.8	192
18.	San Diego	1,965.8	+10.3	202
19.	Newark, N.J.	1,957.8	0.0	N.A.
20.	Cleveland	1,887.1	− 2.9	N.A.
21.	Denver-Boulder	1,716.5	+12.9	253
22.	Miami	1,670.4	+13.3	261
23.	Tampa-St. Petersburg	1,649.6	+14.6	286
24.	Riverside-San Bernardino-Ontario	1,578.8	+14.3	280
25.	Phoenix	1,550.9	+15.7	308
	25-market total	**79,391.5**	**+ 3.9%**	**76**
	U.S.	**230,991.2**	**+ 5.1%**	**100**

N.A.—Not applicable because market has negative or no growth.

*Growth Index is calculated by dividing the U.S.'s anticipated 5.1% growth into the market's % change. Any number above 100 means better-than-average growth; below 100, lower-than-average growth.

Source: *Sales & Marketing Management's 1979 Survey of Buying Power—Part II*
Sales & Marketing Management

tracting or losing households whose incomes are significantly higher or lower than its overall average.

The second major step involves making projections of the future rates of inflation and real gross national product (GNP). Here, we rely on deflators that the BEA has developed for DPI and total retail sales. Projecting future economic growth for the 1978–83 period gives us a handle on what the total EBI will be in 1983. In turn, projecting the inflation rate enables us to express our 1983 EBI data in terms of current dollars.

To develop our 1983 EBI totals for each county, we combine the above estimates with both our households projections and our average EBI per household projections. The latter are derived from projections of what has happened in each county between 1970 and 1978, with the greatest weight given to the rate of change in the most recent years. S&MM

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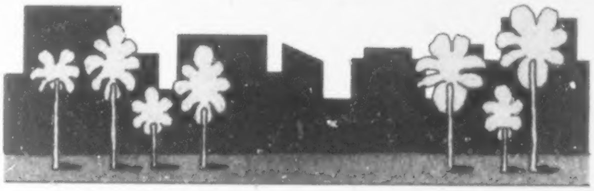

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Behind S&MM's retail sales projections

The methodology for the *Survey of Buying Power's* five-year retail sales projections is explained by Robert Katz, manager of statistical services at Market Statistics, the Bill Communications research subsidiary that prepares the *Survey* data:

The starting point of our Total Retail Sales (TRS) estimates is the Census Bureau's 1972 Census of Retail Trade (very little data have been released from the 1977 census as yet). To track what has happened in each county since 1972, we rely principally upon two sources:

1. The sales-tax data we receive from more that 40 states.
2. The Census Bureau's annual *County Business Patterns* (CBP) series of state reports that include employment and payroll data for all the retail store types.

By analyzing the year-to-year changes in the sales-tax data, on the one hand, and the number of retail store outlets and number of employees for each type of store, on the other hand, we get an accurate fix on what happens to the TRS from one year to the next. The CBP information is especially helpful in filling the gaps created by the states that do not cooperate in releasing their tax data. Although the CBP reports have a two-year lag, we can adjust for this by matching their information to the Census Bureau's *Monthly Retail Trade Report*. That report now has data for 19 states and 28 of the biggest metropolitan markets.

In projecting the TRS, on a county-by-county basis, to 1983, we rely primarily on two important variables:

◆ **TRS as a share of Effective Buying Income (EBI).** Because a county's EBI, obviously, has an important correlation to what its population can spend in retail stores, we have established for each county back to 1972 its TRS expressed as a share of EBI. When analyzed over a period of time, this ratio provides a reliable picture of how people in different counties spend their income. While the bulk of the counties cluster around an average ratio, we look for those areas where the ratio is significantly above or below average.

◆ **Per capita sales,** which enables us to relate the TRS to population change. This variable is helpful in analyzing counties where population and retail sales are moving in different directions or at different rates.

In the final step of our calculations, we project the county's trendline TRS-share-of-EBI to 1983 and multiply it by the total EBI we have projected for the county. Similarly, we project the trendline per capita TRS to 1983 and multiply it by our projected population. We then take the two different sets of projections, assign them different weights based upon the county's recent behavior patterns, and compute a total retail sales figure for that county. S&MM

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Explanation of 'split' counties in S&MM's TV markets

Although as a general rule each county is assigned exclusively to one Area of Dominant Influence (ADI), 11 counties are split between different TV markets because their large size causes different portions to be dominated by different sets of TV stations. Here is a list of the split counties, the ADIs to which their geographic portions are allocated, and the relative share of population in each portion.

County	ADI/TV Market	% Pop.
ARIZONA		
Apache (north)	Albuquerque, N.M.	83%
Apache (south)	Tucson	17
CALIFORNIA		
Contra Costa (east	Sacramento-Stockton	15
Contra Costa (west)	San Francisco	85
El Dorado (east)	Reno, Nev.	34
El Dorado (west)	Sacramento-Stockton	66
Kern (east)	Los Angeles	16
Kern (west)	Bakersfield	84
Placer (east)	Reno, Nev.	8
Placer (west)	Sacramento-Stockton	92
Riverside (east)	Phoenix, Ariz.	3
Riverside (west)	Los Angeles	76
Riverside (central)	Palm Springs	21
San Bernardino (east)	Phoenix, Ariz.	1
San Bernardino (west)	Los Angeles	99
Solano (east)	Sacramento-Stockton	51
Solano (west)	San Francisco	49
NEW MEXICO		
Lea (north)	Roswell	87
Lea (south)	Odessa-Midland, Texas	13
NEW YORK		
Oneida (east)	Utica	67
Oneida (west)	Syracuse	33
WASHINGTON		
Kittitas (east)	Yakima	81
Kititas (west)	Seattle-Tacoma	19

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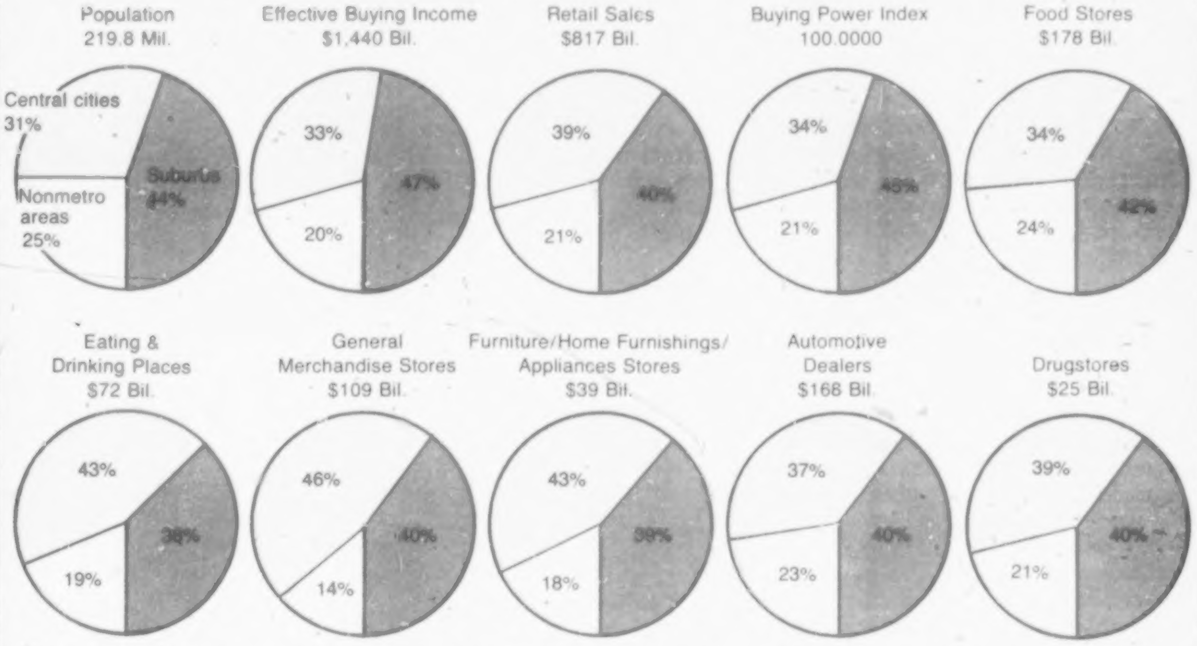
S&MM MARKETGRAPH

Suburbs: A lucrative (but not always happy) Eden

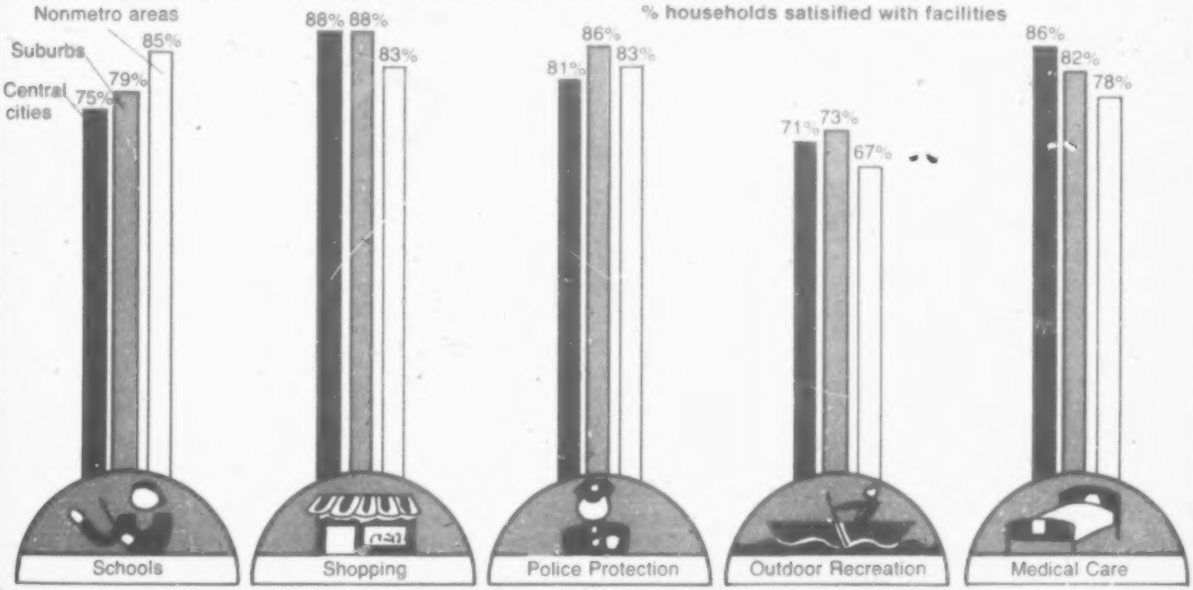
Just as the federal government reshuffles its construction subsidies to crimp the building of future shopping centers, the suburbs have passed the central cities in retail store sales for the first time. Yet while the suburbs are now the most important retailing locale, their residents are not completely happy with their lot: they enjoy a lead in only two of five "quality of life" indicators.

By most sales indicators, the suburbs are No. 1 . . .



Source: Market Statistics, research subsidiary of Bill Communications that prepares *Survey* data.

. . . but suburbanites have reservations about their 'quality of life'



Source: Bureau of Census and U.S. Dept. of Housing and Urban Development, *1977 Annual Housing Survey: Indicators of Housing and Neighborhood Quality*, Series H-150-77, Part B.

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—Gerontological Planning Associates
Santa Monica, California–1979

"Nearly 80 percent of savings dollars in S&L's is owned by the 55-plus age group. Their average balance is over $5,000."

—National Savings and Loan League
Reported in S&MM, 1979

"Households headed by the 55-plus age group have twice the discretionary spending ability—$3 out of every $10—than the 35-and-younger group ($1.50 out of every $10)."

—U.S. Department of Commerce, 1978

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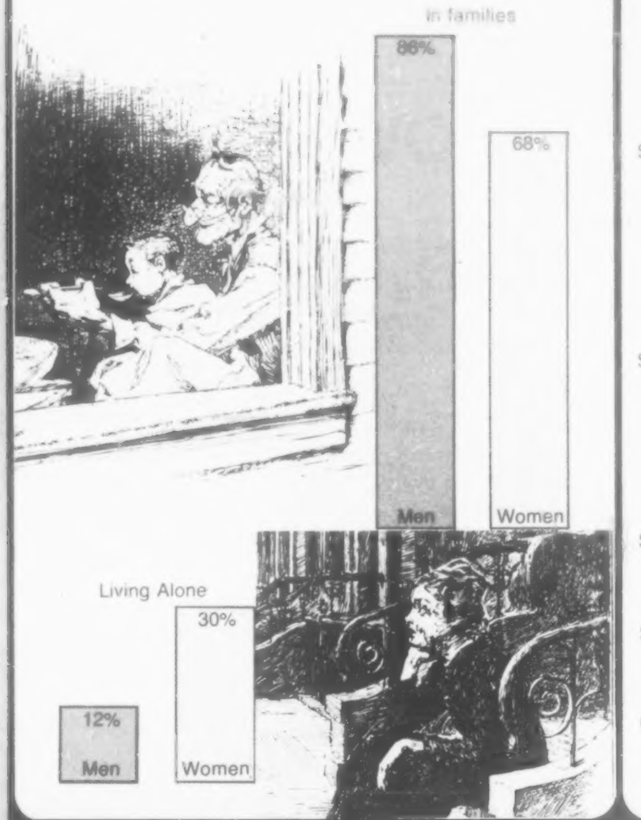
*Cost per thousand computed on full page, one-time, black and white rate for Senior World, San Diego. Total group CPM is $23.17.

S&MM MARKETGRAPH

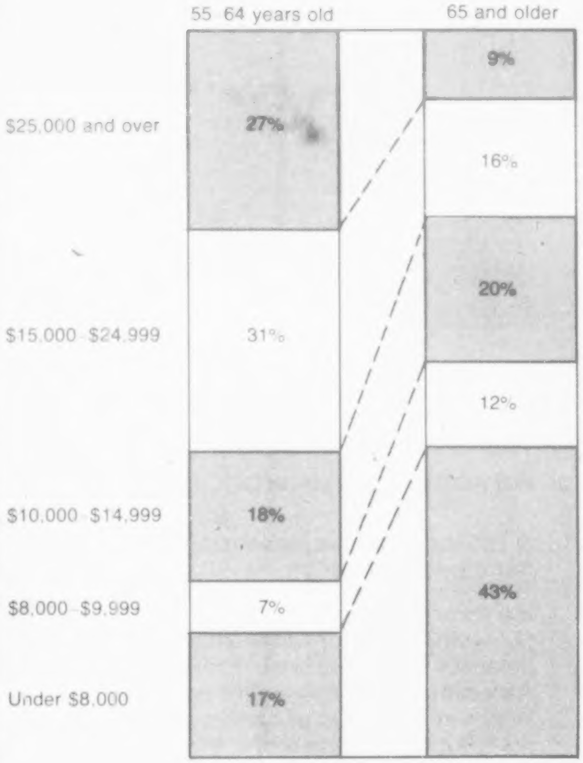
Surprises in the over-55 market

Shaping up as the second-fastest-growing age group in the next decade, the over-55 population packs a potent appeal to marketers looking for rapid growth. The market has certain nuances, however. As the graphs below indicate, (1) there is a higher proportion of men than women living in families and (2) the income mix changes dramatically after retirement. Also, despite the popular image of the elderly basking in sun-blessed states, a large number still live in the North.

% of population 55 and older



Income group by age of family head



Top 10 states for people 50 and older

	50+ Pop. (Thous.)	*% Of State's Total Pop.*
California	5,569.5	25%
New York	5,061.6	28
Pennsylvania	3,487.8	30
Texas	3,089.5	23
Florida	2,973.3	34
Illinois	2,922.7	26
Ohio	2,725.9	25
Michigan	2,164.6	24
New Jersey	2,046.9	28
Massachusetts	1,608.6	28
10-state total	**31,650.5**	**27%**

Sources: *Sales & Marketing Management's 1979 Survey of Buying Power*; Census Bureau, *Social and Economic Characteristics of the Older Population*, Series P-23, No. 85; *Money Income in 1977 of Families and Persons in the U.S.*, Series P-60, No. 118.

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THE HARDWARE AND HOME CENTER MAGAZINE

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Section B

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's Merchandise Line Sales

S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1978

STATE S&MM METRO AREA	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
ALABAMA														
ANNISTON	51,239	48,509	9,439	7,382	19,957	10,694	12,853	4,533	5,718	2,751	8,860	2,622	8,181	6,307
BIRMINGHAM	602,731	569,793	82,363	62,597	198,840	73,523	108,923	58,836	58,621	36,033	55,483	19,012	86,592	70,245
FLORENCE	68,124	64,360	16,980	8,166	24,259	12,639	16,428	6,786	8,179	3,995	10,069	1,817	7,513	6,060
GADSDEN	80,652	79,223	10,856	8,171	22,551	10,112	13,336	6,058	6,707	3,740	10,115	1,580	6,087	3,583
HUNTSVILLE	174,079	163,380	26,483	18,441	59,101	30,795	36,776	15,281	15,888	7,965	20,681	4,713	22,877	17,994
MOBILE	295,999	283,538	38,265	25,873	76,154	39,519	39,224	14,496	22,727	11,865	27,608	9,988	29,704	23,336
MONTGOMERY	155,663	150,134	23,850	17,777	60,956	36,619	30,996	9,883	15,981	7,746	20,163	4,336	22,782	15,784
TUSCALOOSA	74,065	71,608	10,846	8,273	26,218	13,618	15,834	6,155	8,025	5,083	9,051	3,040	9,681	8,321
NONMETRO PORTION OF STATE	705,374	683,865	100,260	81,471	146,497	23,722	95,080	55,461	49,093	33,670	65,053	24,311	68,789	58,456
TOTAL STATE	2,238,699	2,144,647	321,603	240,141	636,142	251,241	370,597	178,206	191,365	113,084	228,091	71,806	263,641	211,078
ALASKA														
ANCHORAGE	207,854	204,501	16,590	12,975	55,820	27,209	36,427	16,872	21,673	9,510	15,994	4,311	18,347	8,107
NONMETRO PORTION OF STATE	197,074	184,126	17,823	13,959	29,601	9,691	23,580	8,765	10,765	4,202	9,835	1,712	8,661	4,121
TOTAL STATE	404,928	388,627	34,413	26,934	85,421	36,900	60,007	25,637	32,438	13,712	25,829	6,023	27,008	12,228
ARIZONA														
PHOENIX	962,948	913,285	108,231	82,232	260,956	156,676	144,424	43,655	75,528	33,392	98,017	38,741	151,301	125,301
TUCSON	313,960	290,566	32,609	23,337	88,819	52,826	48,136	11,490	27,834	12,619	29,748	9,614	48,956	35,907
NONMETRO PORTION OF STATE	440,170	406,214	35,006	25,496	66,866	11,302	45,613	17,118	18,855	8,836	27,655	15,305	25,202	18,282
TOTAL STATE	1,717,078	1,610,065	175,846	131,065	416,641	220,804	238,173	72,263	122,217	54,847	155,420	63,660	225,459	179,490
ARKANSAS														
AYETTEVILLE - SPRINGDALE	101,816	98,649	15,443	11,030	24,746	10,134	15,062	6,357	8,229	4,281	10,154	3,223	9,277	6,479
ORT SMITH	107,868	103,582	15,809	12,046	33,252	20,874	20,117	7,036	13,413	6,170	12,193	3,875	11,083	9,046
ITTLE ROCK - NORTH LITTLE ROCK	242,183	228,668	44,207	32,983	101,814	47,337	58,595	28,763	32,861	18,841	32,891	11,437	45,584	34,673
INE BLUFF	58,848	55,669	7,198	4,934	16,943	6,805	9,493	4,046	5,102	3,194	7,347	2,635	8,539	7,371
EXARKANA	86,194	84,632	9,647	7,956	21,891	5,791	12,921	9,093	8,732	6,930	6,958	2,478	6,587	4,942
ONMETRO PORTION OF STATE	694,937	674,362	103,279	79,386	144,191	23,080	91,140	49,579	50,063	31,394	68,912	27,303	63,940	53,028
OTAL STATE	1,245,385	1,199,678	189,845	143,747	332,773	109,886	201,208	101,109	114,428	67,680	133,572	48,624	139,735	111,064

Guide to using S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES	RETAIL SALES BY MERCHANDISE LINE—1978													
	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
STATE S&MM METRO AREA	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
	1	2	3	2	4	2	5	2	6	2	7	2	8	2

Merchandise Line Sales data pertain to the total sales of a product category by the various retail-store types handling that category in the market. That is, if the dollar sales of "groceries and other foods" in food stores, restaurants, department-store lunch counters, snack bars, vending machines, etc., are aggregated, the result would be the merchandise line sales for that category. Hence, merchandise line sales should not be confused with retail store sales, which pertain to the business volume of a type of retail outlet, such as a food store. A food store, of course, sells many more types of merchandise than just food products.

Updated from the 1972 Census of Retail Trade, the merchandise line sales data shown in this section refer to seven broad product groups, such as groceries and other food products, footwear, and drugs and other health aids. Merchandise line totals give a more realistic estimate of a particular product's market potential than is provided by the store-type sales associated with the product.

1 Groceries and other foods includes meat, fish, and poultry; produce; frozen foods; dairy products; bakery products, except frozen; and all other foods.
(Note: Meals, snacks, alcoholic drinks, packaged alcoholic beverages, and tobacco products not included.)

2 To enhance the usefulness of the merchandise line totals, the *Survey of Buying Power* shows for each product category the dollar sales accounted for by the dominant store type associated with the product classification. That makes the data helpful in analyzing distribution channels in a market. The dominant store types, and their related merchandise line category, shown in the tables are: food stores for groceries and other foods; drugstores for drugs and other health aids; department stores for women's and girls' clothing; apparel stores for men's and boys' clothing; apparel stores for footwear; furniture/home furnishings/appliance stores for major household appliances; and furniture/home furnishings/appliance stores for furniture and sleep equipment.

3 Drugs and other health aids includes prescriptions; nonprescription medicines; and other health aids.

4 Women's and girls' clothing includes infants' and toddlers' apparel and accessories; young girls' and subteen clothing and accessories; women's, misses', juniors' furs and fur garments; women's, misses', juniors' dresses; women's, misses', juniors' coats, suits, jackets, and rainwear; women's, misses', juniors' sportswear; women's hosiery; women's bras, girdles, and daytime lingerie; women's sleepwear and robes; women's handbags; women's hats, hairpieces, and trimmings; women's gloves; and all other women's apparel and accessories.

5 Men's and boys' clothing includes boys', young men's, and "student" clothing and accessories; men's overcoats, topcoats, raincoats, suits, and formal wear; men's sport and casual outerwear; men's uniform and work clothing; men's sport and dress shirts; men's sweaters, hosiery, pajamas, robes, and underwear; men's sport and playwear; and other men's apparel and furnishings.

6 Footwear includes men's and boys' footwear; women's and girls' footwear; and children's footwear.
(Note: Infants' and toddlers' footwear not included.)

7 Major household appliances includes such items as vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, air conditioners, dishwashers, clothes washers and dryers, stoves and ovens, trash compactors, and disposal units.

8 Furniture and sleep equipment includes living room, dining room, and bedroom furniture; sleep furniture and equipment; and all other furniture including outdoor and office furniture.

If the *Survey of Buying Power* is important to your work, you owe it
to yourself to see and evaluate the new 1979 *Survey of Buying Power*
DATA SERVICE. For more information, see the brochure in this magazine.

SUMMARY OF MERCHANDISE LINE SALES BY REGION AND STATE

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1978

REGION State	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
NEW ENGLAND	**9,335,199**	**9,012,867**	**879,059**	**672,062**	**2,376,749**	**1,154,769**	**1,312,356**	**566,304**	**646,262**	**350,847**	**618,939**	**297,704**	**793,443**	**607,349**
Connecticut	2,347,012	2,263,521	258,622	192,810	638,916	301,273	332,038	167,811	160,647	97,950	154,891	85,042	216,574	167,131
Maine	823,808	799,712	82,841	64,359	154,361	71,466	105,092	39,394	54,954	23,836	50,099	16,568	58,464	43,129
Massachusetts	4,378,518	4,232,139	384,712	299,706	1,229,540	615,660	670,241	281,672	330,217	181,801	289,029	138,410	384,563	293,022
New Hampshire	765,446	728,480	57,123	42,263	145,738	70,097	86,519	30,053	46,120	18,960	52,852	22,615	48,553	35,976
Rhode Island	605,653	586,224	63,511	50,508	152,934	77,505	83,467	31,543	37,109	19,589	43,061	19,898	56,499	44,763
Vermont	414,762	402,791	32,250	22,416	55,260	18,768	34,999	15,831	17,215	8,711	29,007	15,171	28,790	23,328
MIDDLE ATLANTIC	**26,801,744**	**25,633,298**	**2,707,944**	**2,135,893**	**7,830,152**	**3,909,291**	**4,269,385**	**1,978,957**	**2,085,681**	**1,313,329**	**1,880,210**	**928,052**	**2,771,403**	**2,076,923**
New Jersey	5,971,497	5,653,844	559,714	416,088	1,754,969	846,704	971,236	472,370	461,943	310,421	413,548	202,336	667,334	508,372
New York	12,848,657	12,351,863	1,253,287	993,248	3,668,461	1,843,358	1,947,151	986,768	978,052	638,101	779,995	384,953	1,232,356	922,330
Pennsylvania	7,981,590	7,627,591	894,943	726,557	2,406,722	1,219,229	1,350,998	519,819	645,686	364,807	686,667	340,763	871,713	646,221
EAST NORTH CENTRAL	**28,708,816**	**27,275,009**	**3,513,825**	**2,658,094**	**8,406,894**	**4,110,483**	**4,780,095**	**2,013,251**	**2,412,882**	**1,351,076**	**2,455,091**	**1,104,092**	**3,434,594**	**2,582,210**
Illinois	7,724,325	7,310,662	890,745	708,211	2,732,783	1,137,452	1,524,051	714,421	773,312	452,937	653,777	269,418	1,024,657	775,024
Indiana	3,609,134	3,453,821	505,277	392,959	1,056,321	564,963	602,581	218,801	299,433	159,335	339,366	132,434	418,487	320,205
Michigan	6,543,832	6,273,994	867,598	675,965	1,726,114	747,578	995,171	508,891	511,103	321,634	546,452	299,357	751,096	569,392
Ohio	7,568,260	7,222,303	948,171	647,930	2,125,194	1,302,148	1,208,322	416,039	594,555	309,352	650,858	289,091	925,003	687,123
Wisconsin	3,263,265	3,014,229	302,034	233,029	766,482	358,342	449,970	155,099	234,479	107,818	264,638	113,792	315,351	230,466
WEST NORTH CENTRAL	**10,230,249**	**9,672,425**	**1,357,294**	**942,720**	**3,201,415**	**1,538,944**	**2,030,703**	**854,252**	**963,642**	**526,848**	**1,042,575**	**446,180**	**1,224,958**	**910,932**
Iowa	1,713,470	1,636,111	215,578	158,791	478,770	225,495	310,635	148,567	145,839	88,330	169,493	64,698	166,688	128,363
Kansas	1,361,183	1,295,967	219,646	139,013	419,352	188,574	270,398	127,093	130,183	75,706	179,259	91,662	192,887	150,363
Minnesota	2,554,400	2,355,103	261,930	185,080	848,640	417,491	571,290	205,473	240,348	117,908	214,550	84,537	303,654	212,564
Missouri	3,075,668	2,927,403	430,972	291,002	955,063	490,471	554,945	216,919	290,186	154,926	299,875	120,940	350,508	250,122
Nebraska	868,811	823,448	141,628	98,590	290,240	138,774	184,123	82,072	86,508	50,569	105,865	52,914	131,976	103,610
North Dakota	307,671	297,548	39,445	32,359	117,853	45,621	76,621	40,661	38,540	21,955	37,605	14,710	43,066	35,706
South Dakota	349,046	336,845	48,095	37,885	91,497	32,518	62,691	33,467	32,038	17,454	35,928	16,719	36,239	30,204
SOUTH ATLANTIC	**23,260,910**	**22,324,119**	**3,143,194**	**2,515,112**	**6,593,677**	**3,107,679**	**3,759,081**	**1,656,572**	**1,947,085**	**1,103,757**	**2,291,348**	**982,544**	**3,273,380**	**2,601,486**
Delaware	481,725	469,270	64,925	55,556	113,678	63,122	78,122	27,271	35,284	19,177	47,264	22,512	69,578	57,609
District of Columbia	405,462	382,017	75,379	59,712	144,363	49,733	82,232	51,610	46,289	35,568	24,300	9,432	51,078	37,223
Florida	6,839,927	6,591,938	786,047	633,579	2,036,142	1,040,313	1,099,129	433,253	552,934	302,875	810,754	362,486	1,140,674	897,694
Georgia	2,985,295	2,864,461	401,938	326,883	973,960	467,878	562,959	268,987	290,895	168,970	347,320	155,850	461,198	361,210
Maryland	2,974,677	2,813,145	406,847	306,809	856,197	443,665	474,565	228,177	236,296	152,286	214,898	96,360	370,600	269,731
North Carolina	3,306,484	3,159,457	459,713	372,963	874,346	358,518	519,823	232,360	279,043	158,623	300,061	112,530	405,168	348,928
South Carolina	1,803,157	1,743,361	201,961	154,658	425,974	160,547	266,496	117,092	136,252	76,418	153,845	63,959	210,413	179,132
Virginia	3,331,470	3,197,224	589,218	485,547	877,805	411,382	512,735	226,094	285,077	142,673	282,542	104,205	428,049	337,185
West Virginia	1,132,713	1,103,246	157,166	119,405	291,212	112,521	163,020	71,728	85,015	47,167	110,364	55,210	136,622	112,774
EAST SOUTH CENTRAL	**8,964,956**	**8,613,989**	**1,165,750**	**888,409**	**2,325,458**	**990,151**	**1,377,657**	**597,598**	**711,583**	**385,688**	**796,995**	**273,118**	**888,758**	**685,930**
Alabama	2,238,699	2,144,647	321,603	240,141	636,142	251,241	370,597	178,200	191,365	113,084	228,091	71,806	263,641	211,078
Kentucky	2,234,836	2,132,080	311,795	240,334	548,035	252,979	317,644	118,611	163,191	84,689	165,188	64,010	182,128	131,519
Mississippi	1,490,427	1,443,006	183,642	146,431	356,548	76,258	226,918	105,864	114,292	64,979	145,613	51,199	143,260	110,845
Tennessee	3,000,994	2,894,256	348,710	261,503	784,733	399,673	462,498	194,923	242,735	122,936	258,103	86,103	299,729	232,488
WEST SOUTH CENTRAL	**15,252,217**	**14,565,509**	**2,157,008**	**1,470,454**	**4,356,160**	**1,743,096**	**2,677,612**	**1,346,982**	**1,410,729**	**846,475**	**1,445,453**	**523,867**	**1,684,651**	**1,289,508**
Arkansas	1,245,885	1,199,678	189,845	143,747	332,773	109,886	201,208	101,109	114,428	67,680	133,572	48,624	139,735	111,064
Louisiana	2,364,923	2,261,204	349,722	227,664	684,465	256,077	439,314	221,054	240,730	144,462	239,729	87,706	258,207	197,269
Oklahoma	1,758,973	1,690,135	286,197	192,75	468,199	123,697	307,524	192,152	165,641	112,338	157,721	63,026	219,265	176,246
Texas	9,882,436	9,414,492	1,331,244	906,292	2,870,723	1,253,436	1,729,566	832,667	889,930	521,995	914,431	324,511	1,067,444	804,929
MOUNTAIN	**6,889,646**	**6,578,794**	**837,222**	**640,125**	**1,747,124**	**776,427**	**1,080,457**	**462,792**	**555,709**	**292,040**	**600,332**	**258,546**	**794,605**	**624,476**
Arizona	1,717,078	1,610,065	175,846	131,065	416,641	220,804	238,173	72,263	122,217	54,847	155,420	63,660	225,459	179,490
Colorado	1,693,637	1,625,331	216,871	149,073	518,985	228,698	324,714	150,199	162,833	91,413	171,338	78,317	219,622	166,436
Idaho	538,000	515,827	88,130	75,480	113,352	78,744	75,480	35,065	41,191	22,833	47,633	22,390	45,461	36,463
Montana	558,546	548,858	55,976	44,665	103,776	35,769	71,164	41,163	36,090	21,449	35,269	16,253	40,968	30,991
Nevada	498,727	481,123	58,776	45,348	151,019	67,632	91,979	45,412	44,686	25,701	41,575	15,624	55,137	41,374
New Mexico	781,334	735,695	87,363	66,290	178,507	64,355	109,170	49,763	60,875	34,673	68,799	26,736	92,794	73,158
Utah	853,602	825,563	118,056	101,569	199,416	105,542	127,360	45,950	64,966	26,832	57,474	23,886	95,854	82,048
Wyoming	248,722	236,332	36,204	26,635	65,428	14,883	42,417	22,977	22,851	14,292	22,824	11,680	19,310	14,516
PACIFIC	**22,448,379**	**21,204,234**	**2,808,461**	**2,200,635**	**6,225,732**	**2,988,221**	**3,649,930**	**1,723,600**	**1,903,784**	**1,131,820**	**1,738,271**	**670,962**	**2,765,571**	**2,075,440**
Alaska	404,928	388,627	34,413	26,934	85,421	36,900	60,007	25,637	32,438	13,712	25,829	6,023	27,008	12,228
California	16,768,613	15,740,385	2,099,828	1,667,824	4,866,413	2,397,950	2,822,369	1,351,916	1,445,865	878,370	1,309,101	481,693	2,199,757	1,662,190
Hawaii	620,223	559,397	108,710	87,217	194,494	80,952	120,925	52,845	52,842	20,548	60,505	32,243	65,600	42,933
Oregon	1,721,954	1,651,235	179,211	128,966	355,352	146,734	217,798	96,551	133,069	76,752	129,540	68,031	174,053	140,305
Washington	2,932,661	2,864,590	386,299	289,694	724,052	325,685	428,831	196,651	239,570	142,438	213,296	82,972	299,153	217,784
TOTAL UNITED STATES	**151,892,116**	**144,880,244**	**18,569,757**	**14,123,504**	**43,063,361**	**20,319,061**	**24,937,276**	**11,200,308**	**12,637,357**	**7,301,880**	**12,869,214**	**5,485,065**	**17,631,363**	**13,454,254**

S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1978

STATE S&MM METRO AREA	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drugstores ($000)	In All Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
CALIFORNIA														
ANAHEIM - SANTA ANA - GARDEN GROVE	1,398,827	1,276,275	170,229	116,928	422,262	224,877	250,625	112,839	122,061	70,484	110,103	40,762	217,591	168,459
BAKERSFIELD	267,336	254,616	30,975	25,827	71,395	34,948	41,346	19,299	22,041	13,022	24,076	9,155	34,781	28,329
FRESNO	338,860	315,219	54,587	46,978	97,332	58,938	59,595	23,007	30,437	14,847	38,047	11,427	56,265	46,967
LOS ANGELES - LONG BEACH	5,431,707	5,052,125	703,808	551,784	1,689,225	816,784	991,131	497,525	484,851	303,580	395,315	161,011	737,913	567,966
LOS ANGELES - LONG BEACH - ANAHEIM CONSOLIDATED A REA	*8,095,539*	*7,526,584*	*1,005,794*	*764,539*	*2,486,702*	*1,233,714*	*1,454,622*	*695,922*	*732,167*	*447,861*	*621,089*	*239,219*	*1,124,481*	*861,366*
MODESTO	210,588	203,882	38,619	34,342	54,704	15,258	30,045	15,752	19,192	12,952	24,403	13,953	27,031	23,114
OXNARD - SIMI VALLEY - VENTURA	350,563	332,899	36,826	29,692	88,534	36,641	55,138	20,838	31,828	16,007	28,669	6,809	45,813	33,508
RIVERSIDE - SAN BERNARDINO - ONTARIO	914,442	865,285	94,931	66,135	286,681	155,412	157,728	64,720	93,427	52,790	87,002	30,637	123,164	91,433
SACRAMENTO	824,883	778,682	59,454	46,380	212,170	125,953	120,572	45,264	63,239	36,315	60,382	18,546	90,814	68,715
SALINAS - SEASIDE - MONTEREY	193,275	187,912	24,962	22,201	58,930	17,363	34,588	23,070	16,801	12,259	15,191	7,880	21,724	15,617
SAN DIEGO	1,205,855	1,118,152	172,528	135,504	330,424	180,282	191,726	74,540	99,051	53,494	114,341	38,378	186,336	141,204
SAN FRANCISCO - OAKLAND	2,352,052	2,218,060	326,815	277,205	809,732	405,362	437,248	233,693	230,667	146,708	177,375	54,970	323,108	223,789
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	*3,668,864*	*3,471,966*	*457,775*	*374,152*	*1,159,184*	*578,772*	*636,494*	*326,158*	*332,875*	*206,198*	*266,612*	*92,025*	*470,498*	*332,150*
SAN JOSE	1,105,586	1,052,469	103,986	74,065	298,192	146,844	168,541	77,861	86,962	53,123	72,753	30,810	126,863	92,330
SANTA BARBARA - SANTA MARIA - LOMPOC	211,556	203,065	25,025	21,697	48,359	21,175	26,157	11,606	14,041	8,811	16,571	8,916	37,369	31,778
SANTA CRUZ	132,993	126,777	18,451	16,687	36,445	18,626	21,911	9,544	11,623	7,015	14,007	3,735	12,170	8,493
SANTA ROSA	212,575	206,762	28,588	25,209	40,037	19,033	24,246	10,887	11,474	5,896	12,970	2,390	16,355	10,907
STOCKTON	216,116	201,033	37,342	31,645	69,094	32,098	40,242	18,627	19,539	11,411	20,599	7,963	31,891	25,478
VALLEJO - FAIRFIELD - NAPA	211,226	201,437	26,974	22,882	51,260	26,566	30,705	14,604	15,246	6,367	16,484	6,245	20,527	16,031
NONMETRO PORTION OF STATE	1,190,173	1,145,735	145,728	122,663	201,637	61,790	140,825	78,240	73,385	48,288	80,813	28,106	90,042	68,072
TOTAL STATE	16,768,613	15,740,385	2,099,828	1,667,824	4,866,413	2,397,950	2,822,369	1,351,916	1,445,865	878,370	1,309,101	481,693	2,199,757	1,662,190
COLORADO														
COLORADO SPRINGS	156,456	151,223	16,767	10,614	55,691	28,249	34,968	14,217	16,362	7,335	26,359	11,962	31,785	23,362
DENVER - BOULDER	972,626	927,456	126,001	85,328	341,392	169,195	205,143	92,463	103,329	59,809	97,702	42,917	149,050	112,618
FORT COLLINS	86,030	82,729	10,872	7,861	19,482	6,452	13,635	6,150	7,018	3,303	9,741	5,414	7,700	6,376
GREELEY	58,643	55,954	7,040	4,949	15,189	5,385	10,727	5,039	5,577	2,706	6,432	3,050	4,612	3,590
PUEBLO	85,082	83,199	13,199	9,892	25,284	13,752	14,786	4,945	7,886	3,555	8,236	2,312	8,084	5,579
NONMETRO PORTION OF STATE	334,800	324,770	42,992	30,429	61,947	5,665	45,455	27,385	22,661	14,705	22,868	12,662	18,391	14,911
TOTAL STATE	1,693,637	1,625,331	216,871	149,073	518,985	228,698	324,714	150,199	162,833	91,413	171,338	78,317	219,622	166,436
CONNECTICUT														
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	645,088	630,754	64,310	50,659	179,406	93,175	86,736	44,284	42,969	25,859	44,589	28,458	64,048	49,046
HARTFORD - NEW BRITAIN - BRISTOL	832,588	802,294	94,675	69,105	221,278	102,812	117,189	60,815	58,826	36,985	49,470	26,305	77,977	61,862
NEW HAVEN - WEST HAVEN - WATERBURY - MERIDEN	528,210	503,457	61,168	41,613	174,231	79,346	91,023	45,943	40,541	24,438	39,989	20,548	50,899	38,432
NEW LONDON - NORWICH	172,933	163,211	22,659	18,432	38,895	18,717	22,996	8,355	9,583	4,562	13,053	5,349	13,169	9,782
NONMETRO PORTION OF STATE	168,193	163,805	15,810	13,001	25,106	7,223	14,094	8,414	8,728	6,106	7,790	4,382	10,481	8,009
TOTAL STATE	2,347,012	2,263,521	258,622	192,810	638,916	301,273	332,038	167,811	160,647	97,950	154,891	85,042	216,574	167,131
DELAWARE														
WILMINGTON	400,5[illegible]	388,260	57,006	49,813	111,752	60,566	61,149	20,447	27,896	15,325	37,773	20,735	60,710	51,297
NONMETRO PORTION OF STATE	144,347	142,204	13,311	9,955	9,844	3,384	20,921	9,022	9,789	5,498	13,220	3,877	14,686	11,507
TOTAL STATE	481,725	469,270	64,925	55,556	113,678	63,122	78,122	27,271	35,284	19,177	47,264	22,512	69,578	57,609
DISTRICT OF COLUMBIA														
WASHINGTON	2,204,056	2,076,053	427,238	350,458	746,503	362,892	412,692	202,077	211,310	139,265	152,551	62,253	332,302	245,654
TOTAL STATE	405,462	382,017	75,379	59,712	144,363	49,733	82,232	51,610	46,289	35,568	24,300	9,432	51,078	37,223
FLORIDA														
BRADENTON	121,507	118,272	11,866	9,472	21,947	9,893	13,115	4,271	6,093	2,342	13,619	6,054	12,377	9,829
DAYTONA BEACH	200,689	196,113	25,524	21,306	52,140	24,027	28,527	10,238	12,046	5,970	25,555	12,888	30,773	26,238
FORT LAUDERDALE - HOLLYWOOD	767,063	747,379	77,418	62,881	285,339	150,906	140,165	56,586	69,118	40,844	90,842	43,748	153,767	121,801
FORT MYERS - CAPE CORAL	143,593	140,924	16,335	12,540	41,277	22,311	21,715	6,831	9,093	5,388	21,281	11,874	39,236	30,177
GAINESVILLE	122,662	117,552	11,171	9,162	36,370	17,692	20,205	9,704	10,674	6,966	7,745	3,759	13,027	9,578
JACKSONVILLE	427,405	398,284	42,568	35,979	128,612	59,134	74,637	28,234	34,753	19,604	54,739	23,969	60,012	45,322
LAKELAND - WINTER HAVEN	242,023	236,651	27,084	22,169	59,617	24,521	34,570	19,399	20,502	14,448	33,551	17,850	30,396	23,774
MELBOURNE - TITUSVILLE - COCOA	187,016	171,413	22,685	18,158	46,330	27,765	28,940	7,296	17,626	7,371	23,379	8,474	24,207	16,622
MIAMI	1,098,708	1,067,363	131,605	108,007	445,532	222,968	240,235	111,403	119,542	70,750	109,343	43,646	210,689	161,627
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	*1,865,771*	*1,814,742*	*209,023*	*170,888*	*730,871*	*373,874*	*380,400*	*167,989*	*188,660*	*111,594*	*200,185*	*87,394*	*364,456*	*283,428*
ORLANDO	472,254	446,589	56,280	46,917	145,815	88,859	80,356	25,407	41,043	20,985	59,517	20,748	79,039	60,012
PANAMA CITY	66,558	63,568	7,695	5,909	22,442	10,496	13,209	4,872	6,196	2,670	11,132	4,206	9,210	6,827
PENSACOLA	224,051	216,838	22,080	16,656	61,955	38,248	35,527	10,959	18,136	8,286	28,639	9,958	26,574	19,399
SARASOTA	150,064	147,380	22,021	18,988	52,748	26,619	23,220	8,178	12,384	7,926	26,511	15,466	49,474	41,405
TALLAHASSEE	125,034	123,189	9,932	8,600	30,836	16,203	17,272	6,449	9,552	5,939	15,580	6,930	11,303	8,830
TAMPA - ST. PETERSBURG	1,104,698	1,048,342	147,426	111,944	301,311	191,794	170,009	58,476	87,362	43,476	135,326	54,233	190,041	151,047
WEST PALM BEACH - BOCA RATON	425.847	414,798	48,530	40,085	157,651	69,366	71,016	28,357	37,476	19,847	53,934	26,068	99,920	79,782
NONMETRO PORTION OF STATE	965,755	937,283	105,827	84,806	146,220	39,511	86,411	36,593	41,338	20,063	100,061	52,615	100,629	85,424
TOTAL STATE	6,839,927	6,591,938	786,047	633,579	2,036,142	1,040,313	1,099,129	433,253	552,934	302,875	810,754	362,486	1,140,674	897,694

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STATE S&MM METRO AREA	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drugstores ($000)	In All Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
GEORGIA														
ALBANY	82,800	80,565	7,905	6,022	21,062	11,816	15,095	6,402	7,836	4,187	8,558	2,009	12,260	9,766
△ ATHENS	54,838	51,930	7,106	4,883	18,307	9,481	11,407	4,018	5,528	2,489	6,180	3,719	8,390	7,025
ATLANTA	1,047,099	988,508	141,251	112,296	467,409	286,407	247,477	93,929	123,166	64,214	145,659	67,811	233,555	168,339
AUGUSTA	186,790	182,733	20,401	15,515	59,851	23,326	33,830	19,111	20,874	12,936	15,923	4,975	22,412	17,611
COLUMBUS	135,796	131,074	13,332	11,034	55,568	21,341	44,103	30,968	15,936	10,324	16,174	6,458	22,465	17,084
MACON	146,883	142,966	17,987	14,776	54,337	30,273	29,762	11,769	18,293	9,757	19,636	6,772	18,205	13,371
SAVANNAH	148,116	145,464	21,446	18,188	48,321	21,961	26,842	14,190	15,345	10,151	15,664	5,298	19,627	16,741
NONMETRO PORTION OF STATE	1,215,772	1,174,307	175,173	146,225	254,671	64,189	157,596	90,577	85,891	56,198	118,756	58,528	124,190	110,551
TOTAL STATE	2,985,295	2,864,461	401,938	326,883	973,960	467,878	562,959	268,987	290,895	168,970	347,320	155,850	461,198	361,210
HAWAII														
HONOLULU	478,460	423,900	92,026	74,165	164,343	76,636	100,666	41,971	45,465	15,980	43,028	20,599	53,438	32,132
NONMETRO PORTION OF STATE	141,763	135,497	16,684	13,052	30,151	4,316	20,259	10,874	7,377	4,568	17,477	11,644	12,162	10,801
TOTAL STATE	620,223	559,397	108,710	87,217	194,494	80,952	120,925	52,845	52,842	20,548	60,505	32,243	65,600	42,933
IDAHO														
BOISE	96,708	91,315	20,070	17,615	25,691	13,978	14,909	4,737	7,902	3,374	10,605	4,131	10,782	8,856
△ POCATELLO	33,066	31,366	5,753	4,800	9,962	2,627	6,959	4,052	3,918	2,600	3,750	1,964	3,657	2,968
NONMETRO PORTION OF STATE	408,226	393,146	62,307	53,065	77,699	22,139	53,612	26,276	29,371	16,859	33,278	16,295	31,022	24,639
TOTAL STATE	538,000	515,827	88,130	75,480	113,352	38,744	75,480	35,065	41,191	22,833	47,653	22,390	45,461	36,463
ILLINOIS														
BLOOMINGTON - NORMAL	74,854	72,203	7,364	5,854	23,645	10,401	15,476	8,815	7,604	5,586	8,183	3,829	8,299	6,440
CHAMPAIGN - URBANA - RANTOUL	85,227	76,709	13,873	11,393	34,507	20,405	21,756	8,945	10,059	5,484	10,122	4,088	14,881	12,141
CHICAGO	4,998,476	4,698,672	568,217	460,937	2,030,287	806,334	1,104,925	523,735	567,764	340,328	408,560	164,370	748,268	550,551
CHICAGO - GARY CONSOLIDATED AREA	*5,572,729*	*5,245,080*	*639,145*	*518,778*	*2,147,042*	*872,665*	*1,177,004*	*548,588*	*602,406*	*358,983*	*453,256*	*187,334*	*801,051*	*590,169*
△ DANVILLE	72,863	70,886	11,127	9,115	19,436	10,769	11,993	4,466	5,499	2,336	7,877	2,801	7,080	5,519
DAVENPORT - ROCK ISLAND - MOLINE	258,831	240,036	25,559	19,722	67,996	39,214	42,159	17,509	21,131	10,145	20,454	8,505	23,607	18,487
DECATUR	86,066	76,630	8,967	7,086	33,487	16,524	22,112	11,743	8,994	5,143	12,029	4,702	13,397	9,464
KANKAKEE	61,480	59,291	10,052	7,970	22,264	11,988	13,881	5,709	6,388	2,985	7,012	1,461	4,598	2,880
PEORIA	232,631	218,696	33,008	25,230	85,024	55,753	50,569	16,557	24,759	13,077	25,088	11,667	33,018	27,108
△ QUINCY	43,784	42,130	8,146	6,640	15,378	7,958	9,592	4,018	4,444	2,102	6,440	2,715	6,499	5,351
ROCKFORD	203,669	196,227	18,999	14,240	59,264	42,106	33,422	9,497	18,471	7,887	22,698	9,456	27,338	22,009
SPRINGFIELD	132,389	124,558	20,551	16,867	64,970	32,426	28,233	10,258	12,072	5,884	15,459	4,378	12,695	8,743
NONMETRO PORTION OF STATE	1,246,265	1,208,101	133,715	102,224	222,013	56,118	142,078	83,391	71,082	43,631	94,855	45,738	101,965	90,160
TOTAL STATE	7,724,325	7,310,662	890,745	[illegible]	2,732,783	1,137,452	1,524,051	714,421	773,312	452,937	653,777	269,418	1,024,657	775,024
INDIANA														
ANDERSON	93,203	88,712	12,521	8,986	32,211	16,828	17,495	6,108	8,288	4,568	9,952	3,679	8,582	5,906
BLOOMINGTON	69,548	67,258	11,751	9,642	24,344	11,388	14,193	5,633	7,266	4,022	6,857	2,031	6,294	4,364
ELKHART	80,979	76,848	15,940	12,618	33,753	15,293	19,357	6,927	9,753	4,946	10,895	3,707	10,804	7,964
EVANSVILLE	200,286	190,899	28,063	21,692	63,760	31,355	39,936	13,749	20,633	12,899	23,126	8,207	23,120	17,785
FORT WAYNE	207,606	198,414	35,615	27,959	90,607	52,090	55,679	27,332	24,339	14,601	26,060	11,344	40,722	30,393
GARY - HAMMOND - EAST CHICAGO	574,253	546,408	70,928	57,841	116,755	66,331	72,079	24,853	34,642	18,654	44,696	22,964	52,783	39,618
INDIANAPOLIS	817,593	775,701	120,916	90,228	286,017	176,111	159,667	50,684	80,661	43,491	76,182	22,171	110,201	83,957
KOKOMO	65,714	62,513	10,471	7,720	34,010	20,241	20,003	6,026	9,377	4,304	10,720	3,682	10,812	7,907
LAFAYETTE - WEST LAFAYETTE	68,143	65,852	11,531	9,204	27,551	20,067	15,850	5,855	7,849	3,128	8,032	2,314	9,430	7,018
△ MARION	44,126	42,504	6,607	5,136	14,755	8,447	8,442	2,149	3,909	1,535	5,046	1,642	4,896	3,526
△ MICHIGAN CITY - LA PORTE	75,987	73,652	10,063	7,872	25,906	13,752	15,149	5,241	7,419	3,742	7,177	1,837	6,108	3,947
MUNCIE	70,778	67,165	8,400	5,693	23,953	15,683	13,088	4,751	7,606	4,901	7,582	3,106	8,143	6,816
SOUTH BEND	182,609	176,893	24,434	19,330	52,078	27,557	26,644	9,439	13,220	5,623	16,232	7,663	24,121	19,693
TERRE HAUTE	123,023	117,731	17,119	14,661	41,201	24,986	23,203	9,322	9,598	4,843	13,875	5,448	13,852	9,411
NONMETRO PORTION OF STATE	825,339	802,308	104,141	82,735	152,007	37,206	82,093	35,426	46,284	25,297	63,967	29,052	75,149	62,396
TOTAL STATE	3,609,134	3,453,821	505,277	392,959	1,056,321	564,963	602,581	218,801	299,433	159,335	339,366	132,434	418,487	320,205
IOWA														
CEDAR RAPIDS	101,616	94,780	11.395	8,823	40,886	32,674	22,753	3,813	10,665	4,592	9,768	3,576	10,159	7,559
DAVENPORT - ROCK ISLAND - MOLINE	258.831	240,036	25,559	19,722	67,996	39,214	42,159	17,509	21,131	10,145	20,454	8,505	23,607	18,487
DES MOINES	206,072	195,703	25,429	16,621	85,035	52,324	50,529	21,070	22,531	12,942	24,823	6,827	23,565	16,383
DUBUQUE	59,717	53,376	7,525	6,055	27,339	17,864	16,162	4,406	8,699	4,594	8,507	2,080	8,236	5,716
IOWA CITY	45,106	43,320	7,635	6,083	15,846	7,395	11,035	5,487	4,835	3,015	5,878	2,650	5,909	4,665
SIOUX CITY	76,745	68,757	15,023	11,310	32,226	18,988	22,032	11,764	9,209	4,908	9,917	3,732	8,907	6,653
WATERLOO - CEDAR FALLS	83,826	79,499	10,574	7,845	37,757	20,908	24,985	11,161	13,216	7,901	12,161	1,941	11,207	6,942
NONMETRO PORTION OF STATE	985,620	956,355	117,973	86,800	200,401	54,162	139,491	81,149	64,815	44,572	85,134	37,566	81,295	66,190
TOTAL STATE	1,713,470	1,636,111	215,578	158,791	478,770	225,495	310,635	148,567	145,839	88,330	169,493	64,698	166,688	128,363
KANSAS														
LAWRENCE	40,037	38,562	5,603	3,030	11,158	4,571	7,623	3,735	3,619	2,174	7,087	4,889	8,163	7,360
TOPEKA	113,057	108,958	15,596	10,817	40,542	18,710	26,422	14,560	13,111	7,821	15,898	5,735	14,526	10,823
WICHITA	253,215	236,642	41,678	25,098	80,724	32,533	54,442	31,161	26,382	17,847	35,750	17,158	35,610	28,739
NONMETRO PORTION OF STATE	684,488	661,206	114,725	73,580	153,646	48,613	105,452	54,418	51,308	31,667	78,992	45,511	80,337	68,521
TOTAL STATE	1,361,183	1,295,967	219,646	139,013	419,352	188,574	270,398	127,093	130,183	75,706	179,259	91,662	192,887	150,363

S&MM'S METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1978

STATE S&MM METRO AREA	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drugstores ($000)	In All Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
KENTUCKY														
CLARKSVILLE - HOPKINSVILLE	85,466	81,115	12,159	9,003	26,269	15,242	15,934	4,354	7,513	2,818	9,553	2,887	8,143	6,353
HUNTINGTON - ASHLAND	224,906	221,432	28,751	21,906	62,134	29,082	32,038	11,836	17,553	10,405	20,088	9,849	22,005	19,103
LEXINGTON-FAYETTE	196,277	187,580	27,583	21,103	82,619	53,522	45,200	16,618	27,334	15,155	17,445	3,918	16,827	9,816
LOUISVILLE	604,166	550,935	91,769	61,802	217,729	144,187	118,324	35,957	55,170	22,733	49,564	17,863	66,150	44,228
OWENSBORO	61,766	59,822	8,628	7,074	14,932	7,860	10,243	4,506	6,030	3,739	6,693	2,864	5,542	4,215
NONMETRO PORTION OF STATE	1,164,851	1,129,824	155,237	126,164	198,994	44,599	125,668	55,[illegible]	64,569	36,886	80,170	36,312	82,261	64,569
TOTAL STATE	2,234,836	2,132,080	311,795	240,334	548,035	262,979	317,644	118,6[illegible]	163,191	84,689	165,188	64,010	182,128	131,519
LOUISIANA														
ALEXANDRIA	74,540	73,148	8,528	6,065	27,592	13,237	17,870	9,179	10,119	6,288	10,857	4,535	7,740	5,892
BATON ROUGE	281,354	268,397	35,072	23,684	77,438	46,118	54,879	19,369	25,143	10,753	31,691	11,178	32,188	24,912
LAFAYETTE	80,493	73,466	11,915	6,815	30,872	16,189	23,543	7,737	11,058	6,215	13,014	2,772	10,995	8,293
LAKE CHARLES	87,919	85,642	19,142	13,833	32,476	13,276	21,101	10,962	11,213	6,847	12,510	3,418	8,308	5,786
MONROE	101,033	97,147	13,379	11,873	31,694	10,274	18,355	10,924	10,428	7,139	10,139	3,418	10,446	8,045
NEW ORLEANS	741,251	701,412	118,589	61,707	277,799	112,670	171,423	90,371	104,084	63,580	78,297	28,777	101,405	73,363
SHREVEPORT	232,616	218,522	27,567	18,433	76,653	29,239	45,957	23,229	21,435	13,186	25,296	9,941	28,342	21,930
NONMETRO PORTION OF STATE	765,717	743,470	115,530	85,254	129,941	15,074	86,186	49,283	47,250	30,454	57,925	23,667	58,783	49,048
TOTAL STATE	2,364,923	2,261,204	349,722	227,664	684,465	256,077	439,314	221,054	240.730	144,462	239,729	87,706	258,207	197,269
MAINE														
△ BANGOR	94,965	90,509	10,037	6,959	22,717	11,695	14,994	5,106	7,533	3,401	7,805	2,221	8,173	5,757
LEWISTON - AUBURN	74,208	72,422	7,060	5,661	15,624	6,164	8,396	4,102	4,627	2,701	5,357	1,397	6,501	5,513
PORTLAND	193,162	188,180	17,848	12,722	56,337	35,159	40,900	11,928	20,482	5,571	12,276	4,492	15,107	9,943
NONMETRO PORTION OF STATE	461,473	448,601	47,896	39,017	59,683	18,448	40,802	18,258	22,312	12,163	24,661	8,458	28,683	21,916
TOTAL STATE	823,808	799,712	82,841	64,359	154,361	71,466	105,092	39,394	54,954	23,836	50,099	16,568	58,464	43,129
MARYLAND														
BALTIMORE	1,429,725	1,345,619	169,855	116,260	389,452	219,260	216,048	105,989	105,957	68,130	97,663	48,080	155,205	107,518
△ HAGERSTOWN	83,740	81,378	7,974	6,098	17,234	7,155	9,796	4,377	4,775	3,005	7,177	2,623	7,794	5.942
NONMETRO PORTION OF STATE	416,091	403.606	46,434	37,685	74,666	24,047	42,289	21,406	21,695	14,696	31,995	13,428	37,807	30,424
TOTAL STATE	2,974,677	2,813,145	406,847	306,809	856,197	443,665	474,565	228,177	236,296	152,286	214,898	96,360	370,600	269,731
MASSACHUSETTS														
BOSTON - LOWELL - BROCKTON - LAWRENCE - HAVERHILL	3,028,022	2,915,198	252,307	198,306	885,887	442,813	484,682	196,554	236,881	132,111	192,469	95,314	260,530	197,444
NEW BEDFORD - FALL RIVER	320,975	310,435	31,688	23,766	78,246	38,358	41,923	18,346	21,766	12,775	21,576	10,288	39,677	32,219
PITTSFIELD	120,320	117,803	10,657	8,202	28,551	15,872	15,635	6,847	7,489	3,475	8,293	3,238	8,428	6,033
SPRINGFIELD - CHICOPEE - HOLYOKE	356,773	347,700	36,879	28,587	94,661	52,506	51,759	22,310	24.705	11,324	29,739	12,546	31,439	23,377
WORCESTER - FITCHBURG - LEOMINSTER	491,517	477,078	43,456	32,100	121,514	63,436	67,998	29,116	33,132	16,352	33,645	15,115	39,187	29,686
NONMETRO PORTION OF STATE	226,261	219,243	19,238	14,790	49,958	18,330	26,458	13,450	16,250	8,693	15,359	7,192	15,508	11,627
TOTAL STATE	4,378,518	4,232,139	384,712	299.706	1,229,540	615,660	670,241	281,672	330,217	181,801	289,029	138,410	384,363	293,022
MICHIGAN														
ANN ARBOR	250,386	223,515	21,516	14,781	44,088	14,826	23,319	13,488	11,797	7,438	17,690	13,072	23,050	18,873
BATTLE CREEK	116,574	113,830	15,412	12,739	21,236	11,116	13,706	5,755	6,985	3,835	8,651	3,899	9,467	7,426
BAY CITY	86,755	82,734	14,272	10,958	21,362	12,965	10,707	3,320	8,341	4,849	8,081	4,690	9,883	8,506
△ BENTON HARBOR - ST. JOSEPH	140,585	135,506	14,822	11,122	28,009	11,013	18,066	7,800	9,275	4,946	9,837	4,533	9,603	7,047
DETROIT	3,105,783	2,975,307	507,397	405,595	1,005,218	441,108	566,371	302,396	286,409	187,610	272,304	152,948	416,419	299,485
DETROIT - ANN ARBOR CONSOLIDATED AREA	*3,356,169*	*3,198,822*	*528,913*	*420,376*	*1,049,306*	*455,934*	*589,690*	*315,884*	*298,206*	*195,048*	*289,994*	*166,020*	*439,469*	*318,358*
FLINT	388,058	377,916	48,034	40,215	111,069	57,162	64,128	27,921	32,250	19,126	30,751	13,795	40,306	30,123
GRAND RAPIDS	462,987	452,737	35,287	22,698	96,410	34,066	57,211	35,419	30,985	21,293	35,885	22,743	53,408	43,730
JACKSON	97,642	91,864	14,599	11,870	28,079	15,246	15,228	6,547	8,995	5,070	8,326	3,453	9,198	6,719
KALAMAZOO - PORTAGE	187,539	172,508	17,245	12,651	42,196	16,635	24,726	13,388	13,106	9,738	18,299	8,404	19,619	17,131
LANSING - EAST LANSING	258,285	247,198	30,742	22,994	89,202	52,790	57,272	20,545	24,950	12,113	30,629	12,057	37,152	27,989
MUSKEGON - NORTON SHORES - MUSKEGON HEIGHTS	123,059	119,423	11,031	7,676	19,102	11,028	11,368	4,997	5,988	2,495	8,659	5,237	10,911	9,478
SAGINAW	176,597	169,329	16,810	10,787	46,989	23,394	28,590	13,333	14,159	8,645	17,071	9,771	26,463	22,354
NONMETRO PORTION OF STATE	1,076,812	1,042,450	115,312	88,694	161,772	39,730	103,064	51,915	54,647	32,922	75,523	42,040	78,497	65,326
TOTAL STATE	6,543,832	6,273,994	867,598	675,965	1,726,114	747,578	995,171	508,891	511,103	321,634	546,452	299,357	751,096	569,392
MINNESOTA														
DULUTH - SUPERIOR	174,599	162,612	20,211	13,535	96,265	37,816	46,764	15,754	16,740	7,972	19,594	6,916	18,714	12,617
FARGO - MOORHEAD	80,535	77,565	7,890	5,913	35,672	15,774	21,916	12,456	10,792	6,123	10,302	4,733	13,099	11,299
MINNEAPOLIS - ST. PAUL	1,460,104	1,314,353	133,464	92,649	533,638	304,291	295,020	115,402	143,027	69,816	112,528	40,349	211,743	141,478
ROCHESTER	45,010	42,657	7,510	5,600	35,336	21,943	18,198	6,611	8,148	3,311	8,238	3,112	6,185	3,723
ST. CLOUD	97,921	95,261	9,447	7,333	23,011	11,672	101,490	6,019	20,456	4,445	8,812	2,882	8,255	6,147
NONMETRO PORTION OF STATE	767,692	729,202	93,238	67,792	164,189	41,220	109,836	59,999	51,136	31,610	64,423	30,424	57,168	46,798
TOTAL STATE	2,554,400	2,355,103	261,930	18[illegible],080	848,640	417,491	571,290	205,473	240,348	117,908	214,550	84,537	303,654	212,564
MISSISSIPPI														
BILOXI - GULFPORT	109,415	106,953	14,435	11,999	37,683	14,179	29,186	9,028	10,274	5,708	15,508	6,736	12,037	9,145
△ HATTIESBURG	73,233	70,067	9,101	7,216	20,214	8,929	12,874	4,975	5,062	3,006	10,081	3,576	9,502	7,753
JACKSON	219,358	212,468	20,404	16,397	69,977	5,351	48,901	12,224	22,982	8,101	24,266	7,531	30,740	21,482

S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1978

STATE S&MM METRO AREA	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
MISS. (cont.)														
△ MERIDIAN	44,020	40,981	6,255	4,742	17,286	9,606	11,046	3,203	4,930	1,936	8,788	2,522	7,101	5,471
PASCAGOULA - MOSS POINT	85,595	83,460	9,805	8,014	15,114	5,162	9,617	4,139	4,680	2,502	6,795	1,899	5,504	4,117
NONMETRO PORTION OF STATE	932,184	903,072	122,286	97,026	195,002	33,031	123,424	71,970	64,864	43,514	79,515	28,809	77,832	62,490
TOTAL STATE	1,490,427	1,443,006	183,642	146,431	356,548	76,258	226,918	105,864	114,292	64,979	145,613	51,199	143,260	110,845
MISSOURI														
COLUMBIA	49,441	48,036	8,229	7,028	21,742	9,662	12,321	5,636	6,078	3,888	6,662	2,209	4,991	3,494
△ JOPLIN	70,579	66,159	14,887	10,649	26,145	11,433	17,697	8,481	10,148	5,860	9,051	3,437	7,857	6,020
KANSAS CITY	949,010	888,656	146,703	97,533	356,884	197,116	205,153	71,370	99,659	49,789	105,695	41,612	129,261	79,104
ST. JOSEPH	73,284	70,662	7,545	6,521	23,215	13,510	13,206	4,642	6,075	2,827	8,660	3,726	7,603	5,154
ST. LOUIS	1,546,877	1,471,204	203,496	132,498	516,016	311,553	280,608	97,653	141,851	71,486	130,910	53,023	187,134	133,879
SPRINGFIELD	116,734	110,848	22,388	14,912	56,734	30,144	32,298	15,554	19,529	12,569	19,505	6,357	21,167	14,953
NONMETRO PORTION OF STATE	893,959	860,787	112,117	76,768	174,579	48,286	117,859	54,387	67,388	37,577	86,538	39,671	83,133	69,515
TOTAL STATE	3,075,668	2,927,403	430,972	291,002	955,063	490,471	554,945	216,919	290,186	154,926	29[illegible],675	120,940	350,508	250,122
MONTANA														
BILLINGS	70,051	68,550	8,954	7,956	22,756	12,504	14,628	8,362	6,523	3,447	7,572	3,502	8,030	6,881
GREAT FALLS	60,731	60,011	8,553	7,176	18,748	6,660	10,242	5,090	6,357	4,221	4,677	1,683	6,902	5,015
△ MISSOULA	53,820	52,464	5,824	4,452	11,324	6,116	7,096	2,656	3,553	1,322	3,617	1,738	4,445	2,997
NONMETRO PORTION OF STATE	373,944	367,833	32,645	25,081	50,948	10,489	39,198	25,055	19,657	12,459	19,403	9,330	21,591	16,098
TOTAL STATE	558,546	548,858	55,976	44,665	103,776	35,769	71,164	41,163	36,090	21,449	35,269	16,253	40,968	30,991
NEBRASKA														
LINCOLN	91,860	86,507	13,363	8,266	41,197	24,674	26,658	11,242	12,845	7,540	13,693	5,456	12,267	7,446
OMAHA	321,100	301,393	65,359	47,270	148,504	88,671	83,760	30,600	38,599	19,197	46,542	23,601	74,819	57,098
NONMETRO PORTION OF STATE	490,579	468,042	71,748	49,832	107,359	26,979	77,470	42,140	36,999	25,114	48,321	25,165	48,925	42,415
TOTAL STATE	868,811	823,448	141,628	98,590	290,240	138,774	184,123	82,072	86,508	50,569	105,865	52,914	131,976	103,610
NEVADA														
LAS VEGAS	267,532	254,597	35,871	27,144	103,675	45,999	65,061	34,018	31,361	18,886	24,540	7,777	38,578	28,938
RENO	131,117	128,320	12,240	8,880	36,452	21,633	18,402	6,355	10,204	4,942	11,117	4,344	13,716	10,566
NONMETRO PORTION OF STATE	100,078	98,206	10,665	9,324	10,892		8,516	5,039	3,121	1,873	5,918	3,503	2,843	1,870
TOTAL STATE	498,727	481,123	58,776	45,348	151,019	67,632	91,979	45,412	44,686	25,701	41,575	15,624	55,137	41,374
NEW HAMPSHIRE														
MANCHESTER - NASHUA	241,209	231,913	19,601	14,934	56,009	32,771	31,335	10,800	16,034	7,573	16,082	6,289	17,361	13,221
NONMETRO PORTION OF STATE	358,887	341,249	28,009	21,284	60,452	21,671	36,970	14,302	20,080	8,458	24,718	11,043	20,986	15,391
TOTAL STATE	765,446	728,480	57,123	42,263	145,738	70,097	86,519	30,053	46,120	18,960	52,852	22,615	48,553	35,976
NEW JERSEY														
ATLANTIC CITY	148,219	139,331	16,240	11,237	36,918	12,924	21,568	9,791	10,534	6,965	11,554	4,050	18,040	15,434
JERSEY CITY	403,257	361,954	56,188	42,786	140,770	19,241	79,586	62,251	36,842	32,295	31,945	18,454	44,656	38,292
LONG BRANCH - ASBURY PARK	465,690	446,498	39,354	30,760	94,276	49,826	53,851	26,397	25,843	17,058	27,366	10,717	46,071	35,717
NEWARK	1,643,137	[illegible],548,343	146,076	110,042	415,082	191,234	206,962	110,099	110,613	81,223	104,308	55,740	195,216	164,255
NEW BRUNSWICK - PERTH AMBOY - SAYREVILLE	604,009	560,272	52,727	34,787	189,335	113,329	104,016	42,203	44,109	30,546	32,740	10,713	52,312	31,050
PATERSON - CLIFTON - PASSAIC	405,870	393,388	33,995	26,011	152,012	68,162	126,056	53,441	54,268	35,223	32,425	12,665	50,212	33,310
TRENTON	236,501	230,250	18,234	14,735	56,671	30,750	32,279	14,739	15,231	9,254	17,394	9,016	23,443	19,151
VINELAND - MILLVILLE - BRIDGETON	110,263	105,510	9,463	7,032	21,715	6,443	17,083	8,804	7,561	5,440	9,360	3,062	6,196	4,645
NONMETRO PORTION OF STATE	492,486	476,968	44,005	31,915	90,367	33,837	47,035	21,062	22,515	13,458	30,910	15,540	36,212	26,088
TOTAL STATE	5,971,497	5,653,844	559,714	416,088	1,754,969	846,704	971,236	472,370	461,943	310,421	413,548	202,336	667,334	508,372
NEW MEXICO														
ALBUQUERQUE	237,050	218,781	33,030	25,866	74,745	44,564	43,607	16,165	25,199	12,340	29,817	9,873	43,046	34,345
LAS CRUCES	44,247	40,678	3,967	2,619	10,743	3,455	6,691	2,869	3,406	1,907	4,013	1,648	4,979	3,788
△ SANTA FE	54,756	51,613	9,666	8,207	14,507	4,808	9,045	4,276	4,666	2,842	4,079	1,138	4,107	2,619
NONMETRO PORTION OF STATE	445,281	424,623	40,700	29,598	78,512	11,528	49,827	26,453	27,604	17,584	30,890	14,077	40,662	32,406
TOTAL STATE	781,334	735,695	87,363	66,290	178,507	64,355	109,170	49,763	60,875	34,673	68,799	26,736	92,794	73,158
NEW YORK														
ALBANY - SCHENECTADY - TROY	582,618	551,814	57,296	45,230	13[illegible],782	63,947	77,221	32,986	38,323	21,018	43,519	17,095	53,786	41,313
BINGHAMTON	221,724	217,515	25,689	21,483	41,728	22,128	24,142	9,071	12,938	6,522	17,061	8,461	16,125	13,119
BUFFALO	891,277	82[illegible],985	105,085	83,932	281,902	154,728	147,392	58,764	70,366	37,286	67,732	27,981	82,140	57,241
ELMIRA	76,704	72,852	9,673	7,660	26,190	15,786	14,623	4,594	6,990	3,670	13,226	4,583	12,647	9,338
△ JAMESTOWN	123,578	120,626	8,626	6,288	23,645	11,922	14,040	5,771	7,109	3,643	7,578	3,077	7,761	5,775
NASSAU - SUFFOLK	2,454,090	2,315,730	175,217	124,228	633,164	356,790	324,198	133,798	157,438	101,899	156,484	80,338	214,073	149,029
△ NEWBURGH - MIDDLETOWN	238,661	233,659	14,588	10,640	34,417	13,807	20,583	9,411	10,559	5,942	12,759	5,892	13,860	11,057
NEW YORK	6,288,481	6,102,658	656,145	527,397	2,237,502	1,097,301	1,162,521	677,681	593,803	422,324	340,751	190,389	723,731	546,038
NEW YORK - NEWARK - JERSEY CITY - BRIDGEPORT CONSOLIDATED AREA	*12,907,609*	*12,359,597*	*1,234,004*	*946,677*	*4,041,547*	*1,989,058*	*2,143,926*	*1,150,154*	*1,065,885*	*746,427*	*770,608*	*407,474*	*1,390,319*	*1,046,737*
POUGHKEEPSIE	187,271	175,942	13,908	10,580	30,141	11,537	14,533	7,476	9,694	6,422	6,643	2,124	12,747	10,507
ROCHESTER	701,608	679,698	81,490	63,114	147,082	86,214	82,121	28,836	36,334	18,115	52,288	25,031	64,772	52,015

S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1978

STATE S&MM METRO AREA	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
N.Y. (cont.)														
SYRACUSE	449,071	433,485	45,891	40,238	99,550	51,370	56,464	24,653	29,491	15,861	22,653	7,370	32,483	25,039
UTICA - ROME	203,388	193,251	24,406	21,805	53,992	26,200	30,509	13,049	13,532	7,148	13,394	5,237	[illegible]	11,773
NONMETRO PORTION OF STATE	1,168,419	1,137,468	112,174	90,266	186,253	77,142	110,488	47,491	55,995	29,977	70,268	31,406	74,749	58,933
TOTAL STATE	12,848,657	12,351,863	1,253,287	993,248	3,468,461	1,843,358	1,947,151	986,768	978,052	638,101	779,995	384,953	1,232,356	922,330
NORTH CAROLINA														
ASHEVILLE	119,911	117,006	13,087	9,657	30,458	18,206	17,353	5,914	10,663	5,174	11,344	2,836	11,995	9,455
BURLINGTON	73,235	72,363	9,867	7,516	19,582	6,671	11,444	6,425	6,755	4,794	5,291	1,841	5,749	5,020
CHARLOTTE - GASTONIA	451,753	412,201	61,133	48,959	151,056	80,985	83,945	32,341	43,878	20,923	43,678	12,909	45,617	34,608
FAYETTEVILLE	84,001	80,983	16,589	11,111	40,311	24,169	24,292	7,408	12,511	4,581	12,808	5,944	18,528	15,661
GREENSBORO - WINSTON-SALEM - HIGH POINT	476,519	444,705	67,800	56,567	141,910	57,027	77,453	38,470	57,036	36,180	42,119	15,072	62,163	53,941
△ KANNAPOLIS - CONCORD - SALISBURY	103,166	98,596	13,937	10,756	30,618	16,132	20,097	6,160	8,645	3,749	9,105	2,749	10,445	8,617
RALEIGH - DURHAM	294,427	285,559	33,951	27,504	101,747	51,691	58,605	27,710	28,459	16,894	33,184	11,128	40,322	33,357
WILMINGTON	89,202	87,608	11,670	9,905	25,458	12,516	16,123	5,754	7,628	4,184	9,146	3,574	12,605	11,239
NONMETRO PORTION OF STATE	1,610,306	1,556,497	231,611	190,988	333,098	91,121	210,451	102,160	103,440	62,134	133,316	56,467	197,684	176,996
TOTAL STATE	3,306,484	3,159,457	459,713	372,963	874,346	358,518	519,823	232,360	279,043	158,623	300,061	112,530	405,168	348,928
NORTH DAKOTA														
BISMARCK	41,529	39,799	5,388	4,379	18,876	11,297	11,505	3,958	5,498	2,201	6,139	1,699	5,694	4,141
FARGO - MOORHEAD	80,535	77,565	7,890	5,913	35,672	15,774	21,916	12,456	10,792	6,123	10,302	4,733	13,099	11,299
GRAND FORKS	53,231	51,013	6,485	5,128	19,646	7,059	13,121	7,178	6,558	3,944	7,338	3,376	8,998	7,726
NONMETRO PORTION OF STATE	188,872	184,059	24,352	20,683	52,687	12,915	36,141	21,167	18,679	11,756	18,127	7,035	20,303	17,149
TOTAL STATE	307,671	297,548	39,445	32,359	117,853	45,621	76,621	40,661	38,540	21,955	37,605	14,710	43,006	35,706
OHIO														
AKRON	443,211	428,284	55,549	36,074	131,283	85,345	70,607	21,778	35,361	19,517	42,330	19,054	47,122	34,075
CANTON	306,037	297,099	42,117	26,331	104,428	43,101	53,175	23,711	28,787	18,553	33,976	18,675	33,392	23,430
CINCINNATI	982,265	916,151	124,709	84,510	285,509	187,428	149,763	45,179	72,281	32,008	77,903	33,451	142,896	110,519
CINCINNATI - HAMILTON CONSOLIDATED AREA	*1,176,738*	*1,094,838*	*144,128*	*95,670*	*317,815*	*210,546*	*167,445*	*49,244*	*81,244*	*36,104*	*88,664*	*36,771*	*160,623*	*126,041*
CLEVELAND	1,480,115	1,412,904	196,042	159,866	434,840	261,675	245,872	97,338	110,625	60,730	113,007	37,030	182,655	127,689
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	*2,093,973*	*2,004,905*	*275,387*	*209,601*	*615,856*	*381,858*	*345,607*	*126,726*	*158,114*	*85,871*	*174,235*	*62,846*	*249,602*	*174,963*
COLUMBUS	722,679	682,890	102,419	60,828	258,220	167,722	151,538	46,926	78,089	40,819	73,016	34,547	107,058	73,899
DAYTON	550,736	518,811	61,837	38,387	159,840	107,396	93,858	27,328	40,868	19,234	52,683	26,522	89,015	72,082
HAMILTON - MIDDLETOWN	194,473	178,687	19,419	11,160	32,306	23,118	17,682	4,065	8,963	4,096	10,761	3,320	17,727	15,522
LIMA	132,838	128,811	17,566	10,311	38,625	23,673	23,763	8,264	11,196	5,833	12,171	4,712	13,006	8,167
LORAIN - ELYRIA	170,647	163,717	23,796	13,661	49,733	34,838	29,128	7,610	12,128	5,624	18,898	6,762	19,825	13,199
MANSFIELD	104,796	103,573	10,745	6,269	33,508	24,693	19,515	5,023	8,571	5,033	9,369	2,838	11,315	7,378
△ NEWARK	73,179	70,246	9,549	6,426	15,015	9,594	8,958	2,205	4,450	1,685	5,501	2,236	5,539	4,107
PARKERSBURG - MARIETTA	116,398	114,441	15,673	10,905	33,940	20,860	16,644	4,907	3,307	6,266	11,119	4,735	11,802	9,846
SPRINGFIELD	94,354	92,376	11,281	6,963	27,071	19,032	14,723	3,648	7,349	2,933	8,515	5,377	11,374	9,054
STEUBENVILLE - WEIRTON	110,827	109,903	16,524	11,608	26,159	13,988	16,175	6,587	8,553	5,187	9,902	4,590	12,172	10,126
TOLEDO	549,485	525,795	65,731	46,176	175,461	116,538	100,059	31,648	50,046	23,783	45,238	20,791	65,515	39,866
YOUNGSTOWN - WARREN	326,073	309,415	44,439	30,424	125,223	82,616	68,866	22,947	35,431	17,746	33,397	15,585	55,383	44,375
NONMETRO PORTION OF STATE	1,473,365	1,420,099	168,598	117,424	251,863	118,636	158,074	63,040	87,521	48,180	110,961	55,931	125,615	102,784
TOTAL STATE	7,568,260	7,222,303	948,171	647,930	2,125,194	1,302,148	1,208,322	416,039	594,555	309,352	650,858	289,091	925,003	687,123
OKLAHOMA														
ENID	37,226	35,390	9,609	6,395	17,100	4,500	11,823	7,821	6,586	4,801	5,669	2,834	6,340	5,421
LAWTON	43,767	38,226	4,032	1,641	15,446	5,660	9,774	4,693	4,219	2,273	8,526	3,802	12,096	9,321
OKLAHOMA CITY	572,500	540,745	86,467	54,650	166,120	53,610	109,815	67,116	53,324	33,563	51,574	18,884	84,287	63,025
TULSA	390,603	380,809	77,056	56,479	128,575	38,738	77,407	48,545	46,213	32,101	37,068	14,042	61,819	53,203
NONMETRO PORTION OF STATE	678,570	659,375	105,333	70,876	138,609	21,189	96,474	62,804	53,965	38,570	53,223	12,495	52,326	43,011
TOTAL STATE	1,758,973	1,690,135	286,197	192,751	468,199	123,697	307,524	192,152	165,641	112,338	157,721	63,026	219,265	176,246
OREGON														
EUGENE - SPRINGFIELD	163,282	160,951	18,576	12,400	36,393	20,864	21,132	6,322	13,897	8,544	14,830	5,739	17,916	13,872
PORTLAND	878,889	849,871	73,632	48,107	201,796	88,247	117,571	44,525	72,821	39,519	59,439	34,559	98,084	80,610
SALEM	149,684	147,190	13,883	10,220	35,770	21,842	20,034	6,262	13,759	6,215	11,951	3,622	14,483	8,786
NONMETRO PORTION OF STATE	642,954	603,221	87,615	70,011	100,388	23,664	70,384	13,373	39,450	25,964	48,645	26,892	51,820	43,523
TOTAL STATE	1,721,954	1,651,235	179,211	128,966	355,352	146,734	217,798	96,551	133,069	76,752	129,540	68,031	174,053	140,305
PENNSYLVANIA														
ALLENTOWN - BETHLEHEM - EASTON	484,208	432,081	42,381	32,306	120,992	67,202	65,398	21,915	33,170	17,126	37,581	13,850	44,053	34,698
ALTOONA	94,106	90,172	13,339	11,278	27,831	17,593	15,629	5,169	7,819	3,600	10,113	4,248	9,970	7,005
ERIE	173,216	165,376	18,078	13,609	47,239	27,473	23,595	9,033	13,350	5,908	15,276	7,219	15,447	11,890
HARRISBURG	283,492	275,037	48,174	40,819	99,124	57,381	48,923	18,284	25,569	14,409	30,978	13,515	32,871	19,876
JOHNSTOWN	168,961	161,840	19,667	15,337	43,511	28,906	24,031	6,758	12,835	6,178	17,811	8,924	20,359	16,133
LANCASTER	214,608	203,187	23,044	18,933	65,233	37,223	35,301	11,653	19,825	12,106	19,789	10,549	32,033	23,399
NORTHEAST PENNSYLVANIA	402,933	387,538	52,205	43,984	128,580	75,145	63,222	24,693	35,827	17,855	55,468	18,568	64,231	50,018
PHILADELPHIA	3,476,781	3,315,147	358,990	283,894	1,115,459	539,890	590,172	284,934	289,737	183,771	273,784	160,148	399,123	293,095
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	*4,113,827*	*3,933,657*	*434,230*	*348,442*	*1,283,882*	*631,206*	*683,600*	*320,120*	*332,864*	*208,350*	*328,951*	*189,899*	*483,276*	*363,543*
PITTSBURGH	1,434,193	1,367,018	168,602	137,147	537,804	325,727	278,699	103,487	135,391	70,186	120,077	52,712	169,059	119,068
READING	225,119	213,860	24,891	19,712	59,164	39,450	36,387	12,201	15,655	6,703	24,127	11,584	19,601	14,044

S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1978

STATE S&MM METRO AREA	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drugstores ($000)	In All Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
PA. (cont.)														
WILLIAMSPORT	75,683	70,918	7,528	6,292	18,204	9,924	9,502	2,678	5,678	3,602	9,901	3,897	7,125	5,739
YORK	209,383	199,072	22,064	15,776	69,460	38,310	34,352	12,522	19,033	9,806	23,924	12,044	23,056	15,795
NONMETRO PORTION OF STATE	1,438,595	1,400,838	159,338	132,020	362,347	129,621	273,939	61,352	99,658	49,359	116,982	60,557	134,041	104,085
TOTAL STATE	7,981,590	7,627,591	894,943	726,557	2,406,722	1,219,229	1,350,998	519,819	645,666	364,807	686,667	340,763	871,713	646,221
RHODE ISLAND														
PROVIDENCE - WARWICK - PAWTUCKET	568,986	551,284	59,236	47,200	146,285	75,252	79,705	29,489	35,608	18,689	40,904	19,407	53,288	42,136
NONMETRO PORTION OF STATE	36,667	34,940	4,275	3,308	6,649	2,253	3,762	2,054	1,501	900	2,157	491	3,211	2,627
TOTAL STATE	605,653	586,224	63,511	50,508	152,934	77,505	83,467	31,543	37,109	19,589	43,061	19,898	56,499	44,763
SOUTH CAROLINA														
△ ANDERSON	69,527	66,255	10,078	7,687	28,484	16,775	17,638	4,360	8,049	2,776	9,995	2,550	9,486	7,492
CHARLESTON - NORTH CHARLESTON	295,729	287,808	25,673	17,026	64,761	31,801	45,353	16,603	19,972	10,036	22,148	6,699	26,740	20,115
COLUMBIA	217,692	204,379	23,280	15,578	69,081	41,730	39,988	15,790	20,192	9,435	24,396	7,849	29,122	22,844
GREENVILLE - SPARTANBURG	369,554	353,915	40,758	32,287	90,856	40,629	56,568	24,806	31,777	18,634	30,235	15,654	41,208	36,446
NONMETRO PORTION OF STATE	793,847	775,024	95,744	76,693	163,001	28,694	100,984	51,148	52,461	32,569	64,405	30,332	100,146	89,139
TOTAL STATE	1,803,157	1,743,361	201,961	154,658	425,974	160,547	266,496	117,092	136,252	76,418	153,845	63,959	210,413	179,132
SOUTH DAKOTA														
RAPID CITY	62,136	59,403	6,792	4,934	18,179	9,404	11,558	4,275	6,431	2,409	8,145	4,127	8,793	7,548
SIOUX FALLS	62,715	60,360	8,048	6,874	25,801	13,947	17,548	9,706	7,375	4,054	7,875	2,181	5,325	3,623
NONMETRO PORTION OF STATE	224,195	217,082	33,255	26,077	47,517	9,167	33,593	19,492	18,232	10,991	19,908	10,411	22,121	19,033
TOTAL STATE	349,046	336,845	48,095	37,885	91,497	32,518	62,691	33,467	32,038	17,454	35,928	16,719	36,239	30,204
TENNESSEE														
CHATTANOOGA	334,910	320,415	38,036	31,191	82,241	48,812	46,353	17,426	24,527	10,680	22,394	6,246	28,978	22,416
CLARKSVILLE - HOPKINSVILLE	85,466	81,115	12,159	9,003	26,269	15,242	15,934	4,354	7,513	2,818	9,553	2,887	8,143	6,353
△ JACKSON	48,203	45,420	7,940	5,684	19,526	10,738	11,965	4,376	6,035	2,733	6,806	1,977	5,722	4,659
JOHNSON CITY - KINGSPORT - BRISTOL	284,298	274,024	32,639	22,925	66,990	37,330	42,275	13,914	20,410	9,345	26,690	7,463	29,015	24,105
KNOXVILLE	348,010	340,299	40,880	31,898	96,078	63,841	58,690	21,155	28,343	11,607	29,166	9,883	32,740	22,982
MEMPHIS	653,265	615,835	67,127	45,360	198,483	102,041	116,069	46,985	61,363	30,675	59,974	22,139	86,531	67,811
NASHVILLE-DAVIDSON	549,012	533,329	66,196	50,194	190,645	101,953	105,161	50,378	58,047	32,655	51,990	14,769	56,124	38,768
NONMETRO PORTION OF STATE	910,327	888,918	107,813	84,506	135,492	29,481	85,762	44,904	46,122	28,037	64,371	24,727	68,079	58,262
TOTAL STATE	3,000,994	2,894,256	348,710	261,503	784,733	399,673	462,498	194,923	242,735	122,936	258,103	86,103	299,729	232,488
TEXAS														
ABILENE	86,885	83,427	13,151	9,853	39,683	21,138	24,692	13,486	11,951	7,477	13,512	5,009	11,789	9,005
AMARILLO	132,793	128,787	20,830	13,095	45,491	16,016	27,951	16,304	14,388	9,227	13,231	4,026	19,523	15,565
AUSTIN	356,720	351,350	35,755	28,841	93,347	30,945	56,954	33,307	34,220	25,010	39,449	18,032	38,479	29,383
BEAUMONT - PORT ARTHUR - ORANGE	309,136	298,094	50,198	27,742	76,273	26,137	45,774	24,377	29,027	19,712	29,664	12,038	22,164	16,300
BROWNSVILLE - HARLINGEN - SAN BENITO	123,037	111,589	13,394	6,860	49,955	12,372	30,229	20,391	11,219	7,792	14,429	4,713	10,480	8,427
BRYAN - COLLEGE STATION	72,651	72,012	11,869	6,198	16,682	4,774	8,909	4,914	5,156	3,868	4,534	1,341	6,243	5,225
CORPUS CHRISTI	247,604	242,229	32,967	25,219	62,508	25,574	39,446	18,470	24,968	17,572	22,623	6,306	24,058	18,200
DALLAS - FORT WORTH	1,973,488	1,905,863	289,739	217,984	624,002	300,168	366,435	170,552	194,685	109,164	183,925	66,800	240,860	181,914
EL PASO	289,340	253,410	29,533	19,957	116,267	52,166	63,053	26,082	32,624	15,824	29,870	12,166	43,619	35,579
GALVESTON - TEXAS CITY	161,733	152,139	29,163	19,904	35,707	17,358	22,019	10,884	11,356	5,291	13,060	3,052	12,282	9,445
HOUSTON	2,426,488	2,292,488	354,322	200,172	748,045	441,555	454,092	173,219	232,425	121,688	222,307	76,666	305,848	222,635
HOUSTON - GALVESTON CONSOLIDATED AREA	*2,588,221*	*2,444,627*	*383,485*	*220,076*	*783,752*	*458,913*	*476,111*	*184,103*	*243,781*	*126,979*	*235,367*	*79,718*	*318,130*	*232,080*
KILLEEN - TEMPLE	137,621	134,329	9,904	5,690	28,502	4,703	18,216	9,335	8,794	5,445	14,527	3,501	12,924	8,660
LAREDO	84,237	83,392	8,024	4,847	58,430	9,846	35,752	27,382	14,159	8,491	10,650	2,101	7,396	6,519
LONGVIEW - MARSHALL	119,448	114,310	22,620	18,533	38,751	9,130	24,831	16,014	11,346	7,945	13,414	5,802	12,284	9,925
LUBBOCK	148,000	142,554	18,123	12,401	51,896	27,180	30,661	13,609	17,393	9,707	11,524	4,087	16,124	11,334
MCALLEN - PHARR - EDINBURG	132,121	108,433	15,637	12,451	52,719	20,835	34,337	16,810	12,512	6,048	16,007	5,489	15,237	11,776
MIDLAND	64,629	47,498	12,236	5,995	28,828	4,950	14,641	9,181	9,148	7,729	5,722	1,438	6,560	4,257
ODESSA	99,336	82,377	11,177	5,595	27,999	11,874	17,239	5,819	8,969	4,838	7,839	2,071	12,600	9,762
SAN ANGELO	41,585	38,858	11,196	5,783	15,488	5,907	9,509	5,006	5,444	3,252	5,220	1,946	6,753	5,500
SAN ANTONIO	708,186	666,573	63,325	44,048	206,780	112,373	126,657	48,168	60,819	29,674	70,432	20,342	86,672	63,274
SHERMAN - DENISON	70,942	69,103	10,621	8,845	36,101	11,988	15,230	7,540	8,205	5,788	9,372	3,057	7,627	5,187
TEXARKANA	86,194	84,632	9,647	7,956	21,891	5,791	12,921	9,093	8,732	6,930	6,958	2,478	6,587	4,942
TYLER	94,453	92,501	14,047	11,978	33,983	10,710	19,453	12,524	12,495	9,222	10,112	3,015	10,399	7,956
△ VICTORIA	42,314	39,879	5,731	4,288	13,402	5,033	8,513	4,383	3,741	2,175	4,693	1,626	3,768	2,780
WACO	121,580	118,908	10,213	5,911	42,135	24,141	22,201	5,394	12,969	7,198	10,750	4,096	9,917	6,971
WICHITA FALLS	99,336	96,580	14,686	9,849	35,950	18,233	21,000	9,972	11,086	6,632	11,380	4,205	13,338	10,361
NONMETRO PORTION OF STATE	1,689,234	1,639,359	216,415	168,915	289,721	23,531	185,031	125,823	86,579	62,398	121,060	49,910	105,645	85,344
TOTAL STATE	9,882,436	9,414,492	1,331,244	906,292	2,870,723	1,253,436	1,729,566	832,667	889,930	521,995	914,431	324,511	1,067,444	804,929
UTAH														
PROVO - OREM	104,569	101,710	16,773	14,159	18,407	5,195	13,352	5,366	6,494	2,862	7,764	3,340	9,564	8,143
SALT LAKE CITY - OGDEN	605,250	585,772	81,424	70,701	160,584	97,294	97,974	33,602	51,330	20,911	41,033	17,122	76,773	66,197
NONMETRO PORTION OF STATE	143,783	138,081	19,859	16,709	20,425	3,053	16,033	6,982	7,142	3,059	8,677	3,424	9,517	7,708
TOTAL STATE	853,602	825,563	118,056	101,569	199,416	105,542	127,360	45,950	64,966	26,832	57,474	23,886	95,854	82,048

S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1978

TATE S&MM METRO AREA	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drugstores ($000)	In All Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
VERMONT														
△ BURLINGTON	93,104	89,900	7,012	4,337	19,565	8,902	12,583	5,587	5,946	3,073	8,296	4,363	8,474	6,712
NONMETRO PORTION OF STATE	321,658	312,891	25,238	18,079	35,695	9,866	22,416	10,244	11,269	5,638	20,711	10,808	20,316	16,616
TOTAL STATE	414,762	402,791	32,250	22,416	55,260	18,768	34,999	15,831	17,215	8,711	29,007	15,171	28,790	23,328
VIRGINIA														
△ DANVILLE	61,624	58,156	9,990	8,155	22,601	14,659	13,625	3,492	6,243	2,087	5,809	1,604	6,478	4,719
LYNCHBURG	99,346	96,477	15,703	14,063	29,241	17,777	16,186	3,490	8,722	2,907	9,972	3,824	10,914	9,180
NEWPORT NEWS - HAMPTON	219,087	205,281	35,575	28,330	56,283	26,612	40,208	18,518	19,217	11,782	24,826	8,114	24,709	16,788
NORFOLK - VIRGINIA BEACH - PORTSMOUTH	456,884	434,168	90,269	71,506	143,386	70,298	90,427	49,606	41,481	27,581	52,455	18,263	71,273	57,086
PETERSBURG - COLONIAL HEIGHTS - HOPEWELL	88,093	86,119	15,521	13,796	26,558	12,613	14,906	5,919	7,992	4,300	7,046	1,899	8,936	7,020
RICHMOND	399,601	389,863	86,074	70,931	132,114	69,423	68,718	31,065	34,104	18,782	35,877	11,800	61,494	49,596
ROANOKE	156,787	153,868	26,430	22,782	61,626	21,492	34,842	15,423	50,793	11,145	17,637	7,330	23,130	19,048
NONMETRO PORTION OF STATE	1,009,870	977,436	131,697	105,602	168,611	55,199	103,843	42,384	52,293	25,318	72,626	28,611	101,602	84,111
TOTAL STATE	3,331,470	3,197,224	589,218	485,547	877,805	411,382	512,735	226,094	285,077	142,673	282,542	104,205	428,049	337,185
WASHINGTON														
△ BREMERTON	86,434	84,444	16,408	14,016	14,787	8,010	9,342	3,044	4,484	1,835	7,353	3,385	9,392	7,557
△ OLYMPIA	75,818	73,855	10,384	7,977	15,139	8,690	9,536	2,956	4,542	1,786	7,116	3,142	8,900	7,024
RICHLAND - KENNEWICK - PASCO	93,048	87,348	16,176	10,968	25,410	10,709	16,621	8,565	7,949	4,134	6,819	3,294	9,404	5,586
SEATTLE - EVERETT	1,410,020	1,379,991	155,789	111,040	364,689	157,771	208,610	98,219	119,566	75,283	89,785	30,773	140,926	97,893
SEATTLE - TACOMA CONSOLIDATED AREA	*1,664,108*	*1,629,226*	*190,077*	*133,317*	*450,225*	*206,397*	*257,216*	*114,163*	*147,733*	*88,613*	*117,543*	*41,473*	*172,342*	*117,505*
SPOKANE	203,581	197,552	36,388	29,695	63,361	37,243	37,511	15,426	20,281	11,671	19,501	8,075	33,515	28,516
TACOMA	254,088	249,235	34,288	22,277	85,536	48,626	48,606	15,944	28,167	13,330	27,758	10,700	31,416	19,612
YAKIMA	110,693	108,151	16,835	11,968	32,085	13,907	19,476	10,592	12,014	7,984	9,512	3,398	8,756	6,202
NONMETRO PORTION OF STATE	586,124	574,016	85,536	69,981	104,050	32,846	67,806	37,974	35,709	22,925	40,127	17,424	48,594	38,908
TOTAL STATE	2,932,661	2,864,590	386,299	289,694	724,052	325,685	428,831	196,651	239,570	142,438	213,296	82,972	299,153	217,784
WEST VIRGINIA														
CHARLESTON	162,103	158,434	23,001	18,093	49,040	26,477	27,947	15,724	14,656	8,451	19,415	7,996	18,716	14,136
HUNTINGTON - ASHLAND	224,906	221,432	28,751	21,906	62,134	29,082	32,038	11,836	17,553	10,405	20,088	9,849	22,005	19,103
PARKERSBURG - MARIETTA	116,398	114,441	15,673	10,905	33,940	20,860	16,644	4,907	10,307	6,206	11,119	4,735	11,802	9,846
STEUBENVILLE - WEIRTON	110,827	109,903	16,524	11,608	26,159	13,988	16,175	6,587	8,553	5,187	9,902	4,590	12,172	10,126
WHEELING	146,302	142,107	16,566	8,408	40,936	18,890	22,149	10,113	10,731	6,426	14,594	8,960	21,866	19,952
NONMETRO PORTION OF STATE	689,127	649,250	95,672	75,986	152,316	40,657	88,133	37,634	44,793	23,157	59,111	29,917	77,302	62,603
TOTAL STATE	1,132,713	1,103,246	157,166	119,405	291,212	112,521	163,020	71,728	85,015	47,167	110,364	55,210	136,622	112,774
WISCONSIN														
APPLETON - OSHKOSH	202,096	190,556	17,976	13,840	49,200	34,481	27,744	4,856	13,243	4,075	17,422	7,193	18,097	10,946
DULUTH - SUPERIOR	174,599	162,612	20,211	13,535	96,265	37,816	46,764	15,754	16,740	7,972	19,594	6,916	18,714	12,617
EAU CLAIRE	92,071	82,795	8,700	6,870	16,245	994	12,225	3,819	6,397	2,348	9,303	4,654	9,103	7,255
GREEN BAY	111,955	101,946	8,326	6,008	30,984	20,992	18,042	4,598	9,332	3,593	12,087	4,664	14,182	9,893
JANESVILLE - BELOIT	106,737	97,571	9,588	7,525	16,726	1,708	16,972	4,147	8,042	2,551	10,149	3,933	8,795	6,129
KENOSHA	81,603	78,246	8,879	6,090	17,664	11,800	10,957	3,265	4,278	1,875	7,382	3,355	6,630	4,755
LA CROSSE	64,212	61,843	7,581	5,514	24,676	14,558	13,165	5,770	7,032	3,083	9,122	4,414	7,832	6,664
MADISON	248,985	221,296	23,823	19,235	71,793	44,922	42,075	18,056	21,042	11,069	16,406	6,997	20,101	12,052
△ MANITOWOC - TWO RIVERS	44,194	39,510	5,734	4,830	7,542	615	6,508	1,623	3,217	998	5,005	2,518	4,954	3,923
MILWAUKEE - RACINE CONSOLIDATED AREA	*1,126,255*	*1,052,569*	*118,442*	*90,228*	*339,687*	*221,656*	*194,439*	*63,538*	*100,042*	*51,669*	*99,450*	*41,926*	*155,891*	*114,841*
MILWAUKEE	998,263	927,735	105,765	81,747	313,587	206,662	176,943	56,758	88,968	43,964	88,223	37,244	140,132	101,438
RACINE	127,992	124,834	12,677	8,481	26,100	14,994	17,496	6,780	11,074	7,705	11,227	4,682	15,759	13,403
△ SHEBOYGAN	61,404	54,954	5,999	4,585	10,407	1,470	13,100	2,624	5,833	1,613	6,700	1,950	5,158	3,039
△ WAUSAU	59,144	52,454	4,855	3,513	11,892	1,056	11,590	3,609	5,656	2,219	7,334	3,464	7,055	5,398
NONMETRO PORTION OF STATE	1,017,187	936,619	75,521	59,218	156,839	3,215	77,073	34,784	48,219	21,410	60,932	27,445	54,054	42,763
TOTAL STATE	3,263,265	3,014,229	302,034	233,029	766,482	358,342	449,970	155,099	234,479	107,818	264,638	113,792	315,351	230,466
WYOMING														
△ CHEYENNE	34,255	31,853	6,143	4,673	13,017	5,692	7,938	3,295	4,210	2,049	4,553	1,956	3,629	2,430
NONMETRO PORTION OF STATE	214,467	204,479	30,061	21,962	52,411	9,191	34,479	19,682	18,641	12,243	18,271	9,724	15,681	12,086
TOTAL STATE	248,722	236,332	36,204	26,635	65,428	14,883	42,417	22,977	22,851	14,292	22,824	11,680	19,310	14,516

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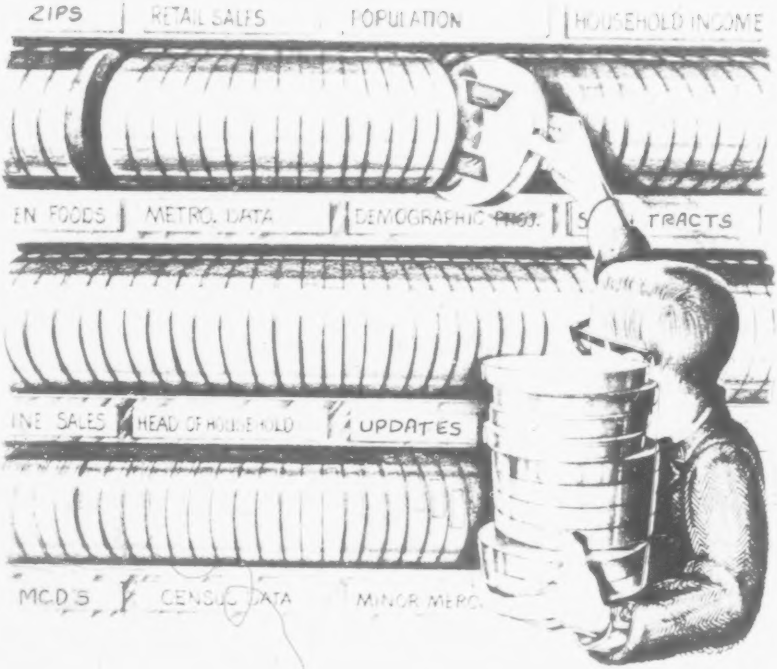
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Section C

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's Projections of U.S. Metropolitan Markets to 1983

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
ALABAMA															
ANNISTON	**115.6**	**118.5**	**2.5**	**41.8**	**8.6**	**902,767**	**59.3**	**14,723**	**21,597**	**462,904**	**40.3**	**8,568**	**11,074**	**.0424**	**.0406**
Calhoun	115.6	118.5	2.5	41.8	8.6	902,767	59.3	14,723	21,597	462,904	40.3	8,568	11,074	.0424	.0406
BIRMINGHAM	**820.8**	**866.0**	**5.5**	**319.5**	**11.3**	**8,820,136**	**72.1**	**17,853**	**27,606**	**6,067,630**	**69.6**	**12,467**	**18,991**	[illegible]	**.4072**
Jefferson	658.2	681.1	3.5	253.9	9.4	7,225,454	68.4	18,497	28,458	5,293,158	68.1	13,572	20,847	.3245	.3386
St. Clair	37.4	42.8	14.4	15.0	20.0	297,981	81.4	13,142	19,865	144,487	74.4	6,629	9,632	.0122	.0135
Shelby	57.8	70.5	22.0	24.1	28.2	693,403	109.0	17,649	28,772	231,429	93.2	6,371	9,603	.0212	.0266
Walker	67.4	71.6	6.2	26.5	11.8	603,298	79.3	14,197	22,766	398,556	75.9	9,563	15,040	.0262	.0285
FLORENCE	**128.0**	**131.6**	**2.8**	**49.0**	**9.9**	**1,040,475**	**58.8**	**14,691**	**21,234**	**744,326**	**55.1**	**10,761**	**15,190**	**.0521**	**.0513**
Colbert	51.8	49.0	-5.4	18.5	2.2	448,892	57.2	15,780	24,264	298,084	47.6	11,157	16,113	.0221	.0209
Lauderdale	76.2	82.6	8.4	30.5	15.1	591,583	60.1	13,947	19,396	446,242	60.5	10,491	14,631	.0300	.0304
GADSDEN	**98.6**	**100.7**	**2.1**	**37.1**	**6.9**	**697,868**	**49.5**	**13,451**	**18,810**	**552,585**	**31.5**	**12,109**	**14,894**	**.0406**	**.0366**
Etowah	98.6	100.7	2.1	37.1	6.9	697,868	49.5	13,451	18,810	552,585	31.5	12,109	14,894	.0406	.0366

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Guide to using S&MM'S U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	1983	1978	1983
	1		2	3	4	5	6	7		8	9	10		11	

1 Updated from the 1970 Census of Population and Housing, and incorporating the annual tabulations of the Federal-State Cooperative Program for Population Estimates, **Total Population** is a head-count estimate of all **persons** living in the metropolitan market at the end of the year. It includes persons living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes tourists and transients. The **projected 1983 population** is based upon expected trends in births, deaths, outmigration, and inmigration. An explanation of the methodology behind S&MM's population projections will be found on page 22.

2 Percent change between 12/31/78 and 12/31/83, with 1978 as the base year. A minus sign indicates a decline.

3 Households are units made up of families or unrelated individuals occupying a house, apartment or other group of rooms, or a room regarded as a housing unit under the rules of the 1970 Census of Population and Housing. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household. The projection is based upon population trends that will affect household size.

4 Percent change between 12/31/78 and 12/31/83 with 1978 as the base year. A minus sign indicates a decline.

5 Effective Buying Income (EBI), a classification developed exclusively by Sales & Marketing Management, is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Market Statistics, the research division of Bill Communications that prepares the *Survey* data, removes from this figure compensation paid to military, diplomatic, and business personnel stationed overseas to arrive at Effective Buying Income. An explanation of the methodology behind S&MM's EBI projection will be found on page 23.

6 Percent change between 1978 and 1983, with 1978 as the base year, of a market's total EBI. A minus sign indicates a decline in EBI.

7 Average Household Effective Buying Income (EBI) is calculated by dividing the number of households into total EBI. Often used as an indicator of market quality, but can be misleading where there is a disproportionate share of institutional population (for example, students or armed forces) in quarters not considered households. Because their income is included in the total EBI, an average EBI per household could be deceptively higher than the average of the actual household population in the area.

8 Total retail sales are net sales (minus refunds and allowances for returns) of establishments engaged primarily in retail trade. Sales taxes collected from the customer and receipts from repairs and other services are also included. On the other hand, retail sales by such nonretailers as wholesalers and service establishments are not counted. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas as well as by the purchases by nonhousehold units such as businesses and by inhabitants of group quarters. An explanation of the methodology behind S&MM's retail sales projections will be found on page 27.

9 Percent change between 1978 and 1983, with 1978 as the base year, of a market's total retail sales. A minus sign indicates a decline in retail sales.

10 Retail Sales Per Household is a mathematical average calculated by dividing the market's total households into total retail sales. However, it should be used with caution because retail sales can include purchases by nonhousehold units within the market (such as businesses and residents of group quarters) as well as by households not domiciled within the market.

11 Buying Power Index (BPI) is a weighted index that converts three basic elements—population, EBI, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the U.S. potential. It is calculated by giving a weight of 5 to the market's share of total U.S. EBI, 3 to its share of total U.S. retail sales, and 2 to its share of total U.S. population. The total of those weighted percents is then divided by 10 to arrive at the BPI. However, depending upon what your research has revealed about buyers of your products, you can construct your own customized BPI by using any of the factors contained in the tables and assigning to them what you think are relevant weights.

If the *Survey of Buying Power* is important to your work, you owe it
to yourself to see and evaluate the new 1979 *Survey of Buying Power*
DATA SERVICE. For more information, see the brochure in this magazine.

SUMMARY OF S&MM's PROJECTIONS BY REGION AND STATE

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
REGION State	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total House-holds (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
NEW ENGLAND	**12,343.6**	**12,849.7**	**4.1**	**4,717.7**	**10.4**	**128,953,332**	**53.8**	**19,629**	**27,334**	**69,913,432**	**54.3**	**10,607**	**14,819**	**5.6993**	**5.5254**
Connecticut	3,137.9	3,228.8	2.9	1,188.4	9.0	35,683,659	49.1	21,953	30,027	17,145,784	49.1	10,553	14,428	1.5386	1.4490
Maine	1,100.0	1,169.6	6.3	420.4	12.0	9,835,938	64.0	15,973	23,397	6,114,418	52.7	10,667	14,544	4554	4563
Massachusetts	5,802.1	6,007.4	3.5	2,225.5	10.2	60,154,383	51.4	19,660	27,030	32,716,906	54.6	10,476	14,701	2.6841	2.5810
New Hampshire	875.7	950.1	8.5	336.0	13.5	9,225,102	68.6	18,488	27,456	6,086,628	63.5	12,573	18,115	4064	4234
Rhode Island	935.7	972.3	3.9	353.9	10.4	9,831,160	62.0	18,923	27,779	5,080,291	64.0	9,656	14,355	4097	4148
Vermont	492.2	521.5	6.0	193.5	13.8	4,223,090	57.5	15,762	21,825	2,769,405	51.3	10,762	14,312	2051	2009
MIDDLE ATLANTIC	**37,099.2**	**37,673.0**	**1.5**	**14,038.4**	**6.9**	**390,160,405**	**51.9**	**19,558**	**27,792**	**192,737,887**	**53.4**	**9,568**	**13,729**	**16.9069**	**16.1726**
New Jersey	7,343.2	7,584.3	3.3	2,675.7	7.9	88,516,861	58.2	22,568	33,082	42,758,988	53.2	11,258	15,980	3.6362	3.5631
New York	17,938.7	18,104.5	.9	6,924.4	6.3	180,323,294	46.1	18,938	26,042	85,959,042	51.9	8,686	12,414	7.9942	7.4615
Pennsylvania	11,817.3	11,984.2	1.4	4,438.3	7.3	121,320,250	56.5	18,732	27,335	64,019,857	55.6	9,943	14,424	5.2765	5.1480
EAST NORTH CENTRAL	**41,321.1**	**42,086.5**	**1.9**	**15,292.7**	**7.8**	**443,894,082**	**56.6**	**19,989**	**29,027**	**228,756,529**	**42.7**	**11,307**	**14,959**	**19.4885**	**18.5552**
Illinois	11,289.4	11,525.5	2.1	4,266.6	7.9	130,171,626	58.0	20,843	30,509	65,185,768	42.8	11,546	15,278	5.5643	5.3261
Indiana	5,361.4	5,414.6	1.0	1,942.7	6.4	53,395,663	53.5	19,049	27,485	29,168,434	39.6	11,446	15,014	2.4623	2.3012
Michigan	9,201.3	9,387.8	2.0	3,380.6	9.2	101,991,536	58.3	20,813	30,170	50,827,708	42.9	11,486	15,035	4.3805	4.1983
Ohio	10,769.0	10,828.8	.6	3,922.2	5.9	107,977,668	51.6	19,232	27,530	55,924,436	36.9	11,035	14,258	4.9529	4.5713
Wisconsin	4,700.0	4,929.8	4.9	1,780.6	11.1	50,357,589	64.5	19,112	28,281	27,650,183	59.2	10,842	15,529	2.1285	2.1583
WEST NORTH CENTRAL	**17,130.4**	**17,688.4**	**3.3**	**6,568.8**	**9.1**	**168,883,264**	**57.3**	**17,824**	**25,710**	**94,143,600**	**49.1**	**10,482**	**14,332**	**7.6039**	**7.3712**
Iowa	2,917.2	2,985.7	2.3	1,105.1	7.8	29,954,981	59.5	18,325	27,106	15,618,551	51.2	10,076	14,133	1.2968	1.2690
Kansas	2,366.0	2,432.5	2.8	926.0	8.2	24,477,558	58.4	18,052	26,434	13,437,057	49.8	10,476	14,511	1.0812	1.0521
Minnesota	4,040.7	4,234.1	4.8	1,544.9	11.6	39,918,830	56.0	18,492	25,839	22,610,945	49.1	10,957	14,636	1.8128	1.7553
Missouri	4,859.8	4,958.2	2.0	1,868.6	7.6	47,693,624	58.0	17,380	25,524	27,157,226	47.9	10,572	14,533	2.1642	2.0918
Nebraska	1,583.0	1,663.7	5.1	618.8	10.0	15,296,772	55.3	17,500	24,720	8,298,250	43.7	10,262	13,410	6979	6677
North Dakota	660.9	689.5	4.3	242.7	10.9	5,921,907	59.3	16,989	24,400	3,579,034	53.1	10,682	14,747	2748	2709
South Dakota	702.8	724.7	3.1	262.7	9.5	5,619,592	48.7	15,752	21,392	3,442,537	56.2	9,185	13,104	2762	2644
SOUTH ATLANTIC	**34,981.7**	**37,992.4**	**8.6**	**14,023.2**	**15.1**	**361,711,112**	**70.1**	**17,448**	**25,794**	**217,504,417**	**68.2**	**10,613**	**15,510**	**15.3257**	**16.1685**
Delaware	587.3	607.9	3.5	221.5	9.8	6,342,899	56.3	20,112	28,636	3,746,473	57.1	11,819	16,914	2820	2769
District of Columbia	677.5	660.4	–2.5	299.0	7.0	8,535,103	46.4	20,859	28,545	3,781,640	53.9	8,792	12,648	3542	3295
Florida	8,766.4	10,117.1	15.4	4,092.0	22.3	99,545,015	81.5	16,393	24,327	69,897,004	72.5	12,113	17,081	4.2003	4.6555
Georgia	5,110.6	5,519.4	8.0	1,926.2	13.4	48,687,895	67.8	17,090	25,277	29,555,932	61.9	10,752	15,344	2.1430	2.2180
Maryland	4,185.2	4,449.6	6.3	1,614.2	13.7	45,399,994	61.1	19,851	28,125	24,056,221	59.5	10,624	14,903	1.9133	1.9257
North Carolina	5,627.1	5,992.8	6.5	2,154.4	13.3	53,916,946	70.2	16,664	25,026	31,955,896	77.6	9,463	14,833	2.2728	2.4278
South Carolina	2,934.8	3,146.2	7.2	1,058.0	13.3	26,633,506	72.7	16,519	25,173	15,423,452	66.9	9,898	14,578	1.1418	1.2068
Virginia	5,210.3	5,556.1	6.6	1,957.1	11.6	54,930,654	66.2	18,846	28,067	29,292,684	66.3	10,041	14,967	2.2684	2.3494
West Virginia	1,882.5	1,942.9	3.2	700.8	7.3	17,719,100	68.1	16,143	25,284	9,795,115	69.2	8,[illegible]	13,977	7499	7789
EAST SOUTH CENTRAL	**14,093.2**	**14,912.4**	**5.8**	**5,293.9**	**11.5**	**129,273,756**	**71.1**	**15,921**	**24,419**	**77,932,840**	**63.6**	**10,035**	**14,721**	**5.6550**	**5.8988**
Alabama	3,770.1	3,981.6	5.6	1,416.1	11.6	34,226,678	71.2	15,763	24,170	20,756,824	62.7	10,055	14,658	1.5056	1.5675
Kentucky	3,524.2	3,750.0	6.4	1,307.4	10.7	33,629,339	70.8	16,683	25,722	18,846,468	63.9	9,742	14,415	1.4266	1.4899
Mississippi	2,418.2	2,535.7	4.9	855.2	10.4	19,954,482	69.8	15,166	23,333	12,186,415	58.9	9,897	14,250	9094	9343
Tennessee	4,380.7	4,642.1	6.0	1,715.2	12.6	41,463,257	71.8	15,845	24,174	26,143,133	66.4	10,316	15,242	1.8134	1.9069
WEST SOUTH CENTRAL	**22,278.6**	**23,969.0**	**7.6**	**8,645.8**	**13.1**	**236,565,155**	**73.3**	**17,865**	**27,362**	**139,566,080**	**62.3**	**11,253**	**16,143**	**9.9235**	**10.4354**
Arkansas	2,194.5	2,336.6	6.5	863.2	12.2	20,779,308	76.2	15,335	24,072	12,821,263	74.3	9,562	14,853	8793	9498
Louisiana	3,986.2	4,164.2	4.5	1,434.9	11.1	38,133,911	69.5	17,420	26,576	21,887,083	68.3	10,069	15,253	1.6212	1.6938
Oklahoma	2,926.7	3,112.2	6.3	1,218.0	12.8	29,407,915	69.8	16,044	24,144	17,344,726	64.1	9,788	14,240	1.2558	1.3086
Texas	13,171.2	14,356.0	9.0	5,129.7	14.0	148,244,021	74.6	18,862	28,899	87,513,008	58.9	12,233	17,060	6.1672	6.4832
MOUNTAIN	**10,460.9**	**11,660.1**	**11.5**	**4,266.6**	**18.7**	**109,782,878**	**72.6**	**17,706**	**25,731**	**69,234,179**	**75.0**	**11,010**	**16,227**	**4.6133**	**4.9939**
Arizona	2,418.2	2,786.7	15.2	1,020.7	22.9	26,096,897	77.0	17,753	25,568	17,232,645	86.6	11,116	16,883	1.0711	1.2066
Colorado	2,710.3	3,011.5	11.1	1,160.5	19.5	30,545,207	72.8	18,197	26,321	19,301,313	76.0	11,294	16,632	1.2631	1.3703
Idaho	892.0	975.8	9.4	346.0	14.3	8,662,895	74.5	16,398	25,037	5,137,448	68.2	10,093	14,848	3656	3913
Montana	783.8	839.3	7.1	321.7	15.7	7,070,425	63.1	15,591	21,978	4,352,232	65.4	9,463	13,529	3184	3267
Nevada	668.0	757.2	13.4	293.8	19.4	8,521,775	72.0	20,145	29,005	5,231,154	72.8	12,306	17,805	3440	3714
New Mexico	1,229.7	1,349.5	9.7	481.0	17.4	11,144,010	65.5	16,438	23,168	7,299,217	64.1	10,856	15,175	5090	5277
Utah	1,321.3	1,464.4	10.8	465.4	16.0	12,651,713	74.1	18,112	27,185	7,925,730	72.8	11,433	17,030	5410	5847
Wyoming	437.6	475.7	8.7	177.5	15.6	5,089,956	73.0	19,169	28,676	2,754,440	71.1	10,487	15,518	2011	2152
PACIFIC	**30,059.8**	**32,159.7**	**7.0**	**12,691.2**	**14.1**	**354,686,490**	**61.5**	**19,736**	**27,947**	**190,469,668**	**58.1**	**10,828**	**15,008**	**14.7839**	**14.8790**
Alaska	427.8	492.8	15.2	149.0	20.7	6,361,409	78.6	28,859	42,694	3,295,608	63.2	16,360	22,118	2366	2568
California	22,482.0	24,052.1	7.0	9,636.5	14.0	267,046,764	60.0	19,754	27,712	143,791,814	57.0	10,840	14,922	11.2058	11.1976
Hawaii	911.5	999.2	9.6	311.7	17.2	10,440,086	68.9	23,244	33,494	5,764,379	70.9	12,683	18,493	4214	4462
Oregon	2,462.3	2,663.4	8.2	1,050.2	15.5	27,119,408	71.2	17,426	25,823	15,192,414	79.4	9,318	14,466	1.0850	1.1701
Washington	3,776.2	3,952.2	4.7	1,543.8	12.0	43,718,823	61.5	19,653	28,319	22,425,453	49.4	10,897	14,526	1.8351	1.8083
TOTAL UNITED STATES	**219,768.5**	**230,991.2**	**5.1**	**85,538.3**	**11.2**	**2,323,910,474**	**61.4**	**18,718**	**27,168**	**1,280,258,632**	**56.6**	**10,630**	**14,967**	**100.0000**	**100.0000**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
ALA. (cont.)															
HUNTSVILLE	295.4	302.2	2.3	103.2	7.8	2,718,145	57.4	18,049	26,339	1,779,331	52.6	12,184	17,242	.1297	.1264
Limestone	45.4	47.2	4.0	15.6	9.1	382,046	70.1	15,704	24,490	199,615	61.7	8,634	12,796	.0164	.0171
Madison	188.4	189.2	.4	62.5	5.4	1,647,642	44.8	19,193	26,362	1,098,541	40.6	13,176	17,577	.0854	.0776
Marshall	61.6	65.8	6.8	25.1	13.6	688,457	88.8	16,498	27,429	481,175	84.2	11,818	19,170	.0279	.0317
MOBILE	436.9	471.8	8.0	158.8	13.3	4,031,681	73.0	16,637	25,388	2,511,558	66.1	10,795	15,816	.1762	.1866
Baldwin	73.1	82.4	12.7	29.5	19.9	742,316	87.2	16,121	25,163	357,547	76.1	8,255	12,120	.0280	.0315
Mobile	363.8	389.4	7.0	129.3	11.9	3,289,365	70.1	16,747	25,440	2,154,011	64.5	11,336	16,659	.1482	.1551
MONTGOMERY	259.4	280.7	8.2	96.5	13.8	2,777,673	79.9	18,203	28,784	1,574,791	51.5	12,256	16,319	.1153	.1209
Autauga	29.8	31.7	6.4	10.6	15.2	302,363	87.6	17,521	28,525	113,224	63.2	7,540	10,682	.0108	.0119
Elmore	40.5	42.8	5.7	14.3	10.9	332,051	73.1	14,870	23,220	102,661	59.2	4,998	7,179	.0127	.0132
Montgomery	189.1	206.2	9.0	71.6	14.2	2,143,259	80.0	18,989	29,934	1,358,906	50.1	14,441	18,979	.0918	.0958
TUSCALOOSA	129.3	139.7	8.0	44.8	12.6	1,256,956	79.8	17,560	28,057	822,736	78.8	11,560	18,365	.0529	.0584
Tuscaloosa	129.3	139.7	8.0	44.8	12.6	1,256,956	79.8	17,560	28,057	822,736	78.8	11,560	18,365	.0529	.0584
TOTAL METRO COUNTIES	2,330.8	2,45° 8	5.5	866.6	11.1	22,593,463	69.6	17,074	26,071	14,696,160	61.6	11,656	16,958	1.0087	1.0437
TOTAL STATE	3,770.1	3,981.6	5.6	1,416.1	11.6	34,226,678	71.2	15,763	24,170	20,756,824	62.7	10,055	14,658	1.5056	1.5675
ALASKA															
ANCHORAGE	186.7	221.6	18.7	74.4	26.3	3,229,377	95.7	28,023	43,406	2,011,359	70.9	19,976	27,034	.1175	.1358
Anchorage	186.7	221.6	18.7	74.4	26.3	3,229,377	95.7	28,023	43,406	2,011,359	70.9	19,976	27,034	.1175	.1358
TOTAL METRO COUNTIES	186.7	221.6	18.7	74.4	26.3	3,229,377	95.7	28,023	43,406	2,011,359	70.9	19,976	27,034	.1175	.1358
TOTAL STATE	427.8	492.8	15.2	149.0	20.7	6,361,409	78.6	28,859	42,694	3,295,608	63.2	16,360	22,118	.2366	.2568
ARIZONA															
PHOENIX	1,340.2	1,550.9	15.7	586.6	24.1	16,024,412	79.2	18,925	27,317	10,472,770	91.3	11,585	17,853	.6335	.7245
Maricopa	1,340.2	1,550.9	15.7	586.6	24.1	16,024,412	79.2	18,925	27,317	10,472,770	91.3	11,585	17,853	.6335	.7245
TUCSON	473.9	540.8	14.1	202.7	21.0	5,094,969	74.0	17,485	25,136	3,261,386	77.2	10,990	16,090	.2125	.2330
Pima	473.9	540.8	14.1	202.7	21.0	5,094,969	74.0	17,485	25,136	3,261,386	77.2	10,990	16,090	.2125	.2330
TOTAL METRO COUNTIES	1,814.1	2,091.7	15.3	789.3	23.3	21,119,381	77.9	18,548	26,757	13,734,156	87.7	11,429	17,400	.8460	.9575
TOTAL STATE	2,418.2	2,786.7	15.2	1,020.7	22.9	26,096,897	77.0	17,753	25,568	17,232,645	86.6	11,116	16,883	1.0711	1.2066
ARKANSAS															
FAYETTEVILLE - SPRINGDALE	160.3	178.0	11.0	66.0	16.6	1,774,553	85.9	16,862	26,887	1,044,945	85.4	9,957	15,833	.0584	.0780
Benton	64.7	70.4	8.8	27.1	14.8	690,126	83.1	15,967	25,466	435,917	90.6	9,693	16,085	.0274	.0311
Washington	95.6	107.6	12.6	38.9	17.9	1,084,427	87.7	17,503	27,877	609,028	81.9	10,146	15,656	.0410	.0469
FORT SMITH	194.6	207.3	6.5	78.2	12.4	1,729,008	72.3	14,420	22,110	1,125,635	70.0	9,511	14,394	.0768	.0818
Crawford	34.6	40.8	17.9	14.9	24.2	353,967	100.8	14,689	23,756	191,197	112.3	7,506	12,832	.0125	.0157
Sebastian	92.3	94.1	2.0	36.2	7.7	973,100	66.7	17,370	26,881	688,065	64.4	[illegible]	19,007	.0441	.0453
Le Flore, Okla.	*38.6*	*41.3*	*7.0*	*15.9*	*12.8*	*260,677*	*71.3*	*10,793*	*16,395*	*162,059*	*73.1*	*6,619*	*10,192*	*.0122*	*.0120*
Sequoyah, Okla.	*29.1*	*33.1*	*6.9*	*11.2*	*13.1*	*141,264*	*54.4*	*9,243*	*12,613*	*84,314*	*40.7*	[illegible]	*7,528*	*.0080*	*.0078*

MOBILE

IS ALABAMA'S SECOND LARGEST MARKET:

After Birmingham... MOBILE RANKS FIRST in Alabama in:

POPULATION	436,900
HOUSEHOLDS	140,100
EBI	$2,330,824,000
TOTAL RETAIL SALES	$1,512,325,000

Source: S&MM Survey of Buying Power 1979

THE MOBILE PRESS-REGISTER

NEWHOUSE NEWSPAPERS

HUNTSVILLE

ALABAMA'S THIRD LARGEST...

RANK	METRO AREA	POPULATION	EBI	TOTAL RETAIL SALES
1	BIRMINGHAM	820,800	$5,123,823,000	$3,577,996,000
2	MOBILE	436,900	2,330,824,000	1,512,325,000
3	HUNTSVILLE	295,400	1,727,293,000	1,165,977,000
4	MONTGOMERY	259,400	1,543,630,000	1,039,300,000

Source: Sales & Marketing Management

HUNTSVILLE TIMES & NEWS

Represented by Newhouse Newspapers

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/78 Total Pop (Thous.)	POPULATION 12/31/83 Total Pop. (Thous.)	POPULATION % Change 1978-1983	POPULATION 12/31/83 Total Households (Thous.)	POPULATION % Change 1978-1983	EFFECTIVE BUYING INCOME 1983 Total EBI ($000)	EFFECTIVE BUYING INCOME % Change 1978-1983	EFFECTIVE BUYING INCOME Average Household EBI 1978	EFFECTIVE BUYING INCOME Average Household EBI 1983	RETAIL SALES 1983 Total Retail Sales ($000)	RETAIL SALES % Change 1978-1983	RETAIL SALES Retail Sales Per Household 1978	RETAIL SALES Retail Sales Per Household 1983	BUYING POWER INDEX 1978	BUYING POWER INDEX 1983
LITTLE ROCK - NORTH LITTLE ROCK	**385.0**	**410.0**	**6.5**	**150.9**	**12.4**	**4,624,337**	**75.8**	**19,600**	**30,645**	**3,056,891**	**75.1**	**13,007**	**20,258**	**.1904**	**.2066**
Pulaski	339.0	360.5	6.3	133.5	12.3	4,251,026	77.3	20,165	31,843	2,850,615	76.3	13,602	21,353	.1734	.1894
Saline	46.0	49.5	7.6	17.4	13.7	373,311	60.4	15,215	21,455	206,276	60.9	8,379	11,855	.0170	.0172
PINE BLUFF	**83.5**	**84.1**	**.7**	**29.5**	**6.9**	**792,077**	**69.5**	**16,934**	**26,850**	**565,572**	**81.9**	**11,267**	**19,172**	**.0354**	**.0375**
Jefferson	83.5	84.1	.7	29.5	6.9	792,077	69.5	16,934	26,850	565,572	81.9	11,267	19,172	.0354	.0375
TEXARKANA	**117.8**	**121.9**	**3.5**	**47.7**	**10.2**	**940,000**	**55.8**	**13,937**	**19,706**	**617,296**	**37.2**	**10,392**	**12,941**	**.0482**	**.0451**
Little River	11.1	10.2	-8.1	3.7	-2.6	81,259	50.6	14,199	21,962	43,642	54.0	7,456	11,795	.0039	.0036
Miller	33.8	36.4	7.7	13.6	13.3	305,188	73.9	14,627	22,440	216,882	61.5	11,193	15,947	.0141	.0148
Bowie, Tex.	*72.9*	*75.3*	*3.3*	*30.4*	*10.5*	*553,553*	*48.0*	*13,600*	*18,209*	*356,772*	*24.2*	*10,448*	*11,736*	*.0302*	*.0267*
TOTAL METRO COUNTIES	**850.2**	**899.8**	**5.8**	**329.3**	**11.7**	**9,261,842**	**75.6**	**17,902**	**28,126**	**6,110,755**	**74.8**	**11,863**	**18,557**	**.3889**	**.4203**
TOTAL STATE	**2,194.5**	**2,336.6**	**6.5**	**863.2**	**12.2**	**20,779,308**	**76.2**	**15,335**	**24,072**	**12,821,263**	**74.3**	**9,562**	**14,853**	**.8793**	**.9498**

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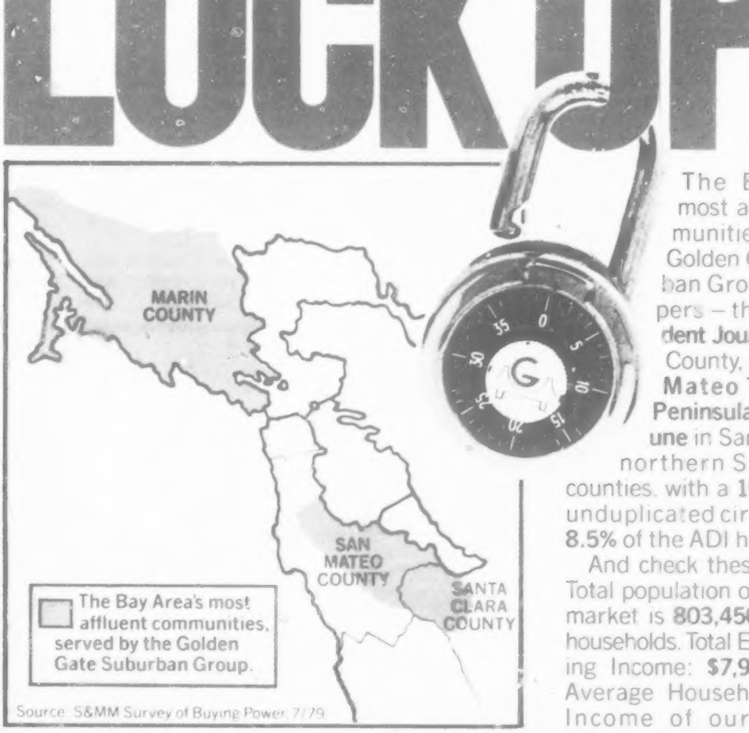
S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total House-holds (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
CALIFORNIA															
ANAHEIM - SANTA ANA - GARDEN GROVE	1,875.1	2,115.4	12.8	851.6	23.4	25,418,110	67.9	21,932	29,847	13,535,855	62.0	12,109	15,895	1.0030	1.0472
Orange	1,875.1	2,115.4	12.8	851.6	23.4	25,418,110	67.9	21,932	29,847	13,535,855	62.0	12,109	15,895	1.0030	1.0472
BAKERSFIELD	370.0	398.4	7.7	138.2	11.6	3,434,814	62.0	17,124	24,854	2,377,760	62.2	11,839	17,205	.1611	.1641
Kern	370.0	398.4	7.7	138.2	11.6	3,434,814	62.0	17,124	24,854	2,377,760	62.2	11,839	17,205	.1611	.1641
FRESNO	[illegible]	537.3	10.8	190.4	16.2	4,672,822	69.1	16,855	24,542	3,213,486	66.1	11,801	16,878	.2111	.2223
Fresno	484.9	537.3	10.8	190.4	16.2	4,672,822	69.1	16,855	24,542	3,213,486	66.1	11,801	16,878	.2111	.2223
LOS ANGELES - LONG BEACH	7,112.2	7,274.4	2.3	2,992.3	8.1	81,771,998	49.5	19,767	27,327	44,119,754	48.1	10,767	14,744	3.6403	3.4230
Los Angelus	7,112.2	7,274.4	2.3	2,992.3	8.1	81,771,998	49.5	19,767	27,327	44,119,754	48.1	[illegible]	14,744	3.6403	3.4230
LOS ANGELES - LONG BEACH - ANAHEIM CONSOLIDATED AREA	*10,861.4*	*11,525.0*	*6.1*	*4,674.3*	*13.1*	*127,539,447*	*55.9*	*19,792*	*27,285*	*69,834,268*	*53.9*	*10,980*	*14,940*	*5.4951*	*5.3782*
MODESTO	243.0	274.9	13.1	107.0	20.4	3,067,491	84.7	18,678	28,668	1,960,302	80.0	12,249	18,321	.1198	.1358
Stanislous	243.0	274.9	13.1	107.0	20.4	3,067,491	84.7	18,678	28,668	1,960,302	80.0	12,249	18,321	.1198	.1358
OXNARD - SIMI VALLEY - VENTURA	493.2	556.4	12.8	203.7	23.0	5,050,664	61.3	18,910	24,795	3,192,934	60.9	11,986	15,675	.2265	.2315
Ventura	493.2	556.4	12.8	203.7	23.0	5,050,664	61.3	18,910	24,795	3,192,934	60.9	11,986	15,675	.2265	.2315
RIVERSIDE - SAN BERNARDINO - ONTARIO	1,380.9	1,578.6	14.3	626.7	22.8	15,298,675	73.0	17,321	24,411	8,985,725	71.1	10,285	14,336	.6253	.6765
Riverside	608.4	709.8	16.7	288.7	25.4	6,428,798	70.8	16,348	22,268	3,807,854	66.1	9,957	13,190	.2701	.2889
San Bernardino	772.5	869.0	12.5	338.0	20.6	8,869,877	74.6	18,121	26,242	5,177,871	75.0	10,553	15,319	.3552	.3876
SACRAMENTO	958.7	1,047.8	9.3	411.9	17.4	11,381,781	68.5	19,249	27,632	6,193,722	58.8	11,111	15,037	.4650	.4809
Placer	104.2	124.1	19.1	48.0	27.7	1,377,340	91.2	19,157	28,695	665,945	74.4	10,158	13,874	.0485	.0560
Sacramento	746.7	802.4	7.5	317.4	15.2	8,889,820	65.0	19,545	28,008	4,965,436	56.4	11,523	15,644	.3716	.3772
Yolo	107.8	121.3	12.5	46.5	23.0	1,114,621	71.6	17,180	23,970	562,341	64.4	9,052	12,093	.0449	.0477
SALINAS - SEASIDE - MONTEREY	287.0	308.5	7.5	93.4	9.4	2,830,576	60.1	20,699	30,306	1,675,361	60.0	12,259	17,937	.1260	.1269
Monterey	287.0	308.5	7.5	93.4	9.4	2,830,576	60.1	20,699	30,306	1,675,361	60.0	12,259	17,937	.1260	.1269
SAN DIEGO	1,783.0	1,965.8	10.3	804.0	20.5	19,656,544	60.6	18,353	24,448	11,611,042	60.3	10,860	14,442	.8532	.8651
San Diego	1,783.0	1,965.8	10.3	804.0	20.5	19,656,544	60.6	18,353	24,448	11,611,042	60.3	10,860	14,442	.8532	.8651
SAN FRANCISCO - OAKLAND	3,217.9	3,279.1	1.9	1,391.3	7.8	43,664,761	54.7	21,856	31,384	20,011,804	50.7	10,287	14,384	1.7603	1.6922
Alameda	1,112.3	1,129.4	1.5	480.4	9.1	13,960,757	56.9	20,215	29,061	6,206,213	49.1	9,451	12,919	.5629	.5436
Contra Costa	634.0	681.8	7.5	259.4	15.3	8,566,448	63.5	23,302	33,024	4,140,250	73.9	10,585	15,961	.3271	.3403
Marin	225.5	232.8	3.2	95.1	11.0	3,538,767	55.8	26,510	37,211	1,512,674	50.7	11,714	15,906	.1362	.1317

LOCK UP NORTHERN CALIFORNIA'S MOST AFFLUENT MARKET



▨ The Bay Area's most affluent communities, served by the Golden Gate Suburban Group.

Source: S&MM Survey of Buying Power, 7/79

The Bay Area's most affluent communities read the Golden Gate Suburban Group newspapers – the **Independent Journal** in Marin County, and the **San Mateo Times** and **Peninsula Times Tribune** in San Mateo and northern Santa Clara counties, with a **153,169** total unduplicated circulation . . . **8.5%** of the ADI homes.

And check these numbers: Total population of the GGSG market is **803,450** . . . **298,250** households. Total Effective Buying Income: **$7,933,450,000.** Average Household Buying Income of our readers: **$26,600.** We've got **16.8%** of the San Francisco-Oakland-San Jose Consolidated Metro Area's population . . . but nearly **20%** of the Bay Area's total buying power. And **45.5%** of the Consolidated Metro Area's 1978 retail sales took place in the GGSG counties.

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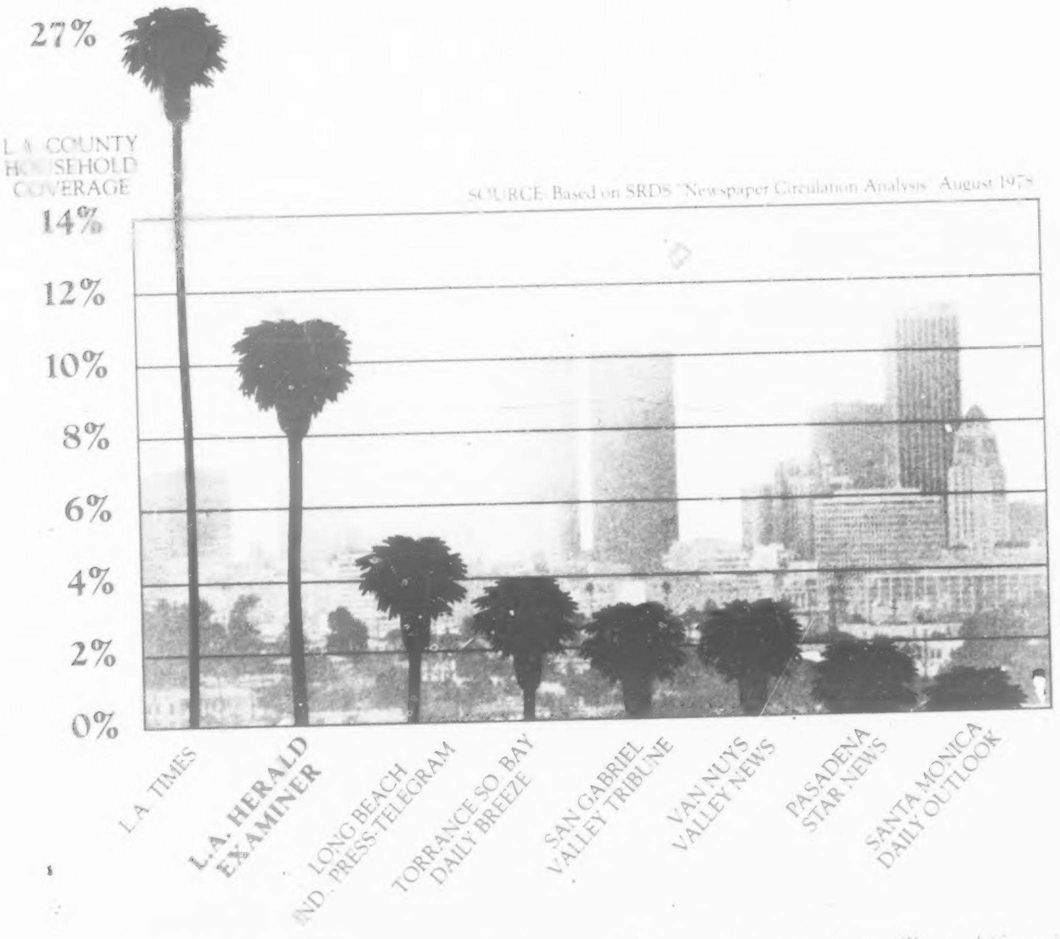

SOURCE: Based on SRDS "Newspaper Circulation Analysis" August 1978

This year, Los Angeles County's retail sales jumped 11% to $30 billion. This puts Los Angeles in front of New York. And right behind Chicago, as the second largest market in the country.

As you can see, Los Angeles has a lot of money to spend. And everyday the Herald Examiner reaches nearly 700,000 of the people who spend it. People you'll need if you're planning a 50-60% household coverage goal.

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HERALD EXAMINER

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total House-holds (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
CAL. (cont.)															
San Francisco	654.0	629.8	-3.7	306.8	-2.0	8,570,296	41.5	19,343	27,934	3 997,186	30.4	9,793	13,029	.3825	.3326
San Mateo	592.1	605.3	2.2	249.6	9.9	9,028,493	57.0	25,311	36,172	4 155,481	55.6	11,758	16,649	.2516	.3440
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	*4,769.0*	*4,958.5*	*4.0*	*2,032.8*	*10.4*	*65,808,305*	*60.3*	*22,299*	*32,373*	*30,616,505*	*55.6*	*10,684*	*15,061*	*2.5816*	*2.5624*
SAN JOSE	**1,247.5**	**1,346.3**	**7.9**	**513.7**	**16.3**	**18,984,487**	**74.2**	**24,673**	**36,956**	**8,861,636**	**67..**	**11,946**	**17,251**	**.6856**	**.7328**
Santa Clara	1,247.5	1,346.3	7.9	513.7	16.3	18,984,487	74.2	24,673	36,956	8,861,636	67.9	11,946	17,251	.6856	.7328
SANTA BARBARA - SANTA MARIA - LOMPOC	**294.0**	**315.5**	**7.3**	**122.5**	**15.0**	**3,502,017**	**66.6**	**19,732**	**28,588**	**1,835,628**	**62.5**	**10,609**	**14,985**	**.1412**	**.1456**
Santa Barbara	294.0	315.5	7.3	122.5	15.0	3,502,017	66.6	19,732	28,588	1,835,628	62.5	10,609	14,985	.1412	.1456
SANTA CRUZ	**176.2**	**212.1**	**20.4**	**92.3**	**31.5**	**2,049,146**	**84.4**	**15,831**	**22,201**	**1,336,240**	**82.3**	**10,441**	**14,477**	**.0816**	**.0938**
Santa Cruz	176.2	212.1	20.4	92.3	31.5	2,049,146	84.4	15,831	22,201	1,336,240	82.3	10,441	14,477	.0816	.0938
SANTA ROSA	**273.1**	**308.7**	**13.0**	**124.8**	**20.6**	**3,252,586**	**75.0**	**17,955**	**26,062**	**1,634,772**	**61.8**	**9,759**	**13,099**	**.1264**	**.1351**
Sonoma	273.1	308.7	13.0	124.8	20.6	3,252,586	75.0	17,955	26,062	1,634,772	61.8	9,759	13,099	.1264	.1351
STOCKTON	**315.8**	**328.2**	**3.9**	**111.3**	**5.2**	**3,018,971**	**55.7**	**18,324**	**27,125**	**2,037,947**	**59.2**	**12,103**	**18,310**	**.1431**	**.1411**
San Joaquin	315.8	328.2	3.9	111.3	5.2	3,018,971	55.7	18,324	27,125	2,037,947	59.2	12,103	18,310	.1431	.1411
VALLEJO - FAIRFIELD - NAPA	**303.6**	**333.1**	**9.7**	**127.8**	**18.1**	**3,159,057**	**63.1**	**17,905**	**24,719**	**1,743,065**	**56.9**	**10,270**	**13,639**	**.1357**	**.1374**
Napa	94.5	100.3	6.1	41.1	15.8	818,061	44.7	15,931	19,904	485,201	37.4	9,948	11,805	.0412	.0376
Solano	209.1	232.8	11.3	86.7	19.3	2,340,996	70.7	18,869	27,001	1,257,864	65.9	10,427	14,508	.0945	.0998
TOTAL METRO COUNTIES	**20,816.1**	**22,180.7**	**6.6**	**8,902.9**	**13.5**	**250,214,500**	**59.2**	**20,047**	**28,105**	**134,327,033**	**56.4**	**10,954**	**15,088**	**10.5052**	**10.4513**
TOTAL STATE	**22,482.0**	**24,052.1**	**7.0**	**9,636.5**	**14.0**	**267,046,[illegible]54**	**60.0**	**19,754**	**27,712**	**143,791,814**	**57.0**	**10,840**	**14,922**	**11.2058**	**11.1976**

Naples Daily News

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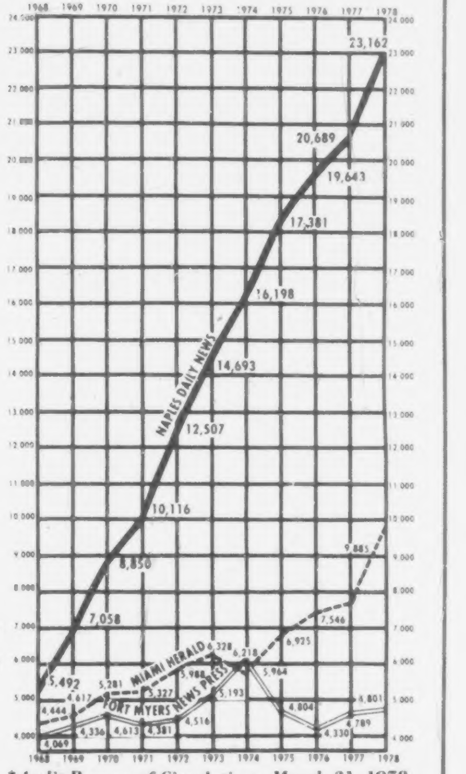
**Audit Bureau of Circulations, March 31, 1979*

*Circulation Comparison**
Collier County, Florida



**Audit Bureau of Circulations, March 31, 1978*

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/78 Total Pop. (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
COLORADO															
COLORADO SPRINGS	297.5	304.2	2.3	109.3	10.4	2,446,344	47.8	16,720	22,382	1,843,558	46.0	12,755	16,847	.1310	.1221
El Paso	290.5	295.8	1.8	105.7	9.9	2,389,016	47.3	16,858	22,602	1,820,299	45.9	12,968	17,221	.1286	.1196
Teller	7.0	8.4	20.0	3.6	28.6	57,328	70.9	11,983	15,924	23,259	52.1	5,463	6,461	.0024	.0025
DENVER - BOULDER	1,520.4	1,716.5	12.9	668.1	21.2	19,289,045	74.4	20,063	28,871	11,467,798	78.0	11,684	17,165	.7588	.8324
Adams	229.9	266.9	16.1	90.5	25.7	2,531,895	82.0	19,319	27,977	1,571,031	80.2	12,109	17,359	.1013	.1145
Arapahoe	247.3	302.3	22.2	112.8	33.3	2,995,410	72.0	20,587	26,555	2,310,530	78.9	15,262	20,483	.1304	.1448
Boulder	175.2	195.1	11.4	78.2	21.6	2,479,311	83.6	21,005	31,705	1,400,399	87.3	11,631	17,908	.0903	.1030
Denver	500.2	507.5	1.5	222.8	8.5	6,413,962	64.0	19,047	28,788	3,607,360	70.9	10,284	16,191	.2587	.2665
Douglas	21.3	22.8	7.0	7.7	11.6	134,242	30.8	14,869	17,434	26,497	20.2	3,195	3,441	.0063	.0055
Gilpin	2.2	2.8	27.3	1.3	30.0	16,385	55.9	10,513	12,604	8,424	10.6	5,246	6,480	.0007	.0007
Jefferson	344.3	419.1	21.7	154.8	32.1	4,717,840	84.7	21,793	30,477	2,543,557	82.7	11,878	16,431	.1711	.1974
FORT COLLINS	131.9	152.0	15.2	58.3	23.8	1,596,089	88.6	17,966	27,377	990,573	93.8	10,850	16,991	.0601	.0707
Larimer	131.9	152.0	15.2	58.3	23.8	1,596,089	88.6	17,966	27,377	990,573	93.8	10,850	16,991	.0601	.0707
GREELEY	114.8	128.8	12.2	46.5	19.2	1,175,660	80.1	16,734	25,283	694,051	92.1	9,263	14,926	.0464	.0527
Weld	114.8	128.8	12.2	46.5	19.2	1,175,660	80.1	16,734	25,283	694,051	92.1	9,263	14,926	.0464	.0527
PUEBLO	124.1	124.1	.0	48.2	9.5	1,220,090	66.8	16,626	25,313	864,158	71.3	11,464	17,929	.0552	.0574
Pueblo	124.1	124.1	.0	48.2	9.5	1,220,090	66.8	16,626	25,313	864,158	71.3	11,464	17,929	.0552	.0574
TOTAL METRO COUNTIES	2,188.7	2,425.6	10.8	930.4	19.2	25,727,228	72.1	19,152	27,652	15,860,138	74.7	11,636	17,047	1.0515	1.1353
TOTAL STATE	2,710.3	3,011.5	11.1	1,160.5	19.5	30,545,207	72.8	18,197	26,321	19,301,313	76.0	11,294	16,632	1.2631	1.3703
CONNECTICUT															
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	821.9	840.5	2.3	309.5	8.3	12,177,776	54.1	27,660	39,347	5,216,752	57.0	11,630	16,855	.4711	.4570
Fairfield	821.9	840.5	2.3	309.5	8.3	12,177,776	54.1	27,660	39,347	5,216,752	57.0	11,630	16,855	.4711	.4570
HARTFORD - NEW BRITAIN - BRISTOL	1,058.2	1,077.8	1.9	394.0	7.6	11,079,305	45.1	20,861	28,120	5,756,167	46.8	10,713	14,610	.5054	.4664
Hartford	818.1	818.6	.1	304.9	5.8	8,639,044	42.8	20,996	28,334	4,661,317	46.6	11,035	15,288	.4012	.3659
Middlesex	127.2	136.5	7.3	49.6	13.8	1,378,574	55.1	20,386	27,794	675,267	51.6	10,218	13,614	.0588	.0573
Tolland	112.9	122.7	8.7	39.5	15.2	1,061,687	52.2	20,336	26,878	419,583	41.6	8,639	10,622	.0454	.0432
NEW HAVEN - WEST HAVEN - WATERBURY - MERIDEN	763.9	779.6	2.1	291.4	8.3	7,492,150	44.5	19,265	25,711	3,879,570	45.3	9,920	13,314	.3475	.3196
New Haven	763.9	779.6	2.1	291.4	8.3	7,492,150	44.5	19,265	25,711	3,879,570	45.3	9,920	13,314	.3475	.3196
NEW LONDON - NORWICH	244.9	251.4	2.7	88.5	9.0	2,215,381	45.0	18,817	25,033	1,244,038	44.4	10,609	14,057	.1070	.0987
New London	244.9	251.4	2.7	88.5	9.0	2,215,381	45.0	18,817	25,033	1,244,038	44.4	10,609	14,057	.1070	.0987
TOTAL METRO COUNTIES	2,888.9	2,949.3	2.1	1,083.4	8.1	32,964,612	48.1	22,205	30,427	16,096,527	49.4	10,753	14,857	1.4310	1.3417
TOTAL STATE	3,137.9	3,228.8	2.9	1,188.4	9.0	35,683,659	49.1	21,953	30,027	17,145,784	49.1	10,553	14,428	1.5386	1.4490
DELAWARE															
WILMINGTON	521.7	531.4	1.9	191.1	8.1	5,914,178	56.1	21,432	30,948	3,167,241	57.2	11,399	16,574	.2529	.2476
New Castle	401.3	407.2	1.5	147.8	7.6	4,695,554	54.5	22,140	31,770	2,632,990	58.2	12,125	17,815	.2031	.1980
Cecil, Md.	55.7	55.4	–.5	18.3	6.4	411,706	43.4	16,692	22,498	260,160	44.6	10,463	14,216	.0215	.0198
Salem, N. J.	64.7	68.8	6.3	25.0	12.1	806,918	74.6	20,725	32,277	274,091	60.7	7,650	10,964	.0283	.0298
TOTAL METRO COUNTIES	401.3	407.2	1.5	147.8	7.6	4,695,554	54.5	22,140	31,770	2,632,990	58.2	12,125	17,815	.2031	.1980
TOTAL STATE	587.3	607.9	3.5	221.5	9.8	6,342,899	56.3	20,112	28,636	3,746,473	57.1	11,819	16,914	.2820	.2769
DISTRICT OF COLUMBIA															
WASHINGTON	3,062.4	3,209.1	4.8	1,193.0	10.7	42,710,670	59.8	24,806	35,801	20,336,443	62.4	11,624	17,046	1.6662	1.6731
District of Columbia	677.5	660.4	–2.5	299.0	7.0	8,535,103	46.4	20,859	28,545	3,781,640	53.9	8,792	12,648	.3542	.3295
Charles, Md.	67.7	82.9	22.5	25.4	29.6	872,910	106.3	21,587	34,367	546,544	113.4	13,066	21,517	.0303	.0387
Montgomery, Md.	591.1	640.4	8.3	228.6	14.8	8,819,295	58.4	27,958	38,580	3,853,617	65.4	11,702	16,857	.3326	.3356
Prince Georges, Md.	672.2	675.6	.5	236.4	6.7	7,837,847	57.5	22,460	33,155	4,888,230	53.9	14,336	20,678	.3505	.3416
Alexandria, Va.	105.7	109.2	3.3	49.3	8.6	1,766,681	67.1	23,293	35,835	977,282	64.0	13,125	19,823	.0682	.0703
Arlington, Va.	152.1	144.6	–4.9	67.9	–1.0	2,648,456	46.5	26,353	39,005	1,201,271	55.6	11,254	17,692	.1050	.0976
Fairfax, Va.	547.1	611.1	11.7	204.4	18.2	8,979,671	72.1	30,169	43,932	3,230,625	75.1	10,674	15,805	.2987	.3218
Fairfax city, Va.	19.9	19.4	–2.5	6.5	3.2	308,402	61.2	30,370	47,446	536,754	64.2	51,885	82,578	.0204	.0207
Falls Church, Va.	10.6	11.3	6.6	5.0	13.6	194,924	67.7	26,421	38,985	275,489	69.3	36,972	55,098	.0110	.0117
Loudoun, Va.	56.7	65.0	14.6	22.0	21.5	726,988	88.1	21,354	33,045	247,763	86.4	7,342	11,262	.0234	.0272
Manassas, Va.	14.0	14.5	3.6	4.3	.0	197,745	62.4	28,309	45,987	219,743	66.4	30,702	51,103	.0103	.0105
Manassas Park, Va.	9.9	10.8	9.1	2.5	8.7	93,114	60.3	25,260	37,246	15,641	65.4	4,112	6,256	.0032	.0033
Prince William, Va.	137.9	163.9	18.9	41.7	18.1	1,729,534	77.7	27,576	41,476	561,844	72.5	9,228	13,473	.0584	.0646
TOTAL METRO COUNTIES	677.5	660.4	–2.5	299.0	7.0	8,535,103	46.4	20,859	28,545	3,781,640	53.9	8,792	12,648	.3542	.3295
TOTAL STATE	677.5	660.4	–2.5	299.0	7.0	8,535,103	46.4	20,859	28,545	3,781,640	53.9	8,792	12,648	.3542	.3295
FLORIDA															
BRADENTON	130.6	154.6	18.4	71.5	24.8	1,576,892	94.7	14,137	22,054	1,040,099	80.5	10,058	14,547	.0612	.0715
Manatee	130.6	154.6	18.4	71.5	24.8	1,576,892	94.7	14,137	22,054	1,040,099	80.5	10,058	14,547	.0612	.0715
DAYTONA BEACH	217.7	249.3	14.5	109.7	21.8	2,070,307	75.7	13,080	18,872	2,018,630	68.5	13,295	18,401	.1048	.1134
Volusia	217.7	249.3	14.5	109.7	21.8	2,070,307	75.7	13,080	18,872	2,018,630	68.5	13,295	18,401	.1048	.1134

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total House-holds (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
FLA. (cont.)															
FORT LAUDERDALE - HOLLYWOOD	**906.2**	**1,055.3**	**16.5**	**454.5**	**23.9**	**12,011,059**	**76.6**	**18,544**	**26,427**	**6,956,205**	**54.9**	**12,245**	**15,305**	**.4833**	**.5128**
Broward	906.2	1,055.3	16.5	454.5	23.9	12,011,059	76.6	18,544	26,427	6,956,205	54.9	12,245	15,305	.4833	.5128
FORT MYERS - CAPE CORAL	**189.9**	**249.3**	**31.3**	**106.6**	**39.5**	**2,452,178**	**106.6**	**15,534**	**23,004**	**1,778,783**	**100.0**	**11,644**	**16,687**	**.0911**	**.1160**
Lee	189.9	249.3	31.3	106.6	39.5	2,452,178	106.6	15,534	23,004	1,778,783	100.0	11,644	16,687	.0911	.1160
GAINESVILLE	**134.3**	**155.0**	**15.4**	**55.0**	**22.2**	**1,252,259**	**76.6**	**15,758**	**22,768**	**1,171,758**	**73.1**	**15,043**	**21,305**	**.0618**	**.0678**
Alachua	134.3	155.0	15.4	55.0	22.2	1,252,259	76.6	15,758	22,768	1,171,758	73.1	15,043	21,305	.0618	.0678
JACKSONVILLE	**717.5**	**801.5**	**11.7**	**295.8**	**19.3**	**6,998,099**	**75.2**	**16,115**	**23,658**	**4,790,091**	**70.1**	**11,357**	**16,194**	**.3073**	**.3324**
Baker	13.4	15.8	17.9	4.7	27.0	99,506	87.9	14,309	21,171	51,222	73.3	7,989	10,898	.0041	.0047
Clay	55.1	70.7	28.3	24.6	36.7	467,949	84.2	14,115	19,022	217,769	76.9	6,841	8,852	.0184	.0213
Duval	574.0	629.7	9.7	234.9	17.5	5,860,915	75.2	16,726	24,951	4,090,760	70.0	12,030	17,415	.2567	.2765
Nassau	32.1	38.0	18.4	13.1	26.0	247,439	77.7	13,389	18,888	150,107	82.6	7,903	11,459	.0107	.0122
St. Johns	42.9	47.3	10.3	18.5	17.1	322,290	58.5	12,868	17,421	280,233	66.6	11,045	15,148	.0174	.0177
LAKELAND - WINTER HAVEN	**281.9**	**323.1**	**14.6**	**124.4**	**21.8**	**3,067,651**	**91.0**	**15,734**	**24,660**	**2,517,428**	**86.9**	**13,192**	**20,237**	**.1310**	**.1530**
Polk	281.9	323.1	14.6	124.4	21.8	3,067,651	91.0	15,734	24,660	2,517,429	86.9	13,192	20,237	.1310	.1530
MELBOURNE - TITUSVILLE - COCOA	**247.9**	**267.5**	**7.9**	**95.3**	**14.8**	**2,008,373**	**47.6**	**16,399**	**21,074**	**1,743,356**	**49.1**	**14,090**	**18,293**	**.1128**	**.1072**
Brevard	247.9	267.5	7.9	95.3	14.8	2,008,373	47.6	16,399	21,074	1,743,356	49.1	14,090	18,293	.1128	.1072
MIAMI	**1,474.1**	**1,670.4**	**13.3**	**674.6**	**20.6**	**19,047,317**	**81.8**	**18,731**	**28,235**	**11,911,144**	**69.3**	**12,576**	**17,657**	**.7562**	**.8336**
Dade	1,474.1	1,670.4	13.3	674.6	20.6	19,047,317	81.8	18,731	28,235	11,911,144	69.3	12,576	17,657	.7562	.8336
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***2,380.3***	***2,725.7***	***14.5***	***1,129.1***	***21.9***	***31,058,376***	***79.8***	***18,657***	***27,507***	***18,867,349***	***63.7***	***12,445***	***16,710***	***1.2395***	***1.3464***

To Reach The Rich Center of Florida's Gold Coast:

FORT LAUDERDALE NEWS/SUN-SENTINEL ARE USED MORE BY RETAIL ADVERTISERS THAN ANY OTHER GOLD COAST COMBO!

In 1978, retail sales on Florida's Gold Coast encompassing Broward, Palm Beach and Dade Counties (nation's 7th largest retail sales market), reached $18.4 Billion.[1] Of that amount, $6.7 Billion were generated in the Fort Lauderdale News/Sun-Sentinel market (Broward, S. Palm Beach Counties) during 1978.[1]

Reaching and Selling this fastest-growing, most affluent center of Florida's Gold Coast is essential to retail advertisers. That's essentially why their preference is for South Florida's #1 Combo . . .

FORT LAUDERDALE NEWS/SUN-SENTINEL:

- Carried 40% of the 191.5 million lines of total retail advertising on Florida's Gold Coast.[2]
- Provide combined reach of 60% of adults making this combo the most effective advertising buy in the Gold Coast's rich middle (the Miami Herald reaches only 22% of adults[3]).
- Largest circulation gain in Florida—up 14,562 over 1978.[4]

FORT LAUDERDALE
NEWS/Sun-Sentinel

South Florida's #1 Combo For Retail Advertisers!

Tel. 305-761-4466 101 N. New River Drive East, Ft. Lauderdale, FL 33302

Represented Nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc. In Florida by Publishers Representatives of Florida

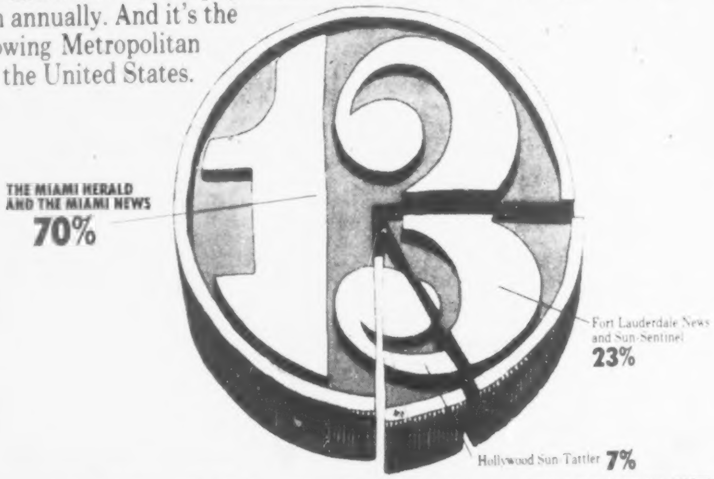
1 Fla. Dept. of Commerce Sales & Use Tax Data 2 Media Records—1978 3 Florida Opinion Research—1979 Audience Study 4 ABC Publishers Statement 3/31/79

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total House-holds (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
FLA. (cont.)															
ORLANDO	**611.2**	**709.4**	**16.1**	**276.8**	**24.4**	**7,155,092**	**86.1**	**17,279**	**25,849**	**5,975,071**	**84.1**	**14,589**	**21,586**	**.3084**	**.3554**
Orange	423.5	476.0	12.4	185.6	20.6	5,246,8424	85.5	18,375	28,270	4,652,968	84.0	16,431	25,070	.2295	.2631
Osceola	39.8	49.4	24.1	21.2	31.7	379,705	96.6	11,996	17,911	320,116	90.6	10,431	15,100	.0166	.0200
Seminole	147.9	184.0	24.4	70.0	33.3	1,528,545	85.6	15,687	21,836	1,001,987	82.4	10,465	14,314	.0623	.0723
PANAMA CITY	**96.0**	**115.0**	**19.8**	**42.1**	**26.4**	**883,395**	**87.1**	**14,182**	**20,983**	**851,481**	**95.0**	**13,110**	**20,225**	**.0411**	**.0488**
Bay	96.0	115.0	19.8	42.1	26.4	883,395	87.1	14,182	20,983	851,481	95.0	13,110	20,225	.0411	.0488
PENSACOLA	**280.4**	**313.5**	**11.8**	**111.5**	**19.5**	**2,473,908**	**74.1**	**15,234**	**22,188**	**2,262,485**	**83.6**	**13,207**	**20,291**	**.1202**	**.1332**
Escambia	229.3	255.5	11.4	90.8	19.0	1,990,723	71.9	15,181	21,924	2,058,933	82.3	14,802	22,675	.1025	.1131
Santa Rosa	51.1	58.0	13.5	20.7	21.8	483,185	83.7	15,470	23,342	203,552	97.9	6,050	9,833	.0177	.0201
SARASOTA	**171.7**	**199.7**	**16.3**	**93.7**	**21.7**	**2,187,292**	**78.9**	**15,878**	**23,344**	**1,615,691**	**62.8**	**12,893**	**17,243**	**.0944**	**.1023**
Sarasota	171.7	199.7	15.3	93.7	21.7	2,187,292	78.9	15,878	23,344	1,615,691	62.8	12,893	17,243	.0944	.1023
TALLAHASSEE	**143.7**	**173.3**	**20.6**	**63.8**	**29.1**	**1,862,608**	**103.3**	**18,549**	**29,194**	**1,301,237**	**100.7**	**13,122**	**20,396**	**.0687**	**.0855**
Leon	134.8	163.1	21.0	60.0	29.6	1,805,907	104.3	19,093	30,098	1,272,738	101.3	13,656	21,212	.0662	.0828
Wakulla	8.9	10.2	14.6	3.8	22.6	56,701	75.3	10,431	14,921	28,499	78.5	5,151	7,500	.0025	.0027
TAMPA - ST. PETERSBURG	**1,439.9**	**1,649.6**	**14.6**	**719.9**	**19.4**	**15,896,913**	**78.5**	**14,770**	**22,082**	**10,574,627**	**70.0**	**10,316**	**14,689**	**.6687**	**.7327**
Hillsborough	601.2	668.4	11.2	259.7	18.5	6,709,050	83.8	16,663	25,834	4,401,694	74.8	11,490	16,949	.2739	.3055
Pasco	148.2	194.5	31.2	90.7	38.1	1,342,958	100.8	10,182	14,807	854,652	82.2	7,139	9,423	.0540	.0657
Pinellas	690.5	786.7	13.9	369.5	16.1	7,844,905	71.0	14,415	21,231	5,318,281	64.4	10,163	14,393	.3408	.3615

WHY IS THE NATION'S 13th METROPOLITAN MARKET LUCKY FOR YOU?

In the 13th largest Metropolitan Consolidated Market of South Florida, The Miami Herald/Miami News provides 70% of the newspaper circulation. A market of nearly two and a half million population and an effective buying income of almost $16 billion annually. And it's the fastest growing Metropolitan market in the United States.



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THE MIAMI HERALD EL MIAMI HERALD / THE MIAMI NEWS

Source: Circulation 78/79-1978 Survey of Buying Power

Represented nationally by Knight-Ridder Newspaper Sales, Inc

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/78 Total Pop (Thous.)	POPULATION 12/31/83 Total Pop (Thous.)	POPULATION % Change 1978–1983	POPULATION 12/31/83 Total House-holds (Thous.)	POPULATION % Change 1978–1983	EFFECTIVE BUYING INCOME 1983 Total EBI ($000)	EFFECTIVE BUYING INCOME % Change 1978–1983	EFFECTIVE BUYING INCOME Average Household EBI 1978	EFFECTIVE BUYING INCOME Average Household EBI 1983	RETAIL SALES 1983 Total Retail Sales ($000)	RETAIL SALES % Change 1978–1983	RETAIL SALES Retail Sales Per Household 1978	RETAIL SALES Retail Sales Per Household 1983	BUYING POWER INDEX 1978	BUYING POWER INDEX 1983
FLA. (cont.)															
WEST PALM BEACH - BOCA RATON	**495.9**	**598.9**	**20.8**	**247.4**	**27.7**	**7,507,287**	**92.8**	**20,103**	**30,345**	**4,815,902**	**80.0**	**13,815**	**19,466**	**.2785**	**.3263**
Palm Beach	495.9	598.9	20.8	247.4	27.7	7,507,287	92.8	20,103	30,345	4,815,902	80.0	13,815	19,466	.2785	.3263
TOTAL METRO COUNTIES	**7,538.9**	**8,685.4**	**15.2**	**3,542.6**	**22.2**	**88,450,630**	**81.2**	**16,828**	**24,968**	**61,323,988**	**72.0**	**12,292**	**17,310**	**3.6855**	**4.0919**
TOTAL STATE	**8,766.4**	**10,117.1**	**15.4**	**4,092.0**	**22.3**	**99,545,015**	**81.5**	**16,393**	**24,327**	**69,897,004**	**72.5**	**12,113**	**17,081**	**4.2003**	**4.6555**
GEORGIA															
ALBANY	**107.3**	**114.0**	**6.2**	**37.1**	**11.7**	**1,071,246**	**74.1**	**18,536**	**28,875**	**871,726**	**83.2**	**14,331**	**23,497**	**.0486**	**.0535**
Dougherty	97.2	101.7	4.6	32.9	9.7	1,014,162	75.0	19,319	30,826	867,353	83.5	15,760	26,363	.0462	.0510
Lee	10.1	12.3	21.8	4.2	31.3	57,084	59.3	11,197	13,591	4,373	47.0	930	1,041	.0024	.0025
△ **ATHENS**	**105.7**	**116.3**	**10.0**	**41.6**	**16.5**	**980,483**	**73.0**	**15,873**	**23,569**	**594,413**	**68.2**	**9,898**	**14,289**	**.0423**	**.0451**
Clarke	72.5	79.9	10.2	28.4	16.4	743,747	74.3	17,492	26,188	543,594	69.0	13,180	19,141	.0332	.0356
Madison	15.7	17.5	11.5	6.4	18.5	114,202	70.7	12,389	17,844	24,876	51.3	3,044	3,887	.0045	.0046
Oconee	9.3	10.0	7.5	3.8	15.2	62,548	57.7	12,022	16,460	6,829	49.8	1,382	1,797	.0024	.0023
Oglethorpe	8.2	8.9	8.5	3.0	15.4	59,986	80.3	12,800	19,995	19,114	77.6	4,139	6,371	.0022	.0026
ATLANTA	**1,874.9**	**2,058.1**	**9.8**	**737.2**	**15.3**	**[illegible],302,643**	**68.5**	**20,709**	**30,253**	**12,507,048**	**59.8**	**12,240**	**16,966**	**.9180**	**.9511**
Butts	12.3	14.1	14.6	4.9	22.5	85,815	64.4	13,050	17,513	65,282	67.2	9,760	13,323	.0043	.0046
Cherokee	42.1	50.7	20.4	18.2	27.3	448,327	94.4	16,128	24,633	139,623	73.7	5,620	7,672	.0149	.0174
Clayton	142.0	167.5	18.0	55.6	23.8	1,622,640	76.4	20,488	29,184	594,477	66.4	7,956	10,692	.0579	.0633
Cobb	261.6	300.6	14.9	104.1	20.3	2,633,909	59.0	19,154	25,302	1,638,012	59.9	11,841	15,735	.1190	.1211
De Kalb	463.0	483.4	4.4	171.2	10.2	6,167,603	64.4	24,153	36,027	3,582,346	62.7	14,174	20,925	.2534	.2585
Douglas	49.1	59.3	20.8	20.3	26.9	485,849	80.7	16,802	23,933	202,372	64.0	7,714	9,969	.0184	.0204
Fayette	21.0	27.7	31.9	8.9	39.1	207,724	92.7	16,844	23,340	57,961	81.8	4,983	6,512	.0068	.0082
Forsyth	22.3	25.8	15.7	9.2	21.1	192,012	75.5	14,399	20,871	96,267	67.1	7,581	10,464	.0079	.0087
Fulton	577.9	591.4	2.3	227.4	7.7	7,600,737	65.9	21,697	33,425	5,068,696	54.0	15,587	22,290	.3326	.3334
Gwinnett	134.9	165.0	22.3	58.0	29.5	1,506,771	85.9	18,096	25,979	508,255	71.7	6,607	8,763	.0513	.0586
Henry	30.3	32.9	8.6	11.1	15.6	292,988	76.1	17,329	26,395	109,287	69.8	6,705	9,846	.0108	.0117
Newton	32.7	37.3	14.1	12.7	19.8	304,190	80.9	15,861	23,952	135,566	68.4	7,593	10,674	.0118	.0130
Paulding	24.4	27.9	14.3	10.1	21.7	173,317	64.7	12,675	17,160	52,868	54.6	4,119	5,234	.0072	.0073
Rockdale	30.8	39.8	29.2	13.3	35.7	336,973	101.8	17,038	25,336	161,720	86.7	8,838	12,159	.0118	.0144
Walton	30.5	34.7	13.8	12.2	22.0	243,588	72.1	14,153	19,966	94,316	66.8	5,654	7,731	.0099	.0105
AUGUSTA	**288.2**	**311.2**	**8.0**	**102.8**	**13.8**	**2,682,346**	**69.1**	**17,564**	**26,093**	**1,591,969**	**56.0**	**11,305**	**15,486**	**.1188**	**.1220**
Columbia	32.7	45.0	37.6	15.3	47.1	338,475	112.2	15,340	22,123	74,576	106.5	3,473	4,874	.0100	.0130
Richmond	158.0	162.7	3.0	51.1	7.6	1,313,476	57.0	17,611	25,704	1,077,309	48.3	15,295	21,082	.0701	.0676
Aiken, S. C.	*97.5*	*103.5*	*6.2*	*36.4*	*12.3*	*1,030,395*	*74.6*	*18,210*	*28,308*	*4[illegible]0,08[illegible]*	*70.5*	*7,968*	*12,090*	*.0387*	*.0414*
COLUMBUS	**227.6**	**226.3**	**–.6**	**76.5**	**4.8**	**1,878,016**	**57.1**	**16,379**	**24,549**	**1,241,694**	**51.6**	**11,217**	**16,231**	**.0922**	**.0889**
Chattahoochee	17.1	17.6	2.9	2.4	33.3	141,475	83.6	42,807	58,948	10,370	58.9	3,625	4,321	.0044	.0047
Columbus	163.7	161.1	–1.6	58.2	3.4	1,388,779	52.2	16,209	23,862	1,051,025	49.1	12,523	18,059	.0724	.0685
Russell, Ala.	*46.8*	*47.6*	*1.7*	*15.9*	*6.7*	*347,762*	*68.7*	*13,832*	*21,872*	*180,299*	*68.0*	*7,201*	*11,340*	*.0154*	*.0157*
MACON	**245.3**	**261.2**	**6.5**	**87.4**	**10.5**	**2,198,871**	**63.1**	**17,048**	**25,159**	**1,404,613**	**54.0**	**11,533**	**16,071**	**.1026**	**.1030**
Bibb	145.4	148.3	2.0	50.6	5.2	1,229,718	54.6	16,532	24,303	984,783	50.2	13,634	19,462	.0648	.0624
Houston	75.6	84.6	11.9	27.5	17.5	801,742	76.6	19,403	29,154	385,348	63.2	10,093	14,013	.0314	.0337
Jones	16.5	20.4	23.6	6.9	30.2	120,383	69.7	13,381	17,447	27,001	69.2	3,011	3,913	.0045	.0050
Twiggs	7.8	7.9	1.3	2.4	4.3	47,028	65.9	12,325	19,595	7,481	72.2	1,889	3,117	.0019	.0019

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Greenville/Spartanburg	541,400	3,203,011,000	434,566,000
Columbia	386,800	2,257,074,000	261,473,000
Charleston/N. Chas.	393,700	2,010,260,000	351,358,000

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
GA. (cont.)															
SAVANNAH	219.2	240.0	9.5	81.4	13.4	1,979,514	68.4	16,370	24,318	1,427,099	67.7	11,850	17,532	.0920	.0969
Bryan	8.4	10.5	25.0	3.6	33.3	75,775	106.0	13,625	21,049	44,509	94.9	8,459	12,364	.0028	.0036
Chatham	193.9	211.2	8.9	72.1	12.7	1,773,757	67.1	16,582	24,601	1,342,440	66.6	12,587	18,619	.0842	.0880
Effingham	16.9	18.3	8.3	5.7	11.8	129,982	68.0	15,169	22,804	40,150	78.6	4,408	7,044	.0050	.0053
TOTAL METRO COUNTIES	3,027.2	3,292.2	8.8	1,152.8	14.1	32,677,416	67.7	19,291	28,346	19,360,479	60.1	11,975	16,794	1.3965	1.4421
TOTAL STATE	5,110.6	5,519.4	8.0	1,926.2	13.4	48,687,895	67.8	17,090	25,277	29,555,932	61.9	10,752	15,344	2.1430	2.2180
HAWAII															
HONOLULU	738.2	799.4	8.3	246.3	15.9	8,574,117	66.9	24,182	34,812	4,641,410	69.2	12,907	18,845	.3463	.3624
Honolulu	738.2	799.4	8.3	246.3	15.9	8,574,117	66.9	24,182	34,812	4,641,410	69.2	12,907	18,845	.3463	.3624
TOTAL METRO COUNTIES	738.2	799.4	8.3	246.3	15.9	8,574,117	66.9	24,182	34,812	4,641,410	69.2	12,907	18,845	.3463	.3624
TOTAL STATE	911.5	999.2	9.6	311.7	17.2	10,440,086	68.9	23,244	33,494	5,764,379	70.9	12,685	18,493	.4214	.4462
IDAHO															
BOISE	152.1	170.6	12.2	62.6	17.7	1,500,559	67.5	16,843	23,971	1,082,689	64.1	12,401	17,295	.0692	.0725
Ada	152.1	170.6	12.2	62.6	17.7	1,500,559	67.5	16,843	23,971	1,082,689	64.1	12,401	17,295	.0692	.0725
△ POCATELLO	68.9	78.3	13.6	26.3	17.9	660,776	78.6	16,594	25,125	396,243	80.5	9,846	15,066	.0271	.0302
Bannock	62.2	70.2	12.9	23.7	17.3	590,591	77.2	16,501	24,919	377,378	79.6	10,401	15,923	.0249	.0276
Power	6.7	8.1	20.9	2.6	23.8	70,185	91.2	17,483	26,994	18,865	99.2	4,510	7,256	.0022	.0026
TOTAL METRO COUNTIES	221.0	248.9	12.6	88.9	17.7	2,161,335	70.7	16,770	24,312	1,478,932	68.2	11,646	16,636	.0963	.1027
TOTAL STATE	892.0	975.8	9.4	346.0	14.3	8,662,895	74.5	16,398	25,037	5,137,448	68.2	10,093	14,848	.3656	.3913
ILLINOIS															
BLOOMINGTON - NORMAL	124.9	131.6	5.4	46.8	11.2	1,461,873	68.6	20,591	31,237	731,568	50.4	11,553	15,632	.0593	.0601
McLean	124.9	131.6	5.4	46.8	11.2	1,461,873	68.6	20,591	31,237	731,568	50.4	11,553	15,632	.0593	.0601
CHAMPAIGN - URBANA - RANTOUL	172.0	181.1	5.3	64.1	12.7	1,849,780	61.4	20,147	28,858	1,018,017	56.6	11,425	15,882	.0793	.0794
Champaign	172.0	181.1	5.3	64.1	12.7	1,849,780	61.4	20,147	28,858	1,018,017	56.6	11,425	15,882	.0793	.0794
CHICAGO	7,016.5	7,094.6	1.1	2,573.9	6.2	83,185,783	53.3	22,391	32,319	42,122,048	38.6	12,544	16,365	3.6380	3.3912
Cook	5,285.7	5,201.8	−1.6	1,968.1	3.8	60,942,631	49.5	21,501	30,965	29,690,153	34.3	11,657	15,086	2.7076	2.4573
Du Page	583.7	635.0	8.8	198.4	13.8	8,552,866	68.8	29,071	43,109	5,623,852	54.7	20,857	28,346	.3626	.3709
Kane	275.4	292.4	6.2	98.2	11.2	3,278,754	63.9	22,649	33,389	1,660,699	41.8	13,266	16,911	.1375	.1348
Lake	420.6	446.0	6.0	136.4	11.3	5,445,028	57.1	28,296	39,920	2,972,620	47.3	16,469	21,792	.2326	.2254
McHenry	136.1	153.4	12.7	52.8	19.5	1,630,894	69.1	21,823	30,888	756,756	49.6	11,443	14,333	.0645	.0661
Will	315.0	366.0	16.2	120.0	22.7	3,335,610	67.4	20,378	27,797	1,417,968	47.3	9,844	11,816	.1332	.1367
CHICAGO - GARY CONSOLIDATED AREA	*7,662.1*	*7,756.4*	*1.2*	*2,798.9*	*6.4*	*90,572,796*	*54.0*	*22,352*	*32,360*	*46,195,715*	*39.5*	*12,584*	*16,505*	*3.9542*	*3.7028*
△ DANVILLE	101.9	116.6	14.4	46.0	22.3	1,471,253	92.7	20,307	31,984	652,230	80.2	9,628	14,179	.0491	.0571
Vermilion	101.9	116.6	14.4	46.0	22.3	1,471,253	92.7	20,307	31,984	652,230	80.2	9,628	14,179	.0491	.0571

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE **S&MM METRO AREA** County	12/31/78 Total Pop. (Thous.)	12/31/83 Total Pop. (Thous.)	% Change 1978–1983	12/31/83 Total House-holds (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
ILL. (cont.)															
DAVENPORT - ROCK ISLAND - MOLINE	**376.9**	**387.7**	**2.9**	**148.4**	**10.8**	**4,514,413**	**64.7**	**20,465**	**30,421**	**2,241,482**	**50.0**	**11,164**	**15,104**	**.1843**	**.1833**
Henry	56.9	59.4	4.4	23.5	13.0	700,318	75.5	19,189	29,801	250,226	56.7	7,675	10,648	.0249	.0260
Rock Island	165.2	165.2	.0	66.1	9.6	2,180,057	68.9	21,409	32,981	1,007,657	52.2	10,980	15,244	.0841	.0849
Scott, Iowa	*154.8*	*163.1*	*5.4*	*58.8*	*11.4*	*1,634,038*	*55.6*	*19,890*	*27,790*	*983,599*	*46.1*	*12,747*	*16,728*	*.0753*	*.0724*
DECATUR	**129.3**	**131.8**	**1.9**	**53.7**	**11.0**	**1,600,336**	**66.9**	**19,806**	**29,801**	**889,582**	**53.1**	**12,007**	**16,566**	**.0664**	**.0666**
Macon	129.3	131.8	1.9	53.7	11.0	1,600,336	66.9	19,806	29,801	889,582	53.1	12,007	16,566	.0664	.0666
KANKAKEE	**97.6**	**99.1**	**1.5**	**33.9**	**8.3**	**951,547**	**58.9**	**19,136**	**28,069**	**521,661**	**42.9**	**11,665**	**15,388**	**.0431**	**.0413**
Kankakee	97.6	99.1	1.5	33.9	8.3	951,547	58.9	19,136	28,069	521,661	42.9	11,665	15,388	.0431	.0413
PEORIA	**368.4**	**383.0**	**4.0**	**146.1**	**11.4**	**4,490,835**	**66.8**	**20,541**	**30,738**	**2,285,982**	**51.8**	**11,485**	**15,647**	**.1824**	**.1834**
Peoria	206.6	212.1	2.7	82.9	10.1	2,427,435	61.6	19,944	29,281	1,460,430	49.5	12,971	17,617	.1068	.1049
Tazewell	130.5	135.5	3.8	50.5	11.7	1,607,825	68.9	21,065	31,838	685,679	50.9	10,052	13,578	.0617	.0624
Woodford	31.3	35.4	13.1	12.7	19.8	455,575	90.7	22,542	35,872	139,873	87.6	7,034	11,014	.0139	.0161
△ **QUINCY**	**70.1**	**70.1**	**.0**	**27.1**	**6.3**	**743,536**	**64.7**	**17,705**	**27,437**	**386,366**	**42.3**	**10,651**	**14,257**	**.0321**	**.0311**
Adams	70.1	70.1	.0	27.1	6.3	743,536	64.7	17,705	27,437	386,366	42.3	10,651	14,257	.0321	.0311
ROCKFORD	**270.4**	**270.3**	**.0**	**102.7**	**6.9**	**3,120,407**	**56.8**	**20,702**	**30,384**	**1,619,158**	**37.7**	**12,239**	**15,766**	**.1367**	**.1286**
Boone	27.6	28.5	3.3	10.5	9.4	400,158	72.5	24,165	38,110	148,711	56.5	9,899	14,163	.0140	.0146
Winnebago	242.8	241.8	-.4	92.2	6.6	2,720,249	54.8	20,317	29,504	1,470,447	36.0	12,499	15,948	.1227	.1140
SPRINGFIELD	**187.1**	**199.2**	**6.5**	**83.0**	**15.3**	**2,211,937**	**66.2**	**18,483**	**26,650**	**1,279,415**	**43.5**	**12,385**	**15,415**	**.0962**	**.0947**
Menard	11.2	12.7	13.4	5.2	20.9	145,668	87.5	18,070	28,013	32,721	73.9	4,376	6,293	.0045	.0050
Sangamon	175.9	186.5	6.0	77.8	14.9	2,066,269	64.9	18,509	26,559	1,246,694	42.8	12,894	16,024	.0917	.0897
TOTAL METRO COUNTIES	**9,343.4**	**9,501.3**	**1.7**	**3,482.7**	**7.4**	**109,457,056**	**55.9**	**21,655**	**31,429**	**55,464,396**	**40.7**	**12,156**	**15,926**	**4.7359**	**4.4778**
TOTAL STATE	**11,289.4**	**11,525.5**	**2.1**	**4,266.6**	**7.9**	**130,171,626**	**58.0**	**20,843**	**30,509**	**65,185,768**	**42.8**	**11,546**	**15,278**	**5.5643**	**5.3261**
INDIANA															
ANDERSON	**137.1**	**137.6**	**.4**	**51.2**	**6.2**	**1,629,631**	**61.2**	**20,972**	**31,829**	**763,254**	**47.9**	**10,710**	**14,907**	**.0664**	**.0649**
Madison	137.1	137.6	.4	51.2	6.2	1,629,631	61.2	20,972	31,829	763,254	47.9	10,710	14,907	.0664	.0649
BLOOMINGTON	**93.9**	**98.4**	**4.8**	**35.4**	**12.7**	**914,109**	**59.9**	**18,202**	**25,822**	**565,794**	**42.5**	**12,647**	**15,983**	**.0430**	**.0415**
Monroe	93.9	98.4	4.8	35.4	12.7	914,109	59.9	18,202	25,822	565,794	42.5	12,647	15,983	.0430	.0415
ELKHART	**134.7**	**129.0**	**-4.2**	**46.0**	**.4**	**1,238,593**	**35.7**	**19,932**	**26,926**	**830,093**	**28.7**	**14,083**	**18,046**	**.0676**	**.0573**
Elkhart	134.7	129.0	-4.2	46.0	.4	1,238,593	35.7	19,932	26,926	830,093	28.7	14,083	18,046	.0676	.0573
EVANSVILLE	**290.9**	**291.3**	**.1**	**107.3**	**5.1**	**2,700,521**	**55.2**	**17,038**	**25,168**	**1,639,247**	**40.1**	**11,456**	**15,277**	**.1300**	**.1218**
Gibson	31.6	31.1	-1.6	11.9	3.5	305,491	56.1	17,015	25,672	145,377	50.0	8,427	12,217	.0132	.0127
Posey	23.4	22.3	-4.7	7.9	.0	198,175	52.3	16,470	25,085	63,509	34.7	5,968	8,039	.0085	.0078
Vanderburgh	160.3	155.8	-2.8	58.1	2.1	1,348,395	42.5	16,626	23,208	1,076,747	32.1	14,327	18,533	.0774	.0678
Warrick	37.2	41.9	12.6	14.8	18.4	425,111	83.9	18,494	28,724	111,150	59.3	5,580	7,510	.0140	.0153
Henderson, Ky.	*38.4*	*40.2*	*4.7*	*14.6*	*9.8*	*423,349*	*79.0*	*17,786*	*28,997*	*242,464*	*72.4*	*10,576*	*16,607*	*.0169*	*.0182*
FORT WAYNE	**372.3**	**368.9**	**-.9**	**130.9**	**4.5**	**3,851,102**	**51.0**	**20,354**	**29,420**	**2,064,672**	**36.5**	**12,071**	**15,773**	**.1779**	**.1633**
Adams	27.1	28.1	3.7	9.5	8.0	263,218	59.6	18,744	27,707	106,385	38.6	8,722	11,198	.0110	.0107
Allen	289.7	286.3	-1.2	102.0	4.4	3,046,977	49.8	20,818	29,872	1,756,634	36.5	13,175	17,222	.1442	.1315
De Kalb	31.4	30.9	-1.6	10.7	2.9	284,167	52.9	17,876	26,558	118,177	35.8	8,368	11,045	.0125	.0117
Wells	24.1	23.6	-2.1	8.7	3.6	256,738	55.1	19,702	29,510	83,476	35.7	7,323	9,595	.0102	.0094
GARY - HAMMOND - EAST CHICAGO	**645.6**	**661.8**	**2.5**	**225.0**	**8.3**	**7,387,013**	**62.3**	**21,897**	**32,831**	**4,073,667**	**50.2**	**13,051**	**18,105**	**.3162**	**.3116**
Lake	539.3	544.1	.9	186.0	6.6	5,886,681	58.4	21,293	31,649	3,500,444	47.4	13,609	18,820	.2653	.2557
Porter	106.3	117.7	10.7	39.0	17.1	1,500,332	79.8	25,061	38,470	573,223	70.0	10,126	14,698	.0509	.0559
INDIANAPOLIS	**1,162.8**	**1,179.8**	**1.5**	**427.8**	**7.0**	**12,446,071**	**51.8**	**20,508**	**29,093**	**7,004,549**	**37.1**	**12,775**	**16,373**	**.5783**	**.5341**
Boone	34.0	36.1	6.2	13.6	12.4	380,484	64.6	19,108	27,977	175,879	54.6	9,402	12,932	.0154	.0155
Hamilton	77.8	96.3	23.8	33.8	31.0	890,920	74.0	19,841	26,359	325,799	61.9	7,801	9,639	.0323	.0351
Hancock	42.6	46.6	9.4	16.4	14.7	464,494	63.7	19,837	28,323	189,125	51.0	8,758	11,532	.0184	.0184
Hendricks	65.1	70.7	8.6	24.5	14.0	801,037	70.2	21,888	32,695	313,888	62.6	8,980	12,812	.0294	.0306
Johnson	74.4	78.0	4.8	25.9	10.7	679,788	51.7	19,153	26,247	384,237	37.4	11,955	14,835	.0325	.0304
Marion	779.2	760.1	-2.5	281.6	3.1	8,418,867	47.1	20,959	29,897	5,250,022	33.7	14,382	18,644	.4140	.3700
Morgan	49.9	52.7	5.6	17.6	10.7	474,112	59.1	18,747	26,938	188,036	41.5	8,360	10,684	.0196	.0192
Shelby	39.8	39.3	-1.3	14.4	4.3	336,369	44.1	16,920	23,359	177,563	31.5	9,785	12,331	.0167	.0149
KOKOMO	**105.4**	**107.4**	**1.9**	**39.2**	**7.1**	**1,393,751**	**69.8**	**22,428**	**35,555**	**773,017**	**58.5**	**13,328**	**19,720**	**.0559**	**.0572**
Howard	89.6	92.6	3.3	33.7	8.7	1,228,735	72.5	22,975	36,461	726,503	60.3	14,616	21,558	.0494	.0514
Tipton	15.8	14.8	-6.3	5.5	-1.8	165,016	51.8	19,406	30,003	46,514	34.1	6,196	8,457	.0065	.0058
LAFAYETTE - WEST LAFAYETTE	**114.7**	**117.6**	**2.5**	**39.8**	**7.6**	**1,073,108**	**50.6**	**19,253**	**26,963**	**575,603**	**32.4**	**11,753**	**14,462**	**.0511**	**.0468**
Tippecanoe	114.7	117.6	2.5	39.8	7.6	1,073,108	50.6	19,253	26,963	575,603	32.4	11,753	14,462	.0511	.0468
△ **MARION**	**85.0**	**85.0**	**.0**	**29.8**	**4.9**	**873,201**	**57.8**	**19,483**	**29,302**	**398,168**	**43.1**	**9,796**	**13,361**	**.0371**	**.0355**
Grant	85.0	85.0	.0	29.8	4.9	873,201	57.8	19,483	29,302	398,168	43.1	9,796	13,361	.0371	.0355
△ **MICHIGAN CITY - LA PORTE**	**105.9**	**103.9**	**-1.9**	**36.2**	**3.7**	**1,010,290**	**46.5**	**19,764**	**27,909**	**555,299**	**35.8**	**11,718**	**15,340**	**.0485**	**.0439**
La Porte	105.9	103.9	-1.9	36.2	3.7	1,010,290	46.5	19,764	27,909	555,299	35.8	11,718	15,340	.0485	.0439
MUNCIE	**126.8**	**124.3**	**-2.0**	**43.5**	**2.8**	**1,290,863**	**53.8**	**19,848**	**29,675**	**672,797**	**50.0**	**10,606**	**15,467**	**.0571**	**.0543**
Delaware	126.8	124.3	-2.0	43.5	2.8	1,290,863	53.8	19,848	29,675	672,797	50.0	10,606	15,467	.0571	.0543
SOUTH BEND	**276.3**	**269.8**	**-2.4**	**95.6**	**2.7**	**2,453,577**	**41.7**	**18,593**	**25,665**	**1,310,505**	**25.5**	**11,218**	**13,708**	**.1236**	**.1068**
Marshall	37.8	39.4	4.2	14.2	9.2	404,275	64.0	18,965	28,470	178,456	44.2	9,520	12,567	.0165	.0163
St. Joseph	238.5	230.4	-3.4	81.4	1.6	2,049,302	38.0	18,533	25,176	1,132,049	23.0	11,493	13,907	.1071	.0905
TERRE HAUTE	**171.6**	**172.1**	**.3**	**65.6**	**5.5**	**1,551,071**	**52.6**	**16,342**	**23,644**	**1,179,850**	**41.5**	**13,403**	**17,986**	**.0814**	**.0757**
Clay	23.8	24.8	4.2	10.1	11.0	258,316	70.4	16,655	25,576	124,882	56.3	8,780	12,365	.0104	.0106

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
IND. (cont.)															
Sullivan	19.9	20.4	2.5	8.5	9.0	201,061	67.3	15,410	23,654	52,340	48.1	4,532	6,158	.0072	.0072
Vermillion	17.1	16.6	−2.9	6.4	−1.5	123,105	36.2	13,907	19,235	72,387	30.2	8,554	11,310	.0066	.0057
Vigo	110.8	110.3	−.5	40.6	4.6	968,589	48.0	16,863	23,857	930,241	40.3	17,083	22,912	.0572	.0522
TOTAL METRO COUNTIES	**3,960.7**	**3,991.2**	**.8**	**1,425.5**	**6.2**	**40,834,457**	**53.2**	**19,860**	**28,646**	**23,129,818**	**39.7**	**12,336**	**16,226**	**1.8931**	**1.7663**
TOTAL STATE	**5,361.4**	**5,414.6**	**1.0**	**1,942.7**	**6.4**	**53,395,663**	**53.5**	**19,049**	**27,485**	**29,168,434**	**39.6**	**11,446**	**15,014**	**2.4623**	**2.3012**
IOWA															
CEDAR RAPIDS	**169.6**	**174.4**	**2.8**	**63.4**	**8.6**	**1,712,894**	**52.3**	**19,257**	**27,017**	**958,755**	**45.4**	**11,289**	**15,122**	**.0787**	**.0745**
Linn	169.6	174.4	2.8	63.4	8.6	1,712,894	52.3	19,257	27,017	958,755	45.4	11,289	15,122	.0787	.0745
DAVENPORT - ROCK ISLAND - MOLINE	**376.9**	**387.7**	**2.9**	**148.4**	**10.8**	**4,514,413**	**64.7**	**20,465**	**30,421**	**2,241,482**	**50.0**	**11,164**	**15,104**	**.1843**	**.1833**
Scott	154.8	163.1	5.4	58.8	11.4	1,634,038	55.6	19,890	27,790	983,599	46.1	12,747	16,728	.0753	.0724
Henry, Ill.	*56.9*	*59.4*	*4.4*	*23.5*	*13.0*	*700,318*	*75.5*	*19,189*	*29,801*	*250,226*	*56.7*	*7,675*	*10,648*	*.0249*	*.0260*
Rock Island, Ill.	*165.2*	*165.2*	*.0*	*66.1*	*9.6*	*2,180,057*	*68.9*	*21,409*	*32,981*	*1,007,657*	*52.2*	*10,980*	*15,244*	*.0841*	*.0849*
DES MOINES	**334.1**	**347.6**	**4.0**	**132.1**	**10.8**	**3,874,309**	**59.8**	**20,336**	**29,329**	**2,241,475**	**51.7**	**12,399**	**16,968**	**.1690**	**.1659**
Polk	300.9	310.5	3.2	119.6	10.2	3,570,595	59.8	20,596	29,854	2,132,574	51.2	12,998	17,831	.1568	.1537
Warren	33.2	37.1	11.7	12.5	16.8	303,714	60.4	17,698	24,297	108,901	60.9	6,326	8,712	.0122	.0122
DUBUQUE	**97.3**	**104.2**	**7.1**	**32.6**	**13.2**	**1,021,201**	**71.2**	**20,716**	**31,325**	**664,672**	**59.5**	**14,473**	**20,389**	**.0449**	**.0466**
Dubuque	97.3	104.2	7.1	32.6	13.2	1,021,201	71.2	20,716	31,325	664,672	59.5	14,473	20,389	.0449	.0466
IOWA CITY	**80.0**	**87.3**	**9.1**	**31.9**	**15.6**	**718,167**	**53.8**	**16,915**	**22,513**	**416,163**	**47.4**	**10,226**	**13,046**	**.0338**	**.0328**
Johnson	80.0	87.3	9.1	31.9	15.6	718,167	53.8	16,915	22,513	416,163	47.4	10,226	13,046	.0338	.0328
SIOUX CITY	**123.1**	**128.2**	**4.1**	**46.8**	**9.3**	**1,226,162**	**60.2**	**17,882**	**26,200**	**835,915**	**56.6**	**12,471**	**17,861**	**.0573**	**.0572**
Woodbury	105.6	107.2	1.5	39.7	7.0	1,056,596	58.1	18,012	26,615	762,357	56.3	13,148	19,203	.0507	.0499
Dakota, Neb.	*17.5*	*21.0*	*20.0*	*7.1*	*24.6*	*169,566*	*74.6*	*17,038*	*23,883*	*73,558*	*60.1*	*8,063*	*10,360*	*.0066*	*.0073*
WATERLOO - CEDAR FALLS	**136.9**	**144.4**	**5.5**	**50.5**	**12.0**	**1,589,116**	**68.9**	**20,867**	**31,468**	**1,015,007**	**60.2**	**14,052**	**20,099**	**.0685**	**.0705**
Black Hawk	136.9	144.4	5.5	50.5	12.0	1,589,116	68.9	20,867	31,468	1,015,007	60.2	14,052	20,099	.0685	.0705
TOTAL METRO COUNTIES	**1,166.1**	**1,217.1**	**4.4**	**440.4**	**10.5**	**12,501,520**	**59.7**	**19,648**	**28,387**	**7,502,758**	**52.4**	**12,354**	**17,036**	**.5590**	**.5504**
TOTAL STATE	**2,917.2**	**2,985.7**	**2.3**	**1,105.1**	**7.8**	**29,954,981**	**59.5**	**18,325**	**27,106**	**15,618,551**	**51.2**	**10,076**	**14,133**	**1.2968**	**1.2690**

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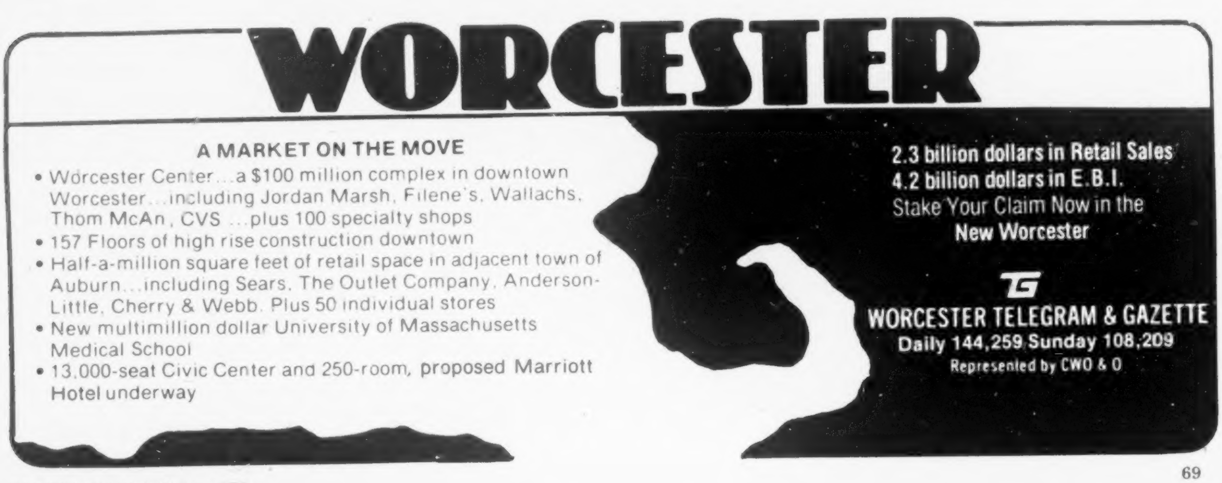
S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total House-holds (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
KANSAS															
LAWRENCE	**66.2**	**67.8**	**2.4**	**23.9**	**7.7**	**566,642**	**48.8**	**17,149**	**23,709**	**337,691**	**34.5**	**11,308**	**14,129**	**.0284**	**.0260**
Douglas	66.2	67.8	2.4	23.9	7.7	566,642	48.8	17,149	23,709	337,691	34.5	11,308	14,129	.0284	.0260
TOPEKA	**187.2**	**189.9**	**1.4**	**71.7**	**6.7**	**1,767,002**	**49.0**	**17,643**	**24,644**	**1,223,488**	**47.0**	**12,385**	**17,064**	**.0887**	**.0832**
Jefferson	14.5	15.7	8.3	5.5	10.0	109,390	50.2	14,568	19,889	36,419	41.0	5,167	6,622	.0048	.0045
Osage	14.3	15.5	8.4	6.2	12.7	123,442	61.2	13,920	19,910	58,507	59.4	6,673	9,437	.0052	.0055
Shawnee	158.4	158.7	.2	60.0	5.8	1,534,170	48.1	18,275	25,570	1,128,562	46.6	13,576	18,809	.0787	.0732
WICHITA	**397.0**	**414.1**	**4.3**	**156.3**	**10.2**	**4,509,177**	**62.7**	**19,544**	**28,850**	**2,649,390**	**51.3**	**12,348**	**16,951**	**.1968**	**.1951**
Butler	43.3	47.3	9.2	18.4	15.0	489,912	75.9	17,409	26,626	230,689	63.0	8,843	12,537	.0189	.0201
Sedgwick	353.7	366.8	3.7	137.9	9.6	4,019,265	61.2	19,816	29,146	2,418,701	50.3	12,794	17,540	.1779	.1750
TOTAL METRO COUNTIES	**1,086.8**	**1,119.5**	**3.0**	**413.0**	**8.5**	**12,187,685**	**56.1**	**20,505**	**29,510**	**7,170,303**	**50.7**	**12,498**	**17,362**	**.5448**	**.5275**
TOTAL STATE	**2,366.0**	**2,432.5**	**2.8**	**926.5**	**8.2**	**24,477,558**	**58.4**	**18,052**	**26,434**	**13,437,057**	**49.8**	**10,476**	**14,511**	**1.0812**	**1.0521**
KENTUCKY															
CLARKSVILLE - HOPKINSVILLE	**160.7**	**191.0**	**18.9**	**58.3**	**24.6**	**1,424,963**	**79.9**	**16,929**	**24,442**	**912,577**	**78.7**	**10,915**	**15,653**	**.0609**	**.0686**
Christian	74.5	83.6	12.2	25.2	18.3	662,802	81.0	17,190	26,302	388,616	68.3	10,839	15,421	.0280	.0307
Montgomery, Tenn.	*86.2*	*107.4*	*24.6*	*33.1*	*29.8*	*762,161*	*78.9*	*16,711*	*23,026*	*523,961*	*87.2*	*10,978*	*15,830*	*.0329*	*.0379*
HUNTINGTON - ASHLAND	**298.1**	**305.1**	**2.3**	**112.4**	**7.1**	**2,824,088**	**63.3**	**16,490**	**25,125**	**1,670,315**	**55.4**	**10,247**	**14,860**	**.1268**	**.1263**
Boyd	53.3	53.1	−.4	19.0	3.3	553,112	61.0	18,669	29,111	381,307	55.1	13,358	20,069	.0258	.0254
Greenup	34.7	38.0	9.5	12.8	15.3	376,460	84.0	18,429	29,411	167,458	97.8	7,627	13,083	.0135	.0154
Lawrence, Ohio	*62.9*	*64.0*	*1.7*	*23.2*	*6.9*	*417,894*	*46.2*	*13,174*	*18,013*	*247,850*	*25.5*	*9,103*	*10,683*	*.0229*	*.0203*
Cabell, W. Va.	*105.8*	*106.3*	*.5*	*41.7*	*5.6*	*1,114,582*	*62.6*	*17,350*	*26,729*	*713,754*	*54.7*	*11,683*	*17,116*	*.0504*	*.0500*
Wayne, W. Va.	*41.4*	*43.7*	*5.6*	*15.7*	*10.6*	*362,040*	*71.9*	*14,827*	*23,060*	*159,946*	*87.2*	*6,016*	*10,188*	*.0142*	*.0152*
LEXINGTON-FAYETTE	**305.4**	**324.4**	**6.2**	**115.2**	**10.9**	**3,315,773**	**68.1**	**18,983**	**28,783**	**1,989,194**	**62.5**	**11,781**	**17,267**	**.1412**	**.1458**
Bourbon	19.3	18.7	−3.1	6.8	.0	189,769	57.8	17,680	27,907	72,310	54.1	6,899	10,634	.0078	.0073
Clark	27.7	29.4	6.1	10.6	11.6	267,889	70.1	16,576	25,273	165,330	67.1	10,418	15,597	.0116	.0121
Fayette	195.5	207.3	6.0	73.6	10.8	2,234,777	67.3	20,116	30,364	1,543,431	62.4	14,316	20,971	.0990	.1023
Jessamine	24.9	28.3	13.7	9.8	18.1	281,790	90.1	17,860	28,754	87,526	81.4	5,814	8,931	.0092	.0105
Scott	20.0	20.9	4.5	7.4	8.8	173,761	63.4	15,642	23,481	66,177	51.5	6,426	8,943	.0071	.0070
Woodford	18.0	19.8	10.0	7.0	14.8	167,787	60.9	17,096	23,970	54,420	52.6	5,846	7,774	.0065	.0066
LOUISVILLE	**894.2**	**903.3**	**1.0**	**325.8**	**6.2**	**9,940,355**	**58.7**	**20,404**	**30,511**	**5,228,634**	**49.0**	**11,437**	**16,049**	**.4275**	**.4146**
Bullitt	38.0	47.0	23.7	14.6	28.1	308,702	81.9	14,884	21,144	77,021	74.8	3,865	5,275	.0109	.0125
Jefferson	689.6	676.4	−1.9	248.0	3.5	8,279,297	60.1	21,592	33,384	4,260,775	51.1	11,774	17,181	.3457	.3366
Oldham	23.0	30.4	32.2	8.9	32.8	183,317	75.7	15,571	20,597	50,559	52.2	4,957	5,681	.0070	.0077
Clark, Ind.	*86.0*	*92.9*	*8.0*	*33.2*	*14.1*	*692,698*	*47.0*	*16,189*	*20,864*	*611,984*	*39.3*	*15,099*	*18,433*	*.0403*	*.0373*
Floyd, Ind.	*57.6*	*56.6*	*−1.7*	*21.1*	*4.5*	*476,341*	*37.9*	*17,106*	*22,575*	*228,295*	*31.7*	*8,581*	*10,820*	*.0236*	*.0205*
OWENSBORO	**83.8**	**85.4**	**1.9**	**29.3**	**6.5**	**840,785**	**64.7**	**18,569**	**28,696**	**502,272**	**59.1**	**11,479**	**17,142**	**.0369**	**.0373**
Daviess	83.8	85.4	1.9	29.3	6.5	840,785	64.7	18,569	28,696	502,272	59.1	11,479	17,142	.0369	.0373
TOTAL METRO COUNTIES	**1,598.4**	**1,641.9**	**2.7**	**576.7**	**7.4**	**17,524,323**	**64.2**	**19,873**	**30,387**	**9,421,748**	**57.1**	**11,164**	**16,337**	**.7362**	**.7400**
TOTAL STATE	**3,524.2**	**3,750.0**	**6.4**	**1,307.4**	**10.7**	**33,629,339**	**70.8**	**16,683**	**25,722**	**18,846,468**	**63.9**	**9,742**	**14,415**	**1.4266**	**1.4899**
LOUISIANA															
ALEXANDRIA	**140.7**	**146.9**	**4.4**	**47.9**	**9.1**	**1,084,711**	**64.4**	**15,034**	**22,645**	**743,395**	**64.2**	**10,310**	**15,520**	**.0524**	**.0536**
Grant	14.8	16.3	10.1	6.1	17.3	117,733	83.5	12,337	19,300	40,928	82.5	4,313	6,710	.0044	.0050
Rapides	125.9	130.6	3.7	41.8	8.0	966,978	62.3	15,396	23,133	702,467	63.3	11,116	16,805	.0480	.0486
BATON ROUGE	**449.6**	**478.2**	**6.4**	**170.6**	**15.3**	**5,172,031**	**75.1**	**19,955**	**30,317**	**2,581,839**	**68.3**	**10,366**	**15,134**	**.1996**	**.2131**
Ascension	44.1	47.8	8.4	15.0	12.8	394,206	74.1	17,020	26,280	235,708	83.6	9,653	15,714	.0165	.0181
East Baton Rouge	337.4	352.6	4.5	130.2	14.5	4,167,490	73.9	21,080	32,008	2,078,681	64.1	11,143	15,965	.1605	.1689
Livingston	49.9	58.1	16.4	18.9	21.9	461,642	87.0	15,926	24,426	211,282	96.4	6,942	11,179	.0170	.0199
West Baton Rouge	18.2	19.7	8.2	6.5	18.2	148,693	78.6	15,135	22,876	56,168	79.4	5,693	8,641	.0056	.0062
LAFAYETTE	**136.1**	**147.9**	**8.7**	**48.6**	**15.2**	**1,496,583**	**79.1**	**19,802**	**30,794**	**1,046,727**	**81.8**	**13,647**	**21,538**	**.0625**	**.0696**
Lafayette	136.1	147.9	8.7	48.6	15.2	1,496,583	79.1	19,802	30,794	1,046,727	81.8	13,647	21,538	.0625	.0696
LAKE CHARLES	**157.6**	**166.4**	**5.6**	**59.5**	**13.5**	**1,574,125**	**70.2**	**17,654**	**26,456**	**1,022,399**	**69.6**	**11,503**	**17,183**	**.0686**	**.0723**
Calcasieu	157.6	166.4	5.6	59.5	13.5	1,574,125	70.2	17,654	26,456	1,022,399	69.6	11,503	17,183	.0686	.0723
MONROE	**134.2**	**145.5**	**8.4**	**53.4**	**17.1**	**1,431,098**	**81.0**	**17,342**	**26,800**	**907,841**	**77.2**	**11,236**	**17,001**	**.0585**	**.0646**
Ouachita	134.2	145.5	8.4	53.4	17.1	1,431,098	81.0	17,342	26,800	907,841	77.2	11,236	17,001	.0585	.0646
NEW ORLEANS	**1,152.2**	**1,192.1**	**3.5**	**438.7**	**10.7**	**13,130,401**	**67.8**	**19,746**	**29,930**	**7,288,630**	**67.3**	**10,992**	**16,614**	**.5366**	**.5567**
Jefferson	434.3	471.5	8.6	164.5	17.2	5,603,419	76.9	22,556	34,063	3,797,050	73.5	15,589	23,082	.2298	.2505
Orleans	565.6	547.0	−3.3	214.3	3.4	5,995,799	58.7	18,227	27,979	2,790,553	58.0	8,517	13,022	.2474	.2417
St. Bernard	60.9	63.1	3.6	21.3	12.1	632,345	66.7	19,964	29,688	276,100	65.1	8,802	12,962	.0249	.0257
St. Tammany	91.4	110.5	20.9	38.6	30.0	898,838	78.8	16,923	23,286	424,927	80.4	7,931	11,008	.0345	.0388
SHREVEPORT	**361.7**	**377.1**	**4.3**	**135.0**	**10.7**	**3,427,204**	**66.7**	**16,852**	**25,387**	**2,136,406**	**63.9**	**10,687**	**15,825**	**.1521**	**.1566**
Bossier	74.6	78.9	5.8	25.4	9.5	605,025	61.0	16,195	23,820	354,808	71.4	8,924	13,969	.0275	.0282
Caddo	246.5	257.3	4.4	94.6	11.8	2,511,912	69.5	17,520	26,553	1,589,139	63.5	11,486	16,799	.1096	.1135
Webster	40.6	40.9	.7	15.0	5.6	310,267	56.7	13,942	20,684	192,459	53.9	8,804	12,831	.0152	.0149
TOTAL METRO COUNTIES	**2,532.1**	**2,654.1**	**4.8**	**953.7**	**12.1**	**27,316,153**	**70.2**	**18,869**	**28,642**	**15,727,237**	**68.4**	**10,980**	**16,491**	**1.1303**	**1.1865**
TOTAL STATE	**3,986.2**	**4,164.2**	**4.5**	**1,434.9**	**11.1**	**38,133,911**	**69.5**	**17,420**	**26,576**	**21,887,083**	**68.3**	**10,069**	**15,253**	**1.6212**	**1.6938**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
MAINE															
△ BANGOR	140.6	152.4	8.4	51.8	14.3	1,252,256	68.3	16,421	24,175	877,264	53.7	12,602	16,936	.0595	.0608
Penobscot	140.6	152.4	8.4	51.8	14.3	1,252,256	68.3	16,421	24,175	877,264	53.7	12,602	16,936	.0595	.0608
LEWISTON - AUBURN	94.8	96.3	1.6	35.8	6.9	724,228	48.4	14,566	20,230	480,867	35.9	10,565	13,432	.0386	.0352
Androscoggin	94.8	96.3	1.6	35.8	6.9	724,228	48.4	14,566	20,230	480,867	35.9	10,565	13,432	.0386	.0352
PORTLAND	232.9	240.8	3.4	88.8	8.8	2,296,347	59.5	17,639	25.860	1,520,056	46.8	12,691	17,118	.1090	.1059
Cumberland	205.8	212.7	3.4	78.2	8.6	2,073,517	59.9	18,012	26,516	1,418,385	47.1	13,396	18,138	.0991	.0962
Sagadahoc	27.1	28.1	3.7	10.6	10.4	222,830	56.4	14,840	21,022	101,671	43.0	7,408	9,592	.0099	.0097
TOTAL METRO COUNTIES	468.3	489.5	4.5	176.4	10.0	4,272,831	60.0	16,653	24,222	2,878,187	46.8	12,222	16,316	.2071	.2019
TOTAL STATE	1,100.0	1,169.6	6.3	420.4	12.0	9,835,938	64.0	15,973	23,397	6,114,418	52.7	10,667	14,544	.4554	.4563
MARYLAND															
BALTIMORE	2,164.6	2,293.9	6.0	846.3	14.2	21,772,337	59.8	18,379	25,727	10,448,339	53.6	9,175	12,346	.9198	.9120
Anne Arundel	360.2	407.4	13.1	140.2	22.0	3,437,033	60.1	18,688	24,515	1,939,116	65.0	10,230	13,831	.1506	.1548
Baltimore	649.8	694.9	6.9	261.5	16.3	8,058,898	63.1	21,966	30,818	3,261,130	53.5	9,446	12,471	.3086	.3099
Baltimore city	799.4	751.6	–6.0	289.7	1.1	6,163,595	43.1	15,032	21,276	3,426,497	36.2	8,781	11,828	.3148	.2781
Carroll	91.7	111.0	21.0	39.6	31.1	897,472	78.4	16,662	22,663	411,601	75.3	7,773	10,394	.0345	.0385
Harford	147.1	171.5	16.6	60.2	26.2	1,571,852	73.5	18,992	26,110	804,916	81.4	9,304	13,371	.0611	.0675
Howard	116.4	157.5	35.3	55.1	49.3	1,643,487	101.1	22,152	29,827	605,079	98.1	8,277	10,981	.0502	.0632
△ HAGERSTOWN	109.5	118.1	7.9	44.8	14.9	1,047,629	70.8	15,727	23,385	659,064	69.8	9,952	14,711	.0454	.0482
Washington	109.5	118.1	7.9	44.8	14.9	1,047,629	70.8	15,727	23,385	659,064	69.8	9,952	14,711	.0454	.0482
TOTAL METRO COUNTIES	3,560.8	3,866.3	5.6	1,399.8	13.1	40,761,724	59.9	20,594	29,120	20,655,954	57.3	10,609	14,756	1.7001	1.6959
TOTAL STATE	4,185.2	4,449.6	6.3	1,614.2	13.7	45,399,994	61.1	19,851	28,125	24,056,221	59.5	10,624	14,903	1.9133	1.9257
MASSACHUSETTS															
BOSTON - LOWELL - BROCKTON - LAWRENCE - HAVERHILL	3,914.6	4,033.9	3.0	1,481.3	9.4	41,916,987	50.8	20,520	28,297	22,515,204	53.6	10,826	15,200	1.8594	1.7786
Essex	623.1	620.5	–.4	236.7	6.2	6,561,906	47.6	19,941	27,722	3,734,879	49.1	11,239	15,779	.3029	.2823
Middlesex	1,390.4	1,429.2	2.8	512.6	9.4	14,676,811	46.4	21,404	28,632	7,399,931	47.8	10,687	14,436	.6586	.6128
Norfolk	620.0	641.8	3.5	226.0	10.1	8,122,910	55.7	25,418	35,942	4,108,584	63.9	12,217	18,180	.3296	.3266
Plymouth	399.7	444.9	11.3	155.8	18.6	4,076,260	60.5	19,323	26,163	2,323,521	65.2	10,707	14,913	.1761	.1807
Suffolk	701.2	687.8	–1.9	278.6	4.2	6,365,714	44.3	16,498	22,849	3,469,371	43.2	9,058	12,453	.3059	.2778
Rockingham, N. H.	*180.2*	*209.7*	*16.4*	*71.6*	*21.6*	*2,113,386*	*83.5*	*19,554*	*29,517*	*1,478,918*	*81.7*	*13,818*	*20,655*	*.0863*	*.0984*
NEW BEDFORD - FALL RIVER	467.2	490.2	4.9	187.5	12.0	4,324,347	55.8	16,582	23,063	2,416,501	59.8	9,032	12,888	.1943	.1920
Bristol	467.2	490.2	4.9	187.5	12.0	4,324,347	55.8	16,582	23,063	2,416,501	59.8	9,032	12,888	.1943	.1920
PITTSFIELD	141.9	143.0	.8	53.6	7.0	1,538,213	56.6	19,600	28,698	868,381	58.6	10,932	16,201	.0671	.0658
Berkshire	141.9	143.0	.8	53.6	7.0	1,538,213	56.6	19,600	28,698	868,381	58.6	10,932	16,201	.0671	.0658
SPRINGFIELD - CHICOPEE - HOLYOKE	590.1	608.2	3.1	221.1	9.3	5,478,641	48.2	18,289	24,779	2,866,422	52.8	9,280	12,964	.2509	.2377
Hampden	455.8	459.6	.8	173.1	7.2	4,370,717	47.4	18,365	25,250	2,362,412	52.5	9,594	13,648	.2013	.1891
Hampshire	134.3	148.6	10.6	48.0	17.9	1,107,924	51.4	17,984	23,082	504,010	54.2	8,033	10,500	.0496	.0486
WORCESTER - FITCHBURG - LEOMINSTER	643.8	670.1	4.1	243.9	11.2	6,701,040	57.9	19,349	27,475	3,766,923	64.8	10,418	15,445	.2900	.2904
Worcester	643.8	670.1	4.1	243.9	11.2	6,701,040	57.9	19,349	27,475	3,766,923	64.8	10,418	15,445	.2900	.2904
TOTAL METRO COUNTIES	5,577.4	5,735.7	2.8	2,115.8	9.4	57,845,842	50.9	19,819	27,340	30,954,513	54.2	10,374	14,630	2.5754	2.4661
TOTAL STATE	5,802.1	6,007.4	3.5	2,225.5	10.2	60,154,383	51.4	19,660	27,030	32,716,906	54.6	10,476	14,701	2.6841	2.5810



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- Half-a-million square feet of retail space in adjacent town of Auburn ... including Sears, The Outlet Company, Anderson-Little, Cherry & Webb. Plus 50 individual stores
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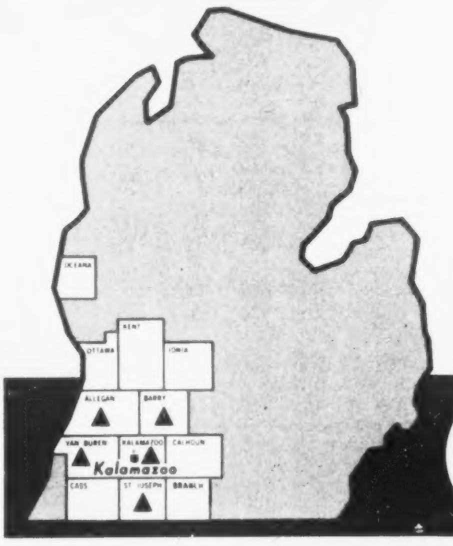
S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978-1983	12/31/83 Total Households (Thous.)	% Change 1978-1983	1983 Total EBI ($000)	% Change 1978-1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978-1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
MICHIGAN															
ANN ARBOR	255.1	267.9	5.0	93.7	11.4	3,454,658	67.2	24,570	36,869	1,713,379	51.3	13,470	18,286	.1367	.1378
Washtenaw	255.1	267.9	5.0	93.7	11.4	3,454,658	67.2	24,570	36,869	1,713,379	51.3	13,470	18,286	.1367	.1378
BATTLE CREEK	182.6	185.2	1.4	68.8	7.7	1,767,117	51.5	18,260	25,685	792,142	33.5	9,289	11,514	.0789	.0726
Barry	42.5	45.4	6.8	16.2	13.3	361,754	55.8	16,236	22,330	91,637	42.4	4,501	5,657	.0143	.0139
Calhoun	140.1	139.8	-.2	52.6	6.0	1,405,363	50.4	18,843	26,718	700,505	32.4	10,669	13,318	.0646	.0587
BAY CITY	119.9	120.4	.4	42.3	7.9	1,214,671	59.3	19,453	28,716	699,065	42.9	12,479	16,526	.0554	.0529
Bay	119.9	120.4	.4	42.3	7.9	1,214,671	59.3	19,453	28,716	699,065	42.9	12,479	16,526	.0554	.0529
△ **BENTON HARBOR - ST. JOSEPH**	217.2	229.5	5.7	86.1	12.7	1,669,987	43.1	15,274	19,396	961,662	31.8	9,553	11,169	.0872	.0783
Berrien	172.2	183.1	6.3	68.7	13.4	1,340,923	43.7	15,395	19,519	842,321	30.6	10,639	12,261	.0718	.0644
Cass	45.0	46.4	3.1	17.4	10.1	329,064	40.6	14,809	18,912	119,341	40.3	5,384	6,859	.0154	.0139
DETROIT	4,384.6	4,332.3	-1.2	1,566.7	6.0	55,225,742	58.2	23,623	35,250	24,926,649	41.3	11,938	15,910	2.2585	2.1474
Lapeer	67.9	76.0	11.9	25.1	23.0	519,523	56.1	16,318	20,698	234,673	60.3	7,177	9,350	.0231	.0232
Livingston	90.6	112.7	24.4	38.7	34.4	771,368	60.5	16,688	19,932	298,714	41.4	7,334	7,719	.0326	.0334
Macomb	695.4	732.2	5.3	243.7	12.4	9,222,314	68.8	25,196	37,843	3,835,773	57.9	11,207	15,740	.3422	.3517
Oakland	992.8	1,032.8	4.0	365.1	12.7	15,163,435	64.0	28,523	41,532	7,005,537	46.0	14,807	19,188	.5875	.5799
St. Clair	132.9	139.6	5.0	50.8	11.6	1,353,665	61.8	18,384	26,647	687,474	44.6	10,446	13,533	.0586	.0573
Wayne	2,405.0	2,239.0	-6.9	843.3	.1	28,195,437	52.0	22,030	33,435	12,864,478	34.3	11,375	15,255	1.2145	1.1019
DETROIT - ANN ARBOR CONSOLIDATED AREA	*4,639.7*	*4,600.2*	*-.9*	*1,660.4*	*6.3*	*58,680,400*	*58.7*	*23,674*	*35,341*	*26,640,028*	*41.9*	*12,020*	*16,044*	*2.3952*	*2.2852*
FLINT	519.4	517.9	-.3	185.7	6.7	6,577,066	63.4	23,122	35,418	3,220,999	48.1	12,492	17,345	.2668	.2619
Genesee	448.2	444.1	-.9	159.7	6.1	5,991,449	65.3	24,076	37,517	2,944,486	50.2	13,025	18,438	.2386	.2364
Shiawassee	71.2	73.8	3.7	26.0	10.2	585,617	45.7	17,034	22,524	276,513	28.9	9,092	10,635	.0282	.0255
GRAND RAPIDS	579.1	611.3	5.6	215.9	12.5	5,253,359	51.2	18,101	24,332	3,206,203	44.6	11,556	14,850	.2546	.2410
Kent	430.4	450.7	4.7	162.2	11.4	4,039,706	51.2	18,353	24,906	2,543,706	43.8	12,150	15,683	.1969	.1855
Ottawa	148.7	160.6	8.0	53.7	16.0	1,213,653	51.4	17,309	22,601	662,497	47.7	9,685	12,337	.0577	.0555
JACKSON	151.0	157.4	4.2	56.0	11.1	1,274,521	44.9	17,447	22,759	788,900	43.6	10,897	14,088	.0644	.0595
Jackson	151.0	157.4	4.2	56.0	11.1	1,274,521	44.9	17,447	22,759	788,900	43.6	10,897	14,088	.0644	.0595
KALAMAZOO - PORTAGE	272.1	282.1	3.7	100.9	10.4	2,341,977	45.1	17,653	23,211	1,377,077	38.0	10,917	13,648	.1173	.1071
Kalamazoo	209.2	215.6	3.1	76.0	9.7	1,827,926	42.5	18,507	24,052	1,111,090	36.8	11,717	14,620	.0933	.0842
Van Buren	62.9	66.5	5.7	24.9	12.7	514,051	55.3	14,974	20,645	265,987	43.1	8,411	10,682	.0240	.0229



Look at WKZO—the big buy for radio in Western Michigan

The WKZO Kalamazoo market is 12 counties big (nearest competitor, five) per Circulation Pulse '72, latest available.

Outside Kalamazoo county, WKZO reaches three times more adults than all competing stations combined.

This market is rich—more than $7 billion in effective buying income and $4.2 billion in retail sales.*

*Arbitron/ADI, Feb. 1978

▲ WKZO is Kalamazoo's Top-ranked Adult Station

During both the broadcast day and week, WKZO delivers 39% more adults 18+ than its closest competitor. More of the male audience 18+ and 25+ listen to WKZO during early drive time than to all five competitors combined. And, more women 18+ and 25+ listen to WKZO during early drive time than to any other station in the market any time of day.**

WKZO is the undisputed adult leader, reaching and selling the affluent mature radio listener in Kalamazoo.

**Arbitron April/May 1978

AM - TV - FM

The Fetzer Stations

RADIO
WKZO KALAMAZOO-BATTLE CREEK
WJFM GRAND RAPIDS-KALAMAZOO
WWAM-WKJF(FM) CADILLAC
TELEVISION
WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTV / CADILLAC-TRAVERSE CITY
/ WWUP-TV SAULT STE. MARIE
KOLN-TV / LINCOLN, NEBRASKA
/ KGIN-TV GRAND ISLAND, NEB.
KMEG-TV SIOUX CITY, IOWA

WKZO
CBS RADIO FOR KALAMAZOO
AND GREATER WESTERN MICHIGAN

Buckley Radio Sales, Inc., National Representatives

The Dynamite Dozen.

How would you like to reach 12 upper income communities where 73% of the adults have an average household income of $25,000? You can—with us. Our powerful market could have been custom built just for you. We reach more than 150,000 homes in Birmingham, West Bloomfield, Troy, Rochester, Southfield, Farmington, Redford, Livonia, Plymouth, Canton, Westland and Garden City.

When you advertise in the 12 Observer & Eccentric Newspapers, you advertise in papers that reach more people in their own hometowns combined than the Detroit Free Press or the News.

You can't beat our combination of penetration and purchasing power. Call us today. And ask for our TNT Report—it's dynamite.

Observer & Eccentric
NEWSPAPERS

36251 Schoolcraft
Livonia, MI 48150
313-591-2300

1225 Bowers
Birmingham, MI 48012
313-644-1100

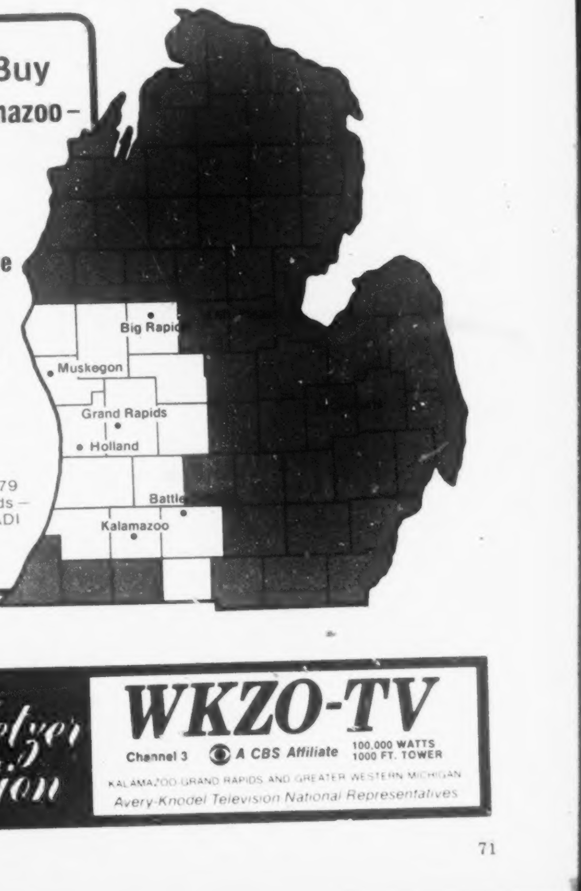
ACTIVE 3
WKZO-TV KALAMAZOO

Top 50 — Best Buy

Grand Rapids - Kalamazoo - Battle Creek

- **39th market in TV households**
- **40th market in effective buying income — $7.8 billion**
- **$1.0 billion food store sales**

Source: Arbitron ADI, 1978-79 broadcast year. Grand Rapids — Kalamazoo — Battle Creek ADI



You can get top-share of your prime-adult audience in Grand Rapids — Kalamazoo — Battle Creek with the market's number one adult station — WKZO-TV.*

- **One of the lowest CPM among the top 50 markets**
- **CBS affiliation**
- **Ask your Avery-Knodel representative about WKZO-TV.**

*Source Feb. '78 Arbitron 9 a.m. to 12 midnight Sunday through Saturday

AM-TV-FM
A Fetzer Station

WKZO-TV
Channel 3 A CBS Affiliate 100,000 WATTS 1000 FT. TOWER
KALAMAZOO-GRAND RAPIDS AND GREATER WESTERN MICHIGAN
Avery-Knodel Television National Representatives

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total House-holds (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
MICH. (cont.)															
LANSING - EAST LANSING	458.6	477.8	4.2	175.2	13.5	5,765,066	69.8	22,006	32,906	2,791,158	57.9	11,457	15,931	.2245	.2306
Clinton	54.7	54.6	-.2	19.9	11.8	580,382	62.1	20,112	29,165	213,665	67.2	7,179	10,737	.0221	.0221
Eaton	81.5	87.3	7.1	32.9	19.2	855,019	60.4	19,319	25,988	555,137	47.4	13,649	16,873	.0398	.0390
Ingham	273.4	281.5	3.0	103.8	11.3	3,837,821	72.4	23,860	36,973	1,807,836	60.4	12,077	17,417	.1435	.1492
Ionia	49.0	54.4	11.0	18.6	19.2	491,844	76.8	17,832	26,443	214,520	57.1	8,755	11,533	.0191	.0203
MUSKEGON - NORTON SHORES - MUSKEGON HEIGHTS	178.6	183.7	2.9	65.5	9.2	1,277,608	40.8	15,122	19,505	750,524	35.3	9,245	11,458	.0681	.0610
Muskegon	156.3	160.1	2.4	57.1	8.8	1,143,130	40.4	15,506	20,020	686,567	35.5	9,650	12,024	.0611	.0546
Oceana	22.3	23.6	5.8	8.4	12.0	134,478	44.1	12,441	16,009	63,957	33.1	6,406	7,614	.0070	.0064
SAGINAW	227.3	232.6	2.3	80.5	9.7	2,899,245	71.7	23,001	36,015	1,526,731	56.5	13,294	18,966	.1151	.1184
Saginaw	227.3	232.6	2.3	80.5	9.7	2,899,245	71.7	23,001	36,015	1,526,731	56.5	13,294	18,966	.1151	.1184
TOTAL METRO COUNTIES	7,676.3	7,737.1	.8	2,784.2	8.0	90,356,069	58.5	22,107	32,453	43,335,930	43.5	11,712	15,565	3.7861	3.6295
TOTAL STATE	9,201.3	9,387.8	2.0	3,380.6	9.2	101,991,536	58.3	20,813	30,170	50,827,708	42.9	11,486	15,035	4.3805	4.1983
MINNESOTA															
DULUTH - SUPERIOR	265.5	274.5	3.4	107.5	11.1	2,632,681	63.0	16,682	24,490	1,768,168	58.6	11,518	16,448	.1212	.1218
St. Louis	220.4	228.5	3.7	89.1	11.2	2,173,758	62.0	16,754	24,397	1,507,234	59.3	11,810	16,915	.1014	.1018
Douglas, Wisc.	*45.1*	*46.0*	*2.0*	*18.4*	*10.2*	*458,923*	*68.2*	*16,337*	*24,941*	*260,934*	*54.4*	*10,120*	*14,181*	*.0198*	*.0200*
FARGO - MOORHEAD	135.8	145.9	7.4	51.3	14.3	1,416,205	65.4	19,068	27,606	969,115	51.4	14,259	18,891	.0655	.0659
Clay	50.0	52.0	4.0	17.5	11.5	569,115	72.2	21,053	32,521	296,002	62.1	11,631	16,914	.0227	.0237
Cass, N. D.	*85.8*	*93.9*	*9.4*	*33.8*	*15.8*	*847,090*	*61.2*	*18,001*	*25,062*	*673,113*	*47.1*	*15,672*	*19,915*	*.0428*	*.0422*
MINNEAPOLIS - ST. PAUL	2,049.7	2,120.5	3.5	777.0	10.1	21,857,503	49.3	20,745	28,131	12,089,008	43.0	11,972	15,559	1.0050	.9372
Anoka	199.3	228.9	14.9	71.8	22.7	1,728,149	54.6	19,112	24,069	938,677	49.4	10,740	13,073	.0800	.0789
Carver	35.9	40.5	12.8	14.0	20.7	407,616	73.7	20,225	29,115	163,389	86.1	7,567	11,671	.0146	.0162
Chisago	23.8	27.0	13.4	9.9	20.7	213,785	65.8	15,728	21,594	84,726	51.7	6,810	8,558	.0087	.0089
Dakota	190.0	223.5	17.6	74.1	26.5	1,753,064	52.8	19,577	23,658	756,714	42.0	9,091	10,212	.0767	.0747
Hennepin	901.6	871.7	-3.3	346.3	3.8	10,139,723	42.2	21,385	29,280	6,296,231	38.3	13,655	18,181	.4968	.4411
Ramsey	448.3	429.3	-4.2	163.5	2.7	5,051,023	47.8	21,470	30,893	2,730,836	42.0	12,076	16,702	.2301	.2099
Scott	44.2	52.7	19.2	16.7	27.5	431,604	71.2	19,249	25,845	213,539	71.2	9,523	12,787	.0173	.0189
Washington	112.9	135.1	19.7	43.0	28.4	1,253,585	74.8	21,413	29,133	410,564	67.7	7,310	9,548	.0441	.0483
Wright	51.7	61.3	18.6	21.1	27.9	364,993	60.5	13,779	17,298	257,168	53.3	10,168	12,188	.0188	.0193
St. Croix, Wisc.	*42.0*	*50.5*	*20.2*	*16.6*	*25.8*	*513,961*	*92.0*	*20,281*	*30,962*	*237,164*	*79.0*	*10,036*	*14,287*	*.0179*	*.0210*
ROCHESTER	92.9	99.4	7.0	36.1	15.3	1,066,604	64.7	20,694	29,546	694,516	60.9	13,788	19,239	.0467	.0479
Olmsted	92.9	99.4	7.0	36.1	15.3	1,066,604	64.7	20,694	29,546	694,516	60.9	13,788	19,239	.0467	.0479
ST. CLOUD	161.7	183.6	13.5	55.5	21.2	1,297,500	70.2	16,640	23,379	1,599,699	65.8	21,071	28,823	.0766	.0816
Benton	23.3	25.0	7.3	8.1	14.1	173,026	57.4	15,488	21,361	115,324	61.8	10,036	14,238	.0085	.0087
Sherburne	31.2	41.1	31.7	13.5	42.1	290,014	87.5	16,284	21,483	103,941	70.5	6,416	7,699	.0105	.0123
Stearns	107.2	117.5	9.6	33.9	16.1	834,468	67.7	17,037	24,616	1,380,434	65.8	28,522	40,721	.0576	.0606
TOTAL METRO COUNTIES	2,569.8	2,674.2	4.1	973.6	10.8	26,811,409	51.8	20,106	27,538	16,127,233	47.3	12,466	16,565	1.2487	1.1866
TOTAL STATE	4,040.7	4,234.1	4.8	1,544.9	11.6	39,918,830	56.0	18,492	25,839	22,610,945	49.1	10,957	14,636	1.8128	1.7553
MISSISSIPPI															
BILOXI - GULFPORT	180.4	193.1	7.0	63.7	12.7	1,530,235	63.9	16,522	24,023	1,052,090	54.1	12,085	16,516	.0740	.0742
Hancock	19.6	22.4	14.3	7.6	18.8	147,400	67.1	13,785	19,395	82,246	51.6	8,477	10,822	.0069	.0072
Harrison	152.3	162.2	6.5	53.4	12.4	1,324,325	63.9	17,009	24,800	927,502	54.4	12,646	17,369	.0639	.0642
Stone	8.5	8.5	.0	2.7	3.8	58,510	56.8	14,356	21,670	42,342	52.2	10,702	15,682	.0032	.0028
△ HATTIESBURG	83.9	90.5	7.9	32.3	13.7	765,213	74.3	15,459	23,691	630,106	63.8	13,544	19,508	.0371	.0391
Forrest	63.8	67.9	6.4	24.4	12.4	572,816	69.6	15,566	23,476	567,103	63.0	16,037	23,242	.0305	.0316
Lamar	20.1	22.6	12.4	7.9	17.9	192,397	90.0	15,113	24,354	63,003	72.0	5,467	7,975	.0066	.0075
JACKSON	303.7	331.4	9.1	109.9	14.1	3,209,455	72.9	19,275	29,203	2,094,258	64.0	13,261	19,056	.1390	.1468
Hinds	239.9	253.0	5.5	86.4	10.5	2,621,048	68.7	19,871	30,336	1,842,573	62.3	14,514	21,326	.1175	.1215
Rankin	63.8	78.4	22.9	23.5	29.8	588,407	94.7	16,700	25,039	251,685	77.2	7,848	10,710	.0215	.0253
△ MERIDIAN	73.8	76.4	3.5	28.0	8.9	671,452	65.6	15,773	23,980	482,657	52.9	12,283	17,238	.0325	.0325
Lauderdale	73.8	76.4	3.5	28.0	8.9	671,452	65.6	15,773	23,980	482,657	52.9	12,283	17,238	.0325	.0325
PASCAGOULA - MOSS POINT	114.1	131.2	15.0	42.7	20.6	1,500,211	89.1	22,415	35,134	670,114	93.8	9,767	15,694	.0507	.0594
Jackson	114.1	131.2	15.0	42.7	20.6	1,500,211	89.1	22,415	35,134	670,114	93.8	9,767	15,694	.0507	.0594
TOTAL METRO COUNTIES	809.7	886.6	9.5	296.1	14.8	8,177,658	74.4	18,181	27,618	5,083,545	64.2	12,005	17,168	.3505	.3718
TOTAL STATE	2,418.2	2,535.7	4.9	855.2	10.4	19,954,482	69.8	15,166	23,333	12,186,415	58.9	9,897	14,250	.9094	.9345
MISSOURI															
COLUMBIA	92.0	95.3	3.6	33.1	9.6	813,254	53.1	17,584	24,570	519,472	51.5	11,350	15,694	.0393	.0379
Boone	92.0	95.3	3.6	33.1	9.6	813,254	53.1	17,584	24,570	519,472	51.5	11,350	15,694	.0393	.0379
△ JOPLIN	121.0	122.0	.8	49.1	5.8	875,565	48.2	12,730	17,832	771,441	43.0	11,624	15,712	.0513	.0474
Jasper	83.2	83.0	-.2	34.2	5.2	564,315	41.5	12,271	16,500	510,684	31.2	11,973	14,932	.0357	.0313
Newton	37.8	39.0	3.2	14.9	7.2	311,250	62.2	13,802	20,889	260,757	73.6	10,806	17,500	.0156	.0161
KANSAS CITY	1,299.7	1,263.7	-2.8	497.8	3.7	15,233,324	53.1	20,737	30,601	8,754,797	46.7	12,436	17,587	.6829	.6423
Cass	48.9	54.4	11.2	19.2	17.1	411,070	62.4	15,437	21,410	168,391	41.9	7,236	8,770	.0176	.0174
Clay	137.6	139.9	1.7	49.9	7.1	1,836,572	67.1	23,592	36,805	1,106,437	66.2	14,284	22,173	.0752	.0776

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total House-holds (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
MO. (cont.)															
Jackson	616.3	554.8	-10.0	243.4	-1.4	7,028,301	48.0	19,243	28,876	4,283,848	37.7	12,606	17,600	.3351	.2996
Platte	41.8	48.6	16.3	17.0	24.1	459,276	64.1	20,423	27,016	124,020	55.9	5,806	7,295	.0164	.0170
Ray	18.7	18.3	-2.1	7.2	4.3	153,241	51.0	14,703	21,283	112,367	62.2	10,039	15,607	.0077	.0075
Johnson, Kans.	*255.9*	*272.9*	*6.6*	*94.3*	*11.9*	*3,607,310*	*55.4*	*27,531*	*38,254*	*1,966,936*	*60.1*	*14,573*	*20,858*	*.1490*	*.1473*
Wyandotte, Kans.	*180.5*	*174.8*	*-3.2*	*66.8*	*2.5*	*1,737,554*	*51.4*	*17,605*	*26,011*	*992,798*	*42.8*	*10,666*	*14,862*	*.0819*	*.0759*
ST. JOSEPH	**101.9**	**99.9**	**-2.0**	**39.5**	**3.7**	**928,919**	**55.3**	**15,702**	**23,517**	**590,963**	**49.0**	**10,411**	**14,961**	**.0446**	**.0425**
Andrew	14.1	14.7	4.3	5.9	11.3	102,039	50.9	12,755	17,295	42,395	35.5	5,904	7,186	.0048	.0044
Buchanan	87.8	85.2	-3.0	33.6	2.4	826,880	55.8	16,178	24,610	548,568	50.1	11,139	16,326	.0398	.0381
ST. LOUIS	**2,389.7**	**2,477.0**	**3.7**	**878.3**	**9.0**	**25,951,229**	**59.1**	**20,247**	**29,547**	**12,895,370**	**45.6**	**10,992**	**14,682**	**1.1088**	**1.0751**
Franklin	66.0	71.4	8.2	25.3	13.5	687,866	75.7	17,553	27,188	385,949	68.6	10,264	15,255	.0279	.0300
Jefferson	128.8	139.0	7.9	45.5	13.5	1,176,377	64.4	17,844	25,854	443,217	55.6	7,102	9,741	.0471	.0476
St. Charles	126.1	141.9	12.5	46.0	18.9	926,196	53.1	15,634	20,135	480,843	40.5	8,842	10,453	.0450	.0435
St. Louis	985.0	1,024.7	4.0	346.7	9.3	12,820,905	58.7	25,467	36,980	6,299,180	45.7	13,628	18,169	.5289	.5123
St. Louis city	500.7	500.7	.0	199.0	5.0	4,850,491	59.6	16,039	24,374	2,585,695	46.9	9,288	12,993	.2156	.2083
Clinton, Ill.	*31.0*	*34.5*	*11.3*	*11.5*	*17.3*	*309,692*	*82.4*	*17,324*	*26,930*	*159,140*	*73.4*	*9,365*	*13,838*	*.0122*	*.0133*
Madison, Ill.	*247.1*	*245.9*	*-.5*	*90.3*	*5.6*	*2,350,234*	*51.7*	*18,122*	*26,027*	*1,261,956*	*30.8*	*11,285*	*13,975*	*.1117*	*.1015*
Monroe, Ill.	*18.8*	*19.3*	*2.7*	*7.0*	*9.4*	*205,648*	*70.6*	*18,831*	*29,378*	*57,590*	*40.0*	*6,428*	*8,227*	*.0074*	*.0076*
St. Clair, Ill.	*286.2*	*299.6*	*4.7*	*107.0*	*11.5*	*2,623,820*	*60.0*	*17,081*	*24,522*	*1,221,800*	*49.5*	*8,514*	*11,419*	*.1130*	*.1110*
SPRINGFIELD	**198.4**	**208.2**	**4.9**	**79.5**	**10.4**	**1,819,383**	**62.4**	**15,556**	**22,885**	**1,384,705**	**54.2**	**12,470**	**17,418**	**.0898**	**.0898**
Christian	22.0	24.7	12.3	9.7	19.8	173,986	73.7	12,363	17,937	69,276	62.6	5,260	7,142	.0070	.0076
Greene	176.4	183.5	4.0	69.8	9.2	1,645,397	61.3	15,961	23,573	1,315,429	53.8	13,384	18,846	.0828	.0822
TOTAL METRO COUNTIES	**3,183.2**	**3,219.1**	**1.1**	**1,200.4**	**6.7**	**34,787,416**	**57.0**	**19,693**	**28,980**	**19,256,528**	**46.3**	**11,698**	**16,042**	**1.5415**	**1.4784**
TOTAL STATE	**4,859.8**	**4,958.2**	**2.0**	**1,868.6**	**7.6**	**47,693,626**	**58.0**	**17,380**	**25,524**	**27,157,226**	**47.9**	**10,572**	**14,533**	**2.1642**	**2.0918**

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C.A.T.S. Computerized Audience Targeting Systems

Takes the Guess Work Out of Target Market/Media Analysis

TARGET	TARGET	TARGET	TARGET	TARGET
Kansas Citians holding a current passport	Adults, shopped for tires past 12 months	Females, $20,000 + Income Households	Males, 25-54 years old, who purchased new cars in the past year.	Heavy liquor users (purchase 3 fifths or more per month) 132,000
ANSWER	**ANSWER**	**ANSWER**	**ANSWER**	**ANSWER**
115,000 13% of SMSA • 78% read Sunday K.C. STAR	124,000 61% Male 39% Female • 61% read K.C. Times/STAR	158,000 33% of SMSA females • Target represents 36% of daily Times/STAR female readers	• 26% of SMSA Males • One Times/Star ad generates: 100 GRPS 1.6 Average Frequency	• 65% regularly read STAR magazine in the Sunday K.C. STAR

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	EFFECTIVE BUYING INCOME 1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	RETAIL SALES 1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	BUYING POWER INDEX 1978	BUYING POWER INDEX 1983
MONTANA															
BILLINGS	**105.1**	**119.7**	**13.9**	**46.3**	**23.1**	**1,040,662**	**71.7**	**16,116**	**22,477**	**781,345**	**81.9**	**11,426**	**16,876**	**.0464**	**.0510**
Yellowstone	105.1	119.7	13.9	46.3	23.1	1,040,662	71.7	16,116	22,477	781,345	81.9	11,426	16,876	.0464	.0510
GREAT FALLS	**85.3**	**85.5**	**.2**	**32.4**	**8.4**	**711,566**	**47.3**	**16,153**	**21,962**	**525,588**	**48.6**	**11,831**	**16,222**	**.0375**	**.0350**
Cascade	85.3	85.5	.2	32.4	8.4	711,566	47.3	16,153	21,962	525,588	48.6	11,831	16,222	.0375	.0350
△ **MISSOULA**	**68.5**	**75.4**	**10.1**	**28.2**	**18.5**	**722,993**	**70.2**	**17,851**	**25,638**	**482,467**	**72.2**	**11,769**	**17,109**	**.0313**	**.0333**
Missoula	68.5	75.4	10.1	28.2	18.5	722,993	70.2	17,851	25,638	482,467	72.2	11,769	17,109	.0313	.0333
TOTAL METRO COUNTIES	**258.9**	**280.6**	**8.4**	**106.9**	**17.1**	**2,475,221**	**63.5**	**16,580**	**23,155**	**1,789,400**	**68.3**	**11,648**	**16,739**	**.1152**	**.1193**
TOTAL STATE	**783.8**	**839.3**	**7.1**	**321.7**	**15.7**	**7,070,425**	**63.1**	**15,591**	**21,978**	**4,352,232**	**65.4**	**9,463**	**13,529**	**.3184**	**.3267**
NEBRASKA															
LINCOLN	**186.7**	**194.3**	**4.1**	**72.9**	**9.1**	**1,706,176**	**42.9**	**17,875**	**23,404**	**967,032**	**28.7**	**11,249**	**13,265**	**.0861**	**.0762**
Lancaster	186.7	194.3	4.1	72.9	9.1	1,706,176	42.9	17,875	23,404	967,032	28.7	11,249	13,265	.0861	.0762
OMAHA	**590.9**	**634.6**	**7.4**	**225.0**	**13.0**	**6,027,688**	**54.3**	**19,614**	**26,790**	**3,188,076**	**40.9**	**11,355**	**14,169**	**.2725**	**.2594**
Douglas	416.9	444.1	6.5	164.4	12.5	4,358,767	51.2	19,728	26,513	2,417,839	36.5	12,126	14,707	.2030	.1889
Sarpy	86.2	101.6	17.9	29.2	23.7	773,722	65.8	19,779	26,497	309,507	56.1	8,401	10,600	.0314	.0327
Pottawattamie, Iowa	*87.8*	*88.9*	*1.3*	*31.4*	*6.4*	*895,199*	*60.4*	*18,922*	*28,510*	*460,730*	*57.8*	*9,900*	*14,673*	*.0381*	*.0378*
TOTAL METRO COUNTIES	**707.3**	**761.0**	**7.6**	**273.6**	**13.0**	**7,008,231**	**51.0**	**19,158**	**25,615**	**3,767,936**	**36.2**	**11,426**	**13,772**	**.3271**	**.3051**
TOTAL STATE	**1,583.0**	**1,663.7**	**5.1**	**618.8**	**10.0**	**15,296,772**	**55.3**	**17,500**	**24,720**	**8,298,250**	**43.7**	**10,262**	**13,410**	**.6979**	**.6677**
NEVADA															
LAS VEGAS	**377.3**	**437.1**	**15.8**	**166.6**	**22.2**	**4,719,670**	**73.3**	**19,979**	**28,329**	**2,926,139**	**72.1**	**12,471**	**17,564**	**.1913**	**.2080**
Clark	377.3	437.1	15.8	166.6	22.2	4,719,670	73.3	19,979	28,329	2,926,139	72.1	12,471	17,564	.1913	.2080
RENO	**165.2**	**182.9**	**10.7**	**75.1**	**16.8**	**2,397,175**	**73.4**	**21,496**	**31,920**	**1,516,192**	**80.5**	**13,061**	**20,189**	**.0938**	**.1031**
Washoe	165.2	182.9	10.7	75.1	16.8	2,397,175	73.4	21,496	31,920	1,516,192	80.5	13,061	20,189	.0938	.1031
TOTAL METRO COUNTIES	**542.5**	**620.0**	**14.3**	**241.7**	**20.5**	**7,116,845**	**73.4**	**20,465**	**29,445**	**4,442,331**	**74.9**	**12,660**	**18,380**	**.2851**	**.3111**
TOTAL STATE	**668.0**	**757.2**	**13.4**	**293.8**	**19.4**	**8,521,775**	**72.0**	**20,145**	**29,005**	**5,231,154**	**72.8**	**12,306**	**17,805**	**.3440**	**.3714**
NEW HAMPSHIRE															
MANCHESTER - NASHUA	**263.7**	**285.6**	**8.3**	**101.3**	**13.6**	**2,899,726**	**70.0**	**19,120**	**28,625**	**1,838,861**	**67.0**	**12,341**	**18,153**	**.1237**	**.1302**
Hillsborough	263.7	285.6	8.3	101.3	13.6	2,899,726	70.0	19,120	28,625	1,838,861	67.0	12,341	18,153	.1237	.1302
TOTAL METRO COUNTIES	**443.9**	**495.3**	**11.6**	**172.9**	**16.7**	**5,013,112**	**75.5**	**19,292**	**28,994**	**3,317,779**	**73.3**	**12,929**	**19,189**	**.2100**	**.2286**
TOTAL STATE	**875.7**	**950.1**	**8.5**	**336.0**	**13.5**	**9,225,102**	**68.6**	**18,488**	**27,456**	**6,086,628**	**63.5**	**12,573**	**18,115**	**.4064**	**.4234**

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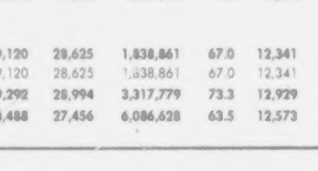

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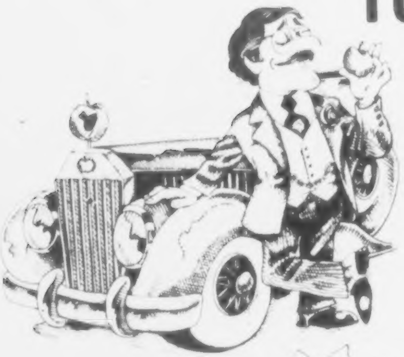
S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION 12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	EFFECTIVE BUYING INCOME 1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	RETAIL SALES 1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	BUYING POWER INDEX 1978	BUYING POWER INDEX 1983
NEW JERSEY															
ATLANTIC CITY	189.7	202.4	6.7	82.9	12.9	1,964,713	63.8	16,343	23,700	1,068,183	47.9	9,840	12,885	.0854	.0848
Atlantic	189.7	202.4	6.7	82.9	12.9	1,964,713	63.8	16,343	23,700	1,068,183	47.9	9,840	12,885	.0854	.0848
JERSEY CITY	559.6	546.3	-2.4	217.8	2.9	5,918,661	54.7	18,076	27,175	2,608,443	39.7	8,821	11,976	.2525	.2358
Hudson	559.6	546.3	-2.4	217.8	2.9	5,918,661	54.7	18,076	27,175	2,608,443	39.7	8,821	11,976	.2525	.2358
LONG BRANCH - ASBURY PARK	494.1	519.3	5.1	165.9	7.7	5,616,906	58.0	23,082	33,857	2,984,886	50.0	12,922	17,992	.2415	.2358
Monmouth	494.1	519.3	5.1	165.9	7.7	5,616,906	58.0	23,082	33,857	2,984,886	50.0	12,922	17,992	.2415	.2358
NEWARK	1,957.0	1,957.8	.0	686.8	3.9	25,351,788	55.7	24,646	36,913	11,373,791	54.6	11,133	16,561	1.0137	.9815
Essex	845.7	836.0	-1.1	307.2	2.8	10,317,490	55.0	22,271	33,586	4,451,347	51.8	9,808	14,490	.4157	.3987
Morris	395.4	404.9	2.4	131.1	6.7	5,377,781	59.3	27,462	41,020	2,750,713	56.2	14,329	20,982	.2178	.2152
Somerset	209.4	221.9	6.0	69.3	8.6	2,824,799	56.7	28,262	40,762	1,411,772	61.3	13,714	20,372	.1138	.1131
Union	506.5	495.0	-2.3	179.2	2.3	6,831,718	53.5	25,407	38,123	2,759,959	54.3	10,211	15,402	.2664	.2545
NEW BRUNSWICK - PERTH AMBOY - SAYREVILLE	589.0	599.2	1.7	187.8	4.5	7,004,322	59.7	24,408	37,297	3,744,665	54.5	13,488	19,940	.2949	.2903
Middlesex	589.0	599.2	1.7	187.8	4.5	7,004,322	59.7	24,408	37,297	3,744,665	54.5	13,488	19,940	.2949	.2903
PATERSON - CLIFTON - PASSAIC	454.9	448.7	-1.4	169.1	4.3	5,266,839	54.6	21,003	31,146	2,934,846	60.6	11,264	17,356	.2267	.2209
Passaic	454.9	448.7	-1.4	169.1	4.3	5,266,839	54.6	21,003	31,146	2,934,846	60.6	11,264	17,356	.2267	.2209
TRENTON	320.7	333.5	4.0	120.4	10.1	4,218,334	66.6	23,148	35,036	1,632,934	50.2	9,939	13,563	.1569	.1578
Mercer	320.7	333.5	4.0	120.4	10.1	4,218,334	66.6	23,148	35,036	1,632,934	50.2	9,939	13,563	.1569	.1578
VINELAND - MILLVILLE - BRIDGETON	134.1	146.8	9.5	52.4	15.7	1,427,918	73.4	18,177	27,250	817,275	62.4	11,106	15,597	.0592	.0626
Cumberland	134.1	146.8	9.5	52.4	15.7	1,427,918	73.4	18,177	27,250	817,275	62.4	11,106	15,597	.0592	.0626
TOTAL METRO COUNTIES	6,749.3	6,857.2	1.6	2,418.0	6.2	81,935,758	56.6	22,974	33,886	38,982,984	51.7	11,288	16,122	3.3746	3.2699
TOTAL STATE	7,343.2	7,584.3	3.3	2,675.7	7.9	88,516,861	58.2	22,568	33,082	42,758,988	53.2	11,258	15,980	3.6362	3.5631
NEW MEXICO															
ALBUQUERQUE	413.3	436.4	5.6	169.1	15.3	3,883,079	55.1	17,079	22,963	2,552,230	53.8	11,317	15,093	.1854	.1812
Bernalillo	389.2	408.8	5.0	161.3	15.1	3,766,698	55.0	17,344	23,352	2,514,350	53.9	11,661	15,588	.1797	.1754
Sandoval	24.1	27.6	14.5	7.8	20.0	116,381	57.7	11,353	14,921	37,880	49.5	3,897	4,856	.0057	.0058
LAS CRUCES	85.4	95.8	12.2	30.5	18.7	693,128	67.0	16,153	22,726	451,923	70.2	10,329	14,817	.0318	.0338
Dona Ana	85.4	95.8	12.2	30.5	18.7	693,128	67.0	16,153	22,726	451,923	70.2	10,329	14,817	.0318	.0338
△ **SANTA FE**	66.5	74.8	12.5	26.8	21.3	674,113	73.4	17,587	25,153	516,966	71.5	13,642	19,290	.0306	.0330
Santa Fe	66.5	74.8	12.5	26.8	21.3	674,113	73.4	17,587	25,153	516,966	71.5	13,642	19,290	.0306	.0330
TOTAL METRO COUNTIES	565.2	607.0	7.4	226.4	16.5	5,250,320	58.7	17,014	23,190	3,521,119	58.2	11,450	15,553	.2478	.2480
TOTAL STATE	1,229.7	1,349.5	9.7	481.0	17.4	11,144,010	65.5	16,438	23,168	7,299,217	64.1	10,856	15,175	.5090	.5277
NEW YORK															
ALBANY - SCHENECTADY - TROY	790.5	788.3	-.3	295.2	5.3	7,781,185	47.9	18,766	26,359	4,178,803	53.6	9,705	14,156	.3544	.3334
Albany	284.0	279.5	-1.6	107.3	3.9	3,172,889	48.2	20,721	29,570	1,813,871	58.6	11,071	16,905	.1421	.1349
Montgomery	56.5	58.5	3.5	23.7	10.7	447,540	47.5	14,176	18,884	257,931	54.7	7,789	10,883	.0218	.0206
Rensselaer	150.1	148.4	-1.1	54.0	4.7	1,338,681	48.5	17,467	24,790	576,733	47.5	7,577	10,680	.0593	.0552
Saratoga	146.3	157.1	7.4	54.0	13.4	1,232,039	51.3	17,103	22,816	669,712	57.9	8,912	12,402	.0572	.0558
Schenectady	153.6	144.8	-5.7	56.2	-.4	1,590,036	44.4	19,519	28,292	860,556	44.7	10,546	15,312	.0740	.0669



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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
N.Y. (cont.)															
BINGHAMTON	305.0	311.0	2.0	117.7	8.7	2,335,705	39.9	15,419	19,845	1,320,677	36.2	8,951	11,221	.1213	.1080
Broome	216.7	218.2	.7	84.2	7.5	1,621,805	35.0	15,345	19,261	1,031,202	34.1	9,820	12,247	.0897	.0779
Tioga	49.4	52.9	7.1	19.0	14.5	434,811	55.6	16,832	22,885	161,307	50.3	6,466	8,490	.0181	.0177
Susquehanna, Pa.	*38.9*	*39.9*	*2.6*	*14.5*	*8.2*	*279,089*	*47.7*	*14,104*	*19,248*	*128,168*	*37.5*	*6,958*	*8,839*	*.0135*	*.0124*
BUFFALO	1,294.1	1,276.5	–1.4	487.5	5.6	11,920,223	42.3	18,139	24,452	5,951,604	41.0	9,140	12,208	.5636	.5064
Erie	1,059.4	1,040.4	–1.8	398.2	5.1	10,014,132	42.6	18,530	25,148	5,095,721	41.7	9,492	12,797	.4723	.4249
Niagara	234.7	236.1	.6	89.3	8.0	1,906,091	41.0	16,346	21,345	855,883	37.5	7,526	9,584	.0913	.0815
ELMIRA	96.9	94.4	–2.6	35.9	4.4	796,133	44.4	16,027	22,176	607,048	41.9	12,435	16,909	.0437	.0395
Chemung	96.9	94.4	–2.6	35.9	4.4	796,133	44.4	16,027	22,176	607,048	41.9	12,435	16,909	.0437	.0395
△ **JAMESTOWN**	144.1	143.6	–.3	57.5	6.7	1,107,664	43.0	14,367	19,264	698,732	44.6	8,968	12,152	.0578	.0527
Chautauqua	144.1	143.6	–.3	57.5	6.7	1,107,664	43.0	14,367	19,264	698,732	44.6	8,968	12,152	.0578	.0527
NASSAU - SUFFOLK	2,704.4	2,833.3	4.8	925.0	11.4	32,280,517	53.2	25,394	34,898	16,528,384	62.0	12,293	17,869	1.3524	1.3271
Nassau	1,387.3	1,382.7	–.3	471.8	6.6	18,606,983	48.4	28,323	39,438	9,196,594	56.1	13,311	19,493	.7779	.7355
Suffolk	1,317.1	1,450.6	10.1	453.2	17.0	13,673,534	60.1	22,047	30,171	7,331,790	70.1	11,130	16,178	.5745	.5916
△ **NEWBURGH - MIDDLETOWN**	251.9	275.7	9.4	100.1	17.5	2,327,370	58.3	17,260	23,250	1,423,196	61.6	10,334	14,218	.1063	.1073
Orange	251.9	275.7	9.4	100.1	17.5	2,327,370	58.3	17,260	23,250	1,423,196	61.6	10,334	14,218	.1063	.1073
NEW YORK	9,386.7	9,281.7	–1.1	3,757.5	3.3	98,997,306	42.5	19,090	26,347	42,027,066	47.0	7,856	11,185	4.3155	3.9186
Bronx	1,269.9	1,224.6	–3.6	495.2	2.3	8,858,286	32.5	13,803	17,888	3,457,256	43.4	4,978	6,982	.4362	.3776
Kings	2,321.4	2,235.1	–3.7	898.7	2.0	17,680,345	35.0	14,865	19,673	5,828,945	38.7	5,587	7,599	.8467	.7339
New York (Manhattan)	1,402.2	1,386.4	–1.1	692.9	–.9	21,380,826	48.0	20,657	30,857	11,735,914	46.7	11,436	16,937	.9228	.8552
Putnam	74.0	83.4	12.7	29.3	21.1	664,794	58.1	17,380	22,689	304,772	64.2	7,670	10,402	.0281	.0287
Queens	1,977.3	1,981.6	.2	822.9	6.4	21,151,024	44.9	18,864	25,703	6,727,781	55.3	5,601	8,176	.8457	.7843
Richmond	340.6	378.0	11.0	133.1	18.3	3,173,504	57.3	17,932	23,843	1,275,923	74.1	6,513	9,586	.1280	.1309
Rockland	262.2	277.9	6.0	80.1	8.8	2,854,389	53.7	25,225	35,635	1,349,298	58.3	11,584	16,845	.1195	.1171
Westchester	869.5	865.8	–.4	295.8	2.2	11,191,580	39.4	27,738	37,835	5,303,958	52.9	11,990	17,931	.4854	.4401
Bergen, N.J.	*869.6*	*848.9*	*–2.4*	*309.5*	*3.0*	*12,042,558*	*44.8*	*27,672*	*38,910*	*5,043,219*	*37.0*	*12,246*	*16,295*	*.5031*	*.4508*
NEW YORK - NEWARK - JERSEY CITY - BRIDGEPORT CONSOLIDATED AREA	*16,967.6*	*17,026.8*	*.3*	*6,419.4*	*4.8*	*192,614,115*	*48.3*	*21,216*	*30,005*	*87,418,833*	*51.8*	*9,404*	*13,618*	*8.1683*	*7.6670*
POUGHKEEPSIE	235.6	245.9	4.4	85.3	11.6	2,032,367	48.9	17,865	23,826	1,135,526	56.9	9,474	13,312	.0954	.0917
Dutchess	235.6	245.9	4.4	85.3	11.6	2,032,367	48.9	17,865	23,826	1,135,526	56.9	9,474	13,312	.0954	.0917
ROCHESTER	973.7	981.5	.8	371.5	8.1	10,474,942	49.8	20,352	28,196	5,029,792	54.6	9,470	13,539	.4509	.4282
Livingston	57.4	58.9	2.6	20.6	10.8	397,367	42.0	15,044	19,290	199,137	48.7	7,202	9,667	.0199	.0183
Monroe	705.7	704.6	–.2	270.5	7.0	8,392,597	51.1	21,972	31,026	3,813,672	58.0	9,550	14,099	.3457	.3310
Ontario	89.0	94.9	6.6	34.7	14.9	703,693	50.4	15,492	20,279	431,244	48.9	9,587	12,428	.0349	.0334
Orleans	39.0	40.5	3.8	15.1	11.9	306,404	44.2	15,739	20,292	120,719	51.1	5,920	7,995	.0140	.0130
Wayne	82.6	82.6	.0	30.6	7.4	674,881	41.2	16,773	22,055	465,020	38.2	11,804	15,197	.0364	.0325
SYRACUSE	647.7	662.9	2.3	238.9	8.9	6,352,921	52.8	18,946	26,592	3,084,943	57.2	8,946	12,913	.2753	.2664
Madison	65.7	67.7	3.0	23.0	10.6	551,876	54.3	17,199	23,995	226,345	48.8	7,314	9,841	.0240	.0231
Onondaga	471.1	477.9	1.4	175.3	7.8	4,906,411	52.0	19,849	27,989	2,445,527	59.4	9,437	13,951	.2113	.2043
Oswego	110.9	117.3	5.8	40.6	12.8	894,634	56.6	15,874	22,035	413,071	49.6	7,669	10,174	.0400	.0390
UTICA - ROME	323.8	313.4	–3.2	118.4	3.8	2,499,090	39.1	15,742	21,107	1,432,722	44.4	8,695	12,101	.1283	.1144
Herkimer	66.3	64.3	–3.0	25.6	4.5	488,265	41.6	14,077	19,073	318,858	58.7	8,202	12,455	.0255	.0235
Oneida	257.5	249.1	–3.3	92.8	3.6	2,010,825	38.6	16,198	21,668	1,113,864	40.8	8,829	12,003	.1028	.0909
TOTAL METRO COUNTIES	16,245.9	16,319.4	.5	6,266.5	5.6	166,583,776	45.6	19,293	26,583	78,247,106	51.5	8,707	12,487	7.3483	6.8305
TOTAL STATE	17,938.7	18,104.5	.9	6,924.4	6.3	180,323,294	46.1	18,938	26,042	85,959,042	51.9	8,686	12,414	7.9942	7.4615

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Source: * S&MM 1979 Survey of Buying Power

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
NORTH CAROLINA															
ASHEVILLE	**169.3**	**175.7**	**3.8**	**71.2**	**12.1**	**1,762,471**	**71.4**	**16,195**	**24,754**	**1,080,677**	**74.8**	**9,738**	**15,178**	**.0739**	**.0785**
Buncombe	152.5	158.7	4.1	65.5	13.1	1,666,069	72.4	16,692	25,436	1,057,467	74.9	10,445	16,145	.0696	.0743
Madison	16.8	17.0	1.2	5.7	1.8	96,402	55.7	11,058	16,913	23,210	70.7	2,428	4,072	.0043	.0042
BURLINGTON	**101.9**	**106.1**	**4.1**	**39.3**	**10.7**	**932,965**	**53.9**	**17,077**	**23,740**	**619,905**	**65.0**	**10,580**	**15,774**	**.0440**	**.0439**
Alamance	101.9	106.1	4.1	39.3	10.7	932,965	53.9	17,077	23,740	619,905	65.0	10,580	15,774	.0440	.0439
CHARLOTTE - GASTONIA	**611.9**	**645.5**	**5.5**	**230.5**	**11.0**	**7,050,553**	**67.9**	**20,215**	**30,588**	**4,263,687**	**68.3**	**12,198**	**18,498**	**.2946**	**.3072**
Gaston	159.3	160.1	.5	57.8	6.6	1,594,195	61.3	18,240	27,581	731,452	63.2	8,268	12,655	.0653	.0652
Mecklenburg	386.2	411.6	6.6	147.9	11.9	4,826,745	69.3	21,571	32,635	3,234,069	67.9	14,572	21,867	.2049	.2152
Union	66.4	73.8	11.1	24.8	16.4	629,613	75.7	16,827	25,388	298,166	87.5	7,466	12,023	.0244	.0268
FAYETTEVILLE	**238.4**	**261.4**	**9.6**	**84.3**	**19.9**	**2,173,436**	**72.9**	**17,886**	**25,782**	**1,280,145**	**85.2**	**9,835**	**15,186**	**.0907**	**.0993**
Cumberland	238.4	261.4	9.6	84.3	19.9	2,173,436	72.9	17,886	25,782	1,280,145	85.2	9,835	15,186	.0907	.0993
GREENSBORO - WINSTON-SALEM - HIGH POINT	**789.8**	**841.9**	**6.6**	**314.5**	**13.3**	**8,742,482**	**68.1**	**18,729**	**27,798**	**4,913,216**	**75.2**	**10,100**	**15,622**	**.3551**	**.3762**
Davidson	104.7	110.6	5.6	40.8	12.4	1,037,457	67.8	17,029	25,428	501,724	80.5	7,656	12,297	.0412	.0436
Forsyth	233.0	246.9	6.0	94.2	12.7	2,745,547	69.0	19,433	29,146	1,704,425	78.0	11,455	18,094	.1127	.1204
Guilford	310.4	334.1	7.6	122.8	14.3	3,610,614	67.8	20,036	29,402	2,164,902	72.5	11,683	17,629	.1489	.1574
Randolph	84.1	87.9	4.5	33.6	11.3	809,968	62.4	16,517	24,106	359,451	70.0	7,000	10,698	.0326	.0335
Stokes	30.0	32.4	8.0	11.6	13.7	268,518	72.3	15,280	23,148	70,093	73.0	3,973	6,043	.0096	.0103
Yadkin	27.6	30.0	8.7	11.5	15.0	270,378	78.4	15,159	23,511	112,621	80.3	6,247	9,793	.0101	.0110
△ KANNAPOLIS - CONCORD - SALISBURY	**174.7**	**175.0**	**.2**	**66.5**	**6.4**	**1,462,994**	**49.8**	**15,624**	**22,000**	**883,941**	**57.2**	**8,996**	**13,292**	**.0706**	**.0673**
Cabarrus	79.9	81.1	1.5	30.9	8.4	563,723	38.7	14,263	18,243	435,886	44.0	10,620	14,106	.0325	.0293
Rowan	94.8	93.9	-.9	35.6	4.7	899,271	57.8	16,764	25,260	448,055	72.6	7,634	12,586	.0381	.0380
RALEIGH - DURHAM	**503.7**	**564.1**	**12.0**	**217.0**	**22.3**	**6,107,737**	**79.9**	**19,131**	**28,146**	**3,264,572**	**86.2**	**9,880**	**15,044**	**.2280**	**.2565**
Durham	147.3	159.0	7.9	61.7	16.9	1,709,710	75.3	18,475	27,710	996,123	84.4	10,233	16,145	.0671	.0737
Orange	72.0	80.4	11.7	29.2	21.2	880,159	81.8	20,087	30,142	351,239	84.5	7,898	12,029	.0303	.0341
Wake	284.4	324.7	14.2	126.1	25.3	3,517,868	81.7	19,247	27,897	1,917,210	87.4	10,169	15,204	.1306	.1487
WILMINGTON	**134.4**	**151.9**	**13.0**	**62.0**	**23.3**	**1,513,669**	**84.6**	**16,298**	**24,414**	**945,572**	**87.7**	**10,017**	**15,251**	**.0592**	**.0679**
Brunswick	34.1	44.0	29.0	16.5	41.0	352,572	113.8	14,092	21,368	146,529	117.8	5,749	8,881	.0114	.0148
New Hanover	100.3	107.9	7.6	45.5	17.9	1,161,097	77.3	16,967	25,519	799,043	83.0	11,311	17,561	.0478	.0531
TOTAL METRO COUNTIES	**2,733.9**	**2,933.5**	**7.3**	**1,089.9**	**14.9**	**29,833,858**	**70.2**	**18,480**	**27,373**	**17,270,342**	**75.3**	**10,387**	**15,846**	**1.2189**	**1.3002**
TOTAL STATE	**5,627.1**	**5,992.8**	**6.5**	**2,154.4**	**13.3**	**53,916,946**	**70.2**	**16,664**	**25,026**	**31,955,896**	**77.6**	**9,463**	**14,833**	**2.2728**	**2.4278**

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
NORTH DAKOTA															
BISMARCK	76.4	84.8	11.0	29.8	17.3	711,842	64.1	17,078	23,887	512,606	61.9	12,464	17,202	.0335	.0346
Burleigh	52.2	57.3	9.8	20.3	16.0	509,700	60.5	18,146	25,108	400,961	60.4	14,288	19,752	.0249	.0253
Morton	24.2	27.5	13.6	9.5	20.3	202,142	73.9	14,713	21,278	111,645	67.8	8,422	11,752	.0086	.0093
FARGO - MOORHEAD	135.8	145.9	7.4	51.3	14.3	1,416,205	65.4	19,068	27,606	969,115	51.4	14,259	18,891	.0655	.0659
Cass	85.8	93.9	9.4	33.8	15.8	847,090	61.2	18,001	25,062	673,113	47.1	15,672	19,915	.0428	.0422
Clay, Minn	50.0	52.0	4.0	17.5	11.5	569,115	72.2	21,053	32,521	296,002	62.1	11,631	16,914	.0227	.0237
GRAND FORKS	104.4	113.0	8.2	39.3	15.6	961,520	64.8	17,155	24,466	615,274	62.2	11,160	15,656	.0435	.0448
Grand Forks	67.3	72.3	7.4	24.3	14.6	600,638	57.9	17,938	24,718	437,336	60.0	12,891	17,997	.0293	.0294
Polk, Minn.	37.1	40.7	9.7	15.0	17.2	360,882	77.8	15,858	24,059	177,938	67.6	8,293	11,863	.0142	.0154
TOTAL METRO COUNTIES	229.5	251.0	9.4	87.9	16.0	2,159,570	61.2	17,674	24,568	1,623,055	54.9	13,819	18,465	.1056	.1062
TOTAL STATE	660.9	689.5	4.3	242.7	10.9	5,921,907	59.3	16,989	24,400	3,579,034	53.1	10,682	14,747	.2748	.2709
OHIO															
AKRON	661.5	649.3	-1.8	234.0	3.8	6,144,912	41.0	19,326	26,260	3,022,475	25.0	10,723	12,917	.3002	.2592
Portage	133.3	136.8	2.6	43.5	8.8	1,159,360	46.3	19,813	26,652	547,378	41.3	9,685	12,583	.0538	.0496
Summit	528.2	512.5	-3.0	190.5	2.7	4,985,552	39.8	19,221	26,171	2,475,097	21.9	10,946	12,993	.2464	.2096
CANTON	406.9	408.4	.4	148.6	6.0	4,021,751	52.2	18,851	27,064	2,509,041	42.4	12,565	16,885	.1935	.1806
Carroll	26.3	26.9	2.3	9.5	8.0	206,908	54.8	15,191	21,780	110,004	44.4	8,659	11,579	.0099	.0093
Stark	380.6	381.5	.2	139.1	5.9	3,814,843	52.0	19,096	27,425	2,399,037	42.3	12,827	17,247	.1836	.1713
CINCINNATI	1,377.0	1,383.2	.5	504.0	5.7	14,595,809	55.1	19,734	28,960	7,501,492	42.7	11,022	14,884	.6450	.6097
Clermont	116.3	127.9	10.0	42.4	16.2	1,375,690	79.3	21,023	32,446	570,760	66.5	9,392	13,461	.0499	.0540
Hamilton	879.4	861.3	-2.1	328.6	3.7	9,389,724	49.5	19,815	28,575	5,031,362	35.8	11,692	15,312	.4342	.3945
Warren	91.1	95.6	4.9	31.4	11.0	973,803	64.0	20,979	31,013	411,800	56.0	9,327	13,115	.0386	.0388
Dearborn, Ind.	32.5	35.0	7.7	12.5	13.6	275,866	59.9	15,680	22,069	125,488	47.5	7,735	10,039	.0120	.0120
Boone, Ky.	40.3	45.2	12.2	14.1	15.6	447,908	77.0	20,742	31,767	275,188	76.8	12,755	19,517	.0181	.0201
Campbell, Ky.	84.6	81.1	-4.1	27.5	-.4	771,890	51.2	18,502	28,069	384,590	48.2	9,405	13,985	.0349	.0327
Kenton, Ky.	132.8	137.1	3.2	47.5	7.2	1,360,928	63.4	18,802	28,651	702,304	58.5	10,002	14,785	.0573	.0576
CINCINNATI - HAMILTON CONSOLIDATED AREA	1,632.7	1,652.0	1.2	596.7	6.4	17,327,773	56.2	19,784	29,039	8,607,096	41.9	10,816	14,424	.7563	.7177
CLEVELAND	1,942.7	1,887.1	-2.9	697.8	2.4	21,164,985	45.3	21,373	30,331	9,961,023	28.0	11,417	14,275	.9683	.8522
Cuyahoga	1,548.2	1,456.5	-5.9	555.7	-.6	16,680,898	41.0	21,170	30,018	8,077,942	24.7	11,587	14,537	.7895	.6743
Geauga	71.8	76.7	6.8	24.6	13.9	782,269	57.2	23,046	31,800	336,181	69.9	9,161	13,666	.0311	.0314
Lake	214.0	227.8	6.4	75.8	12.6	2,609,732	65.5	23,429	34,429	1,050,636	36.9	11,404	13,861	.1024	.1004
Medina	108.7	126.1	16.0	41.7	23.4	1,092,086	65.2	19,559	26,189	496,264	45.8	10,071	11,901	.0453	.0461
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	2,875.9	2,812.3	-2.2	1,025.1	3.1	30,180,915	45.4	20,884	29,442	14,235,632	27.7	11,216	13,887	1.3918	1.2265
COLUMBUS	1,105.3	1,129.7	2.2	416.2	8.2	11,910,634	56.3	19,816	28,618	6,434,019	42.2	11,767	15,459	.5310	.5049
Delaware	52.7	54.9	4.2	19.8	11.9	480,613	53.7	17,664	24,273	181,510	45.1	7,065	9,167	.0202	.0192
Fairfield	88.9	97.8	10.0	34.6	15.0	780,482	61.8	16,027	22,557	410,013	42.7	9,544	11,850	.0354	.0349
Franklin	885.0	893.6	1.0	334.1	7.1	9,943,866	55.4	20,515	29,763	5,475,381	41.7	12,393	16,388	.4445	.4197
Madison	32.6	35.1	7.7	11.4	11.8	293,453	66.6	17,272	25,741	142,725	39.5	10,032	12,520	.0128	.0127
Pickaway	46.1	48.3	4.8	16.3	11.6	412,220	65.3	17,085	25,290	224,390	55.3	9,896	13,766	.0181	.0184
DAYTON	835.1	843.6	1.0	306.1	6.2	8,665,445	48.4	20,256	28,309	4,246,953	40.0	10,527	13,874	.3901	.3589
Greene	133.3	149.7	12.3	46.0	15.3	1,540,530	68.2	22,957	33,490	514,637	48.4	8,689	11,188	.0566	.0581
Miami	87.9	87.2	-.8	32.7	5.1	772,002	46.2	16,981	23,609	336,283	24.2	8,709	10,284	.0363	.0320
Montgomery	576.9	569.6	-1.3	214.2	4.7	6,009,340	44.1	20,379	28,055	3,249,046	40.3	11,321	15,168	.2823	.2547
Preble	37.0	37.1	.3	13.2	4.8	343,573	53.3	17,786	26,028	146,987	46.6	7,957	11,135	.0149	.0141
HAMILTON - MIDDLETOWN	255.7	268.8	5.1	92.7	10.6	2,731,964	62.5	20,064	29,471	1,105,604	36.8	9,646	11,927	.1113	.1080
Butler	255.7	268.8	5.1	92.7	10.6	2,731,964	62.5	20,064	29,471	1,105,604	36.8	9,646	11,927	.1113	.1080
LIMA	210.1	208.6	-.7	73.7	4.5	1,974,222	52.8	18,328	26,787	996,561	31.0	10,791	13,522	.0920	.0839
Allen	106.6	103.3	-3.1	37.2	2.8	1,038,093	48.3	19,340	27,906	546,083	24.2	12,148	14,680	.0502	.0441
Auglaize	42.0	43.7	4.0	15.3	9.3	402,668	63.1	17,635	26,318	213,461	44.0	10,586	13,952	.0179	.0175
Putnam	32.0	33.6	5.0	10.4	9.5	254,238	58.1	16,928	24,446	114,501	42.3	8,471	11,010	.0114	.0110
Van Wert	29.5	28.0	-5.1	10.8	.0	279,223	51.5	17,066	25,854	122,516	32.7	8,546	11,344	.0125	.0113
LORAIN - ELYRIA	271.7	275.9	1.5	93.3	7.4	2,871,018	56.6	21,093	30,772	1,252,134	31.9	10,921	13,421	.1233	.1151
Lorain	271.7	275.9	1.5	93.3	7.4	2,871,018	56.6	21,093	30,772	1,252,134	31.9	10,921	13,421	.1233	.1151
MANSFIELD	129.8	128.8	-.8	45.9	4.3	1,193,060	48.0	18,322	25,993	815,862	40.1	13,230	17,775	.0612	.0560
Richland	129.8	128.8	-.8	45.9	4.3	1,193,060	48.0	18,322	25,993	815,862	40.1	13,230	17,775	.0612	.0560

If the *Survey of Buying Power* is important to your work, you owe it to yourself to see and evaluate the new 1979 *Survey of Buying Power* DATA SERVICE. For more information, see the brochure in this magazine.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/78 Total Pop. (Thous.)	12/31/83 Total Pop. (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
N.J. (cont.)															
△ **NEWARK**	117.2	121.2	3.4	42.7	8.1	910,216	45.8	15,802	21,317	497,963	34.0	9,405	11,662	.0460	.0418
Licking	117.2	121.2	3.4	42.7	8.1	910,216	45.8	15,802	21,317	497,963	34.0	9,405	11,662	.0460	.0418
PARKERSBURG - MARIETTA	154.9	155.5	.4	55.8	4.3	1,460,091	58.5	17,215	26,167	911,691	46.4	11,636	16,339	.0690	.0663
Washington	59.7	59.9	.3	21.2	5.0	496,944	54.2	15,959	23,441	370,399	36.7	13,411	17,472	.0266	.0245
Wirt, W. Va	4.8	5.6	16.7	1.8	12.5	33,189	73.5	11,958	18,438	5,210	47.8	2,204	2,894	.0013	.0014
Wood, W. Va	90.4	90.0	-.4	32.8	3.5	929,958	60.5	18,280	28,352	536,082	54.0	10,982	16,344	.0411	.0404
SPRINGFIELD	182.2	178.9	-1.8	64.2	3.0	1,585,042	44.0	17,674	24,689	713,997	25.6	9,122	11,121	.0756	.0663
Champaign	33.2	34.3	3.3	12.2	7.0	254,021	43.8	15,499	20,821	107,882	28.0	7,395	8,843	.0122	.0110
Clark	149.0	144.6	-3.0	52.0	2.2	1,331,021	44.0	18,161	25,597	606,115	25.2	9,509	11,656	.0634	.0553
STEUBENVILLE - WEIRTON	163.5	156.7	-4.2	57.1	1.2	1,713,335	55.2	19,574	30,006	835,500	49.7	9,896	14,632	.0737	.0699
Jefferson	92.2	89.1	-3.4	32.7	2.2	909,463	55.0	18,335	27,812	507,656	41.0	11,248	15,525	.0419	.0392
Brooke, W. Va	30.9	28.9	-6.5	10.4	-1.9	335,031	53.0	20,662	32,215	137,345	56.8	8,261	13,206	.0137	.0129
Hancock, W. Va	40.4	38.7	-4.2	14.0	1.4	468,841	57.2	21,611	33,489	190,499	72.2	8,015	13,607	.0181	.0178
TOLEDO	788.3	807.0	2.4	307.5	10.2	9,635,559	63.7	21,099	31,335	4,379,717	40.6	11,163	14,243	.3906	.3801
Fulton	37.4	39.6	5.9	13.6	11.5	360,746	61.1	18,359	26,525	191,957	40.2	11,222	14,114	.0163	.0157
Lucas	476.4	480.1	.8	193.4	9.3	6,005,347	61.2	21,054	31,051	2,789,520	37.7	11,454	14,424	.2470	.2361
Ottawa	39.7	40.5	2.0	14.5	7.4	388,033	60.4	17,915	26,761	232,811	48.6	11,605	16,056	.0179	.0173
Wood	104.0	107.8	3.7	39.1	12.4	1,246,381	66.2	21,545	31,877	583,988	39.5	12,027	14,936	.0508	.0500
Monroe, Mich.	130.8	139.0	6.3	46.9	12.7	1,635,052	72.7	22,753	34,863	581,441	54.6	9,042	12,397	.0586	.0610
YOUNGSTOWN - WARREN	543.5	556.7	2.4	185.8	5.6	5,462,392	55.1	20,006	29,399	2,820,265	43.0	11,210	15,179	.2442	.2319
Mahoning	296.3	298.5	.7	101.2	3.8	2,863,175	51.9	19,333	28,292	1,561,576	46.9	10,901	15,431	.1315	.1241
Trumbull	247.2	258.2	4.4	84.6	7.8	2,599,217	58.9	20,841	30,724	1,258,689	38.3	11,592	14,878	.1127	.1078
TOTAL METRO COUNTIES	8,703.9	8,706.7	.0	3,173.2	5.6	90,931,682	51.2	20,001	28,656	45,759,044	35.7	11,218	14,420	4.1180	3.7826
TOTAL STATE	10,769.0	10,828.8	.6	3,922.2	5.9	107,977,668	51.6	19,232	27,530	55,924,436	36.9	11,035	14,258	4.9529	4.5713
OKLAHOMA															
ENID	65.1	72.9	12.0	29.5	19.0	675,627	73.3	15,721	22,903	473,531	72.2	11,089	16,052	.0296	.0319
Garfield	65.1	72.9	12.0	29.5	19.0	675,627	73.3	15,721	22,903	473,531	72.2	11,089	16,052	.0296	.0319
LAWTON	121.1	130.8	8.0	42.3	15.9	1,132,189	70.5	18,197	26,766	552,216	58.9	9,522	13,055	.0468	.0486
Comanche	121.1	130.8	8.0	42.3	15.9	1,132,189	70.5	18,197	26,766	552,216	58.9	9,522	13,055	.0468	.0486
OKLAHOMA CITY	799.8	841.0	5.2	327.4	11.9	9,268,537	68.8	18,763	28,310	5,858,536	63.9	12,210	17,894	.3946	.4094
Canadian	51.7	61.6	19.1	22.1	26.3	574,222	91.2	17,166	25,983	372,853	88.2	11,323	16,871	.0225	.0263
Cleveland	109.7	125.0	13.9	46.1	23.3	1,375,003	88.6	19,493	29,827	642,792	80.9	9,498	13,943	.0482	.0555
McClain	22.5	25.1	11.6	9.7	18.3	163,067	65.3	12,033	16,811	79,228	57.5	6,134	8,168	.0074	.0076
Oklahoma	560.1	568.2	1.4	225.1	7.9	6,684,941	63.5	19,595	29,698	4,464,184	59.1	13,453	19,832	.2958	.2976
Pottawatomie	55.8	61.1	9.5	24.4	16.2	471,304	70.6	13,157	19,316	299,479	82.6	7,810	12,274	.0207	.0224
TULSA	627.2	661.3	5.4	261.9	12.1	6,920,550	66.3	17,808	26,424	4,363,033	64.6	11,340	16,659	.2990	.3084
Creek	53.4	58.9	10.3	23.6	17.4	530,050	78.4	14,779	22,460	242,524	79.2	6,734	10,276	.0202	.0222
Mayes	31.0	34.3	10.6	13.7	17.1	273,990	79.1	13,076	19,999	130,731	62.4	6,880	9,542	.0111	.0118
Osage	36.1	40.4	11.9	16.3	18.1	372,126	77.6	15,186	22,830	132,323	76.0	5,448	8,118	.0133	.0147
Rogers	37.2	41.4	11.3	15.6	17.3	286,180	61.6	13,313	18,345	166,486	61.9	7,732	10,672	.0134	.0136
Tulsa	437.3	451.2	3.2	179.6	9.8	5,184,582	63.6	19,377	28,867	3,632,111	63.7	13,574	20,223	.2312	.2358
Wagoner	32.2	35.1	9.0	13.1	15.9	273,622	74.5	13,876	20,887	58,858	59.5	3,266	4,493	.0098	.0103
TOTAL METRO COUNTIES	1,680.9	1,778.4	5.8	688.2	12.5	18,398,844	68.0	17,903	26,735	11,493,689	64.2	11,444	16,701	.7902	.8191
TOTAL STATE	2,926.7	3,112.2	6.3	1,218.0	12.8	29,407,915	69.8	16,044	24,144	17,344,726	64.1	9,788	14,240	1.2558	1.3086
OREGON															
EUGENE - SPRINGFIELD	259.9	281.3	8.2	109.1	16.2	2,867,079	74.1	17,537	26,279	1,562,839	80.3	9,229	14,325	.1126	.1226
Lane	259.9	281.3	8.2	109.1	16.2	2,867,079	74.1	17,537	26,279	1,562,839	80.3	9,229	14,325	.1126	.1226
PORTLAND	1,156.2	1,236.7	7.0	492.4	13.8	13,864,339	68.0	19,081	28,157	7,292,103	73.6	9,708	14,809	.5461	.5760
Clackamas	217.3	239.1	10.0	90.3	18.2	2,794,143	78.1	20,536	30,943	1,135,587	91.7	7,753	12,576	.0959	.1074
Multnomah	557.8	567.0	1.6	239.4	8.0	6,363,468	59.8	17,966	26,581	4,009,526	67.9	10,770	16,748	.2768	.2798
Washington	209.9	236.7	12.8	89.1	21.1	2,621,032	72.1	20,689	29,417	1,378,202	86.7	10,029	15,468	.0991	.1092
Clark, Wash.	171.2	193.9	13.3	73.6	20.9	2,085,696	76.8	19,372	28,338	768,788	59.7	7,905	10,445	.0743	.0796
SALEM	230.1	260.8	13.3	100.4	21.7	2,455,651	81.0	16,444	24,459	1,346,897	89.5	8,614	13,415	.0941	.1070
Marion	186.1	212.3	14.1	81.9	22.6	2,063,131	84.6	16,727	25,191	1,223,391	91.0	9,588	14,938	.0792	.0915
Polk	44.0	48.5	10.2	18.5	17.8	392,520	64.0	15,241	21,217	123,506	76.0	4,470	6,676	.0149	.0155
TOTAL METRO COUNTIES	1,475.0	1,584.9	7.5	628.3	14.6	17,101,373	69.7	18,387	27,218	9,433,051	78.1	9,661	15,014	.6785	.7260
TOTAL STATE	2,462.3	2,663.4	8.2	1,050.2	15.5	27,119,408	71.2	17,426	25,823	15,192,414	79.4	9,318	14,466	1.0850	1.1701
PENNSYLVANIA															
ALLENTOWN - BETHLEHEM - EASTON	626.1	645.6	3.1	245.0	9.0	7,135,413	61.8	19,624	29,124	3,624,616	58.7	10,161	14,794	.2939	.2946
Carbon	51.5	51.0	-1.0	19.8	4.2	422,142	53.5	14,475	21,320	307,885	51.2	10,714	15,550	.0217	.0208
Lehigh	266.1	275.8	3.6	107.2	10.3	3,368,248	64.7	21,034	31,420	1,902,114	60.7	12,176	17,744	.1386	.1410
Northampton	225.3	229.1	1.7	85.2	7.2	2,362,381	55.8	19,078	27,727	915,508	53.5	7,502	10,745	.0951	.0922
Warren, N. J.	83.2	89.7	7.8	32.8	13.1	982,642	71.4	19,766	29,959	499,109	66.5	10,336	15,217	.0385	.0406
ALTOONA	134.4	133.6	-.6	51.0	5.4	1,169,231	54.4	15,650	22,926	783,157	55.1	10,434	15,356	.0570	.0551
Blair	134.4	133.6	-.6	51.0	5.4	1,169,231	54.4	15,650	22,926	783,157	55.1	10,434	15,356	.0570	.0551
ERIE	271.6	278.0	2.4	97.4	8.1	2,521,807	57.1	17,814	25,891	1,330,874	47.7	10,001	13,664	.1136	.1094
Erie	271.6	278.0	2.4	97.4	8.1	2,521,807	57.1	17,814	25,891	1,330,874	47.7	10,001	13,664	.1136	.1094

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION 12/31/78 Total Pop. (Thous.)	12/31/83 Total Pop. (Thous.)	% Change 1978–1983	12/31/83 Total House-holds (Thous.)	% Change 1978–1983	EFFECTIVE BUYING INCOME 1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	RETAIL SALES 1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	BUYING POWER INDEX 1978	BUYING POWER INDEX 1983
PA. (cont.)															
HARRISBURG	**435.3**	**455.1**	**4.5**	**175.6**	**11.2**	**5,615,254**	**68.5**	**21,108**	**31,978**	**2,919,642**	**68.7**	**10,961**	**16,627**	**.2189**	**.2285**
Cumberland	174.0	184.7	6.1	68.6	13.6	2,374,840	67.9	23,419	34,619	1,323,190	74.5	12,552	19,288	.0927	.0981
Dauphin	226.6	231.7	2.3	92.5	8.3	2,893,530	67.9	20,177	31,281	1,469,392	63.5	10,524	15,885	.1135	.1167
Perry	34.7	38.7	11.5	14.5	19.8	346,884	77.6	16,140	23,923	127,060	71.9	6,108	8,763	.0127	.0137
JOHNSTOWN	**270.6**	**280.5**	**3.7**	**104.5**	**10.7**	**2,883,644**	**72.8**	**17,680**	**27,595**	**1,613,269**	**78.0**	**9,603**	**15,438**	**.1158**	**.1241**
Cambria	190.2	196.6	3.4	72.0	10.3	2,038,713	71.9	18,166	28,315	1,188,015	77.2	10,270	16,500	.0831	.0887
Somerset	80.4	83.9	4.4	32.5	11.7	844,931	75.0	16,589	25,998	425,254	80.3	8,105	13,085	.0327	.0354
LANCASTER	**350.1**	**368.0**	**5.1**	**135.8**	**11.9**	**3,890,154**	**64.9**	**19,432**	**28,646**	**2,018,760**	**61.1**	**10,322**	**14,866**	**.1598**	**.1628**
Lancaster	350.1	368.0	5.1	135.8	11.9	3,890,154	64.9	19,432	28,646	2,018,760	61.1	10,322	14,866	.1598	.1628
NORTHEAST PENNSYLVANIA	**636.5**	**644.6**	**1.3**	**247.2**	**7.2**	**5,913,587**	**58.9**	**16,149**	**23,922**	**3,676,694**	**60.3**	**9,952**	**14,873**	**.2712**	**.2692**
Lackawanna	237.8	237.4	–.2	91.6	5.9	2,172,309	55.5	16,153	23,715	1,296,981	64.1	9,137	14,159	.0991	.0978
Luzerne	338.9	338.1	–.2	129.9	5.7	3,094,189	57.6	15,975	23,820	1,914,127	54.6	10,074	14,735	.1444	.1407
Monroe	59.8	69.1	15.6	25.7	21.8	647,089	78.8	17,151	25,179	465,586	75.4	12,580	18,116	.0277	.0307
PHILADELPHIA	**4,792.3**	**4,871.1**	**1.6**	**1,757.5**	**7.4**	**53,462,094**	**55.8**	**20,965**	**30,419**	**26,633,164**	**55.3**	**10,474**	**15,154**	**2.2572**	**2.1963**
Bucks	474.0	522.9	10.3	176.2	17.1	5,795,887	69.5	22,714	32,894	3,412,485	70.0	13,338	19,367	.2355	.2500
Chester	304.3	328.0	7.8	110.3	14.7	3,717,644	62.1	23,837	33,705	1,421,188	59.5	9,262	12,885	.1400	.1417
Delaware	576.3	558.3	–3.1	199.5	2.7	6,551,206	46.8	22,970	32,838	3,178,115	50.6	10,864	15,930	.2850	.2638
Montgomery	629.3	636.7	1.2	229.4	7.3	8,374,379	49.7	26,176	36,506	4,582,778	50.6	14,241	19,977	.3632	.3428
Philadelphia	1,775.7	1,729.4	–2.6	674.5	3.2	17,688,819	52.5	17,757	26,225	8,037,056	51.2	8,137	11,916	.7596	.7188
Burlington, N. J.	*360.4*	*390.5*	*8.4*	*119.5*	*14.1*	*3,814,353*	*62.1*	*22,470*	*31,919*	*2,112,873*	*62.4*	*12,427*	*17,681*	*.1622*	*.1654*
Camden, N. J.	*476.7*	*491.9*	*3.2*	*175.3*	*8.8*	*5,448,362*	*61.9*	*20,892*	*31,080*	*2,973,138*	*59.7*	*11,558*	*16,960*	*.2287*	*.2295*
Gloucester, N. J.	*195.6*	*213.4*	*9.1*	*72.8*	*15.4*	*2,071,444*	*68.4*	*19,496*	*28,454*	*915,531*	*49.3*	*9,720*	*12,576*	*.0830*	*.0843*
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***5,634.7***	***5,736.0***	***1.8***	***2,069.0***	***7.6***	***63,594,606***	***56.5***	***21,132***	***30,737***	***31,433,339***	***55.2***	***10,529***	***15,193***	***2.6670***	***2.6017***
PITTSBURGH	**2,268.7**	**2,224.7**	**–1.9**	**838.1**	**4.1**	**23,084,102**	**50.8**	**19,014**	**27,543**	**11,867,900**	**50.8**	**9,773**	**14,160**	**1.0267**	**.9674**
Allegheny	1,471.2	1,421.3	–3.4	541.7	2.7	15,689,474	48.7	20,000	28,963	7,828,577	48.5	9,993	14,452	.6938	.6441
Beaver	204.8	202.3	–1.2	74.0	4.7	2,092,941	58.5	18,678	28,283	1,110,410	58.6	9,905	15,006	.0902	.0886
Washington	216.2	220.7	2.1	82.4	8.1	1,892,684	56.7	15,854	22,969	1,125,857	55.8	9,480	13,663	.0882	.0862
Westmoreland	376.5	380.4	1.0	140.0	7.2	3,409,003	53.1	17,054	24,350	1,803,056	53.7	8,983	12,879	.1545	.1485
READING	**303.5**	**311.7**	**2.7**	**124.9**	**9.8**	**3,575,353**	**63.3**	**19,243**	**28,626**	**1,721,679**	**55.7**	**9,718**	**13,784**	**.1442**	**.1443**
Berks	303.5	311.7	2.7	124.9	9.8	3,575,353	63.3	19,243	28,626	1,721,679	55.7	9,718	13,784	.1442	.1443
WILLIAMSPORT	**114.1**	**115.6**	**1.3**	**42.4**	**6.5**	**962,381**	**53.6**	**15,745**	**22,698**	**616,444**	**45.5**	**10,647**	**14,539**	**.0477**	**.0452**
Lycoming	114.1	115.6	1.3	42.4	6.5	962,381	53.6	15,745	22,698	616,444	45.5	10,647	14,539	.0477	.0452
YORK	**357.0**	**378.6**	**6.1**	**141.3**	**12.2**	**3,780,635**	**59.5**	**18,825**	**26,756**	**1,908,917**	**54.7**	**9,802**	**13,510**	**.1601**	**.1587**
Adams	63.0	68.2	8.3	23.3	13.7	700,421	60.3	21,308	30,061	236,626	58.4	7,287	10,156	.0264	.0265
York	294.0	310.4	5.6	118.0	12.0	3,080,214	59.3	18,342	26,104	1,672,291	54.2	10,291	14,172	.1337	.1322
TOTAL METRO COUNTIES	**9,483.2**	**9,561.5**	**.8**	**3,574.8**	**6.9**	**101,955,943**	**56.1**	**19,536**	**28,521**	**52,342,633**	**55.5**	**10,067**	**14,642**	**4.3672**	**4.2482**
TOTAL STATE	**11,817.3**	**11,984.2**	**1.4**	**4,438.3**	**7.3**	**121,320,250**	**56.5**	**18,732**	**27,335**	**64,019,857**	**55.6**	**9,943**	**14,424**	**5.2765**	**5.1480**
RHODE ISLAND															
PROVIDENCE - WARWICK - PAWTUCKET	**851.2**	**884.6**	**3.9**	**322.6**	**9.7**	**8,966,699**	**62.2**	**18,792**	**27,795**	**4,750,259**	**65.8**	**9,740**	**14,725**	**.3747**	**.3809**
Bristol	47.1	48.3	2.5	16.4	8.6	460,736	47.9	20,634	28,094	151,083	39.4	7,180	9,212	.0191	.0176
Kent	153.6	163.1	6.2	56.6	11.9	1,698,533	64.4	20,422	30,009	1,120,566	71.5	12,914	19,798	.0739	.0770
Providence	563.6	582.1	3.3	218.7	8.5	5,811,311	60.9	17,919	26,572	2,932,422	62.7	8,942	13,408	.2429	.2441
Washington	86.9	91.1	4.8	30.9	15.3	996,119	75.0	21,241	32,237	546,188	82.0	11,196	17,676	.0388	.0422
TOTAL METRO COUNTIES	**851.2**	**884.6**	**3.9**	**322.6**	**9.7**	**8,966,699**	**62.2**	**18,792**	**27,795**	**4,750,259**	**65.8**	**9,740**	**14,725**	**.3747**	**.3809**
TOTAL STATE	**935.7**	**972.3**	**3.9**	**353.9**	**10.4**	**9,831,160**	**62.6**	**18,923**	**27,779**	**5,080,291**	**64.0**	**9,656**	**14,355**	**.4097**	**.4148**

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Population [illegible]
Effective Buying Income [illegible]
Total Retail Sales [illegible]
Households [illegible]
EBI Per Household [illegible]
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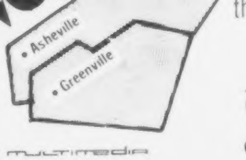
SOURCES: Sales Management/SRDS

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total House-holds (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
SOUTH CAROLINA															
△ ANDERSON	120.1	127.1	5.8	48.1	12.4	1,140,019	68.2	15,838	23,701	751,868	59.3	11,029	15,631	.0519	.0531
Anderson	120.1	127.1	5.8	48.1	12.4	1,140,019	68.2	15,838	23,701	751,868	59.3	11,029	15,631	.0519	.0531
CHARLESTON - NORTH CHARLESTON	393.7	421.4	7.0	136.2	13.0	3,326,036	65.5	16,683	24,420	1,974,596	53.6	10,671	14,498	.1529	.1540
Berkeley	80.3	89.5	11.5	27.1	17.8	634,106	80.9	15,243	23,399	194,402	89.8	4,454	7,174	.0233	.0258
Charleston	263.4	270.2	2.6	89.6	8.7	2,331,280	59.9	17,690	26,019	1,606,389	49.1	13,077	17,928	.1141	.1111
Dorchester	50.0	61.7	23.4	19.5	29.1	360,650	78.5	13,379	18,495	173,805	64.2	7,011	8,913	.0155	.0171
COLUMBIA	386.8	430.2	11.2	136.6	17.8	4,006,689	77.5	19,458	29,332	2,365,575	76.6	11,547	17,318	.1626	.1789
Lexington	131.2	157.5	20.0	54.7	26.9	1,439,089	91.4	17,444	26,309	646,577	101.8	7,434	11,820	.0497	.0597
Richland	255.6	272.7	6.7	81.9	12.3	2,567,600	70.6	20,648	31,350	1,718,998	68.7	13,979	20,989	.1129	.1192
GREENVILLE - SPARTANBURG	541.4	580.3	7.2	209.0	13.3	5,499,873	71.7	17,360	26,315	3,193,376	67.1	10,360	15,279	.2306	.2434
Greenville	274.4	294.3	7.3	106.5	13.3	2,999,487	73.6	18,382	28,164	1,842,906	67.7	11,693	17,304	.1253	.1333
Pickens	70.3	76.5	8.8	25.9	14.1	557,004	60.4	15,300	21,506	263,947	48.9	7,811	10,191	.0249	.0248
Spartanburg	196.7	209.5	6.5	76.6	13.0	1,943,382	72.3	16,634	25,371	1,086,523	71.1	9,367	14,184	.0804	.0853
TOTAL METRO COUNTIES	1,539.5	1,662.5	8.0	566.3	14.1	-15,003,012	71.7	17,610	26,493	8,725,499	65.7	10,615	15,408	.6367	.6708
TOTAL STATE	2,934.8	3,146.2	7.2	1,058.0	13.3	26,633,506	72.7	16,519	25,173	15,423,452	66.9	9,898	14,578	1.1418	1.2068
SOUTH DAKOTA															
RAPID CITY	94.7	116.2	22.7	41.0	30.6	970,428	77.9	17,379	23,669	730,281	87.7	12,393	17,812	.0419	.0482
Meade	20.7	23.7	14.5	7.0	20.7	201,208	65.5	20,955	28,744	102,821	89.6	9,351	14,689	.0081	.0090
Pennington	74.0	92.5	25.0	34.0	32.8	769,220	81.5	16,557	22,624	627,460	87.3	13,083	18,455	.0338	.0392
SIOUX FALLS	104.6	108.0	3.3	38.7	9.0	1,011,534	48.8	19,153	26,138	694,809	57.8	12,400	17,954	.0493	.0475
Minnehaha	104.6	108.0	3.3	38.7	9.0	1,011,534	48.8	19,153	26,138	694,809	57.8	12,400	17,954	.0493	.0475
TOTAL METRO COUNTIES	199.3	224.2	12.5	79.7	19.1	1,981,962	61.7	18,316	24,868	1,425,090	71.8	12,397	17,881	.0912	.0957
TOTAL STATE	702.8	724.7	3.1	262.7	9.5	5,619,592	48.7	15,752	21,392	3,442,537	56.2	9,185	13,104	.2762	.2644
TENNESSEE															
CHATTANOOGA	412.7	430.1	4.2	180.3	15.1	4,162,010	67.6	15,855	23,084	2,525,204	58.8	10,152	14,006	.1824	.1858
Hamilton	279.6	280.3	.3	127.7	14.0	2,900,775	62.9	15,896	22,716	2,030,572	55.7	11,645	15,901	.1352	.1342
Marion	22.2	24.6	10.8	8.6	16.2	222,943	98.2	15,202	25,924	130,377	84.3	9,560	15,160	.0085	.0099
Sequatchie	7.6	9.0	18.4	2.9	20.8	75,838	95.2	16,188	26,151	21,955	76.9	5,171	7,571	.0026	.0030
Catoosa, Ga.	*35.4*	*40.2*	*13.6*	*14.4*	*20.0*	*378,431*	*81.7*	*17,355*	*26,280*	*89,525*	*80.9*	*4,124*	*6,217*	*.0124*	*.0136*
Dade, Ga.	*12.4*	*13.2*	*6.5*	*4.4*	*10.0*	*100,667*	*73.6*	*14,501*	*22,879*	*36,146*	*67.0*	*5,411*	*8,215*	*.0040*	*.0042*
Walker, Ga.	*55.5*	*62.8*	*13.2*	*22.3*	*18.6*	*483,356*	*69.7*	*15,154*	*21,675*	*216,629*	*65.1*	*6,981*	*9,714*	*.0197*	*.0209*
CLARKSVILLE - HOPKINSVILLE	160.7	191.0	18.9	58.3	24.6	1,424,963	79.9	16,929	24,442	912,577	78.7	10,915	15,653	.0609	.0686
Montgomery	86.2	107.4	24.6	33.1	29.8	762,161	78.9	16,711	23,026	523,961	87.2	10,978	15,830	.0329	.0379
Christian, Ky.	*74.5*	*83.6*	*12.2*	*25.2*	*18.3*	*662,802*	*81.0*	*17,190*	*26,302*	*388,616*	*68.3*	*10,839*	*15,421*	*.0280*	*.0307*
△ JACKSON	75.8	81.5	7.5	29.5	13.0	790,457	82.6	16,584	26,795	566,487	75.6	12,363	19,203	.0337	.0374
Madison	75.8	81.5	7.5	29.5	13.0	790,457	82.6	16,584	26,795	566,487	75.6	12,363	19,203	.0337	.0374



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and
The Asheville Times

multimedia

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop. (Thous.)	% Change 1978–1983	12/31/83 Total House-holds (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
TENN. (cont.)															
JOHNSON CITY - KINGSPORT - BRISTOL	**411.2**	**433.9**	**5.5**	**158.2**	**11.0**	**3,371,049**	**65.6**	**14,289**	**21,309**	**2,168,974**	**55.3**	**9,800**	**13,710**	**.1596**	**.1609**
Carter	46.2	46.4	.4	17.2	6.2	308,501	55.9	12,217	17,936	139,135	43.4	5,988	8,089	.0147	.0139
Hawkins	37.9	42.9	13.2	15.0	18.1	357,190	94.3	14,476	23,813	121,596	88.5	5,080	8,106	.0123	.0142
Sullivan	138.0	142.1	3.0	52.5	8.7	1,127,944	53.5	15,214	21,485	922,918	51.3	12,625	17,579	.0605	.0583
Unicoi	16.9	17.8	5.3	6.8	13.3	105,433	61.8	10,860	15,505	51,776	51.0	5,715	7,614	.0050	.0050
Washington	84.5	90.6	7.2	31.9	12.3	792,867	71.7	16,258	24,855	494,025	57.6	11,038	15,487	.0352	.0364
Bristol, Va.	*20.4*	*19.9*	*–2.5*	*7.7*	*1.3*	*126,396*	*39.1*	*11,957*	*16,415*	*184,691*	*36.7*	*17,777*	*23,986*	*.0100*	*.0087*
Scott, Va.	*25.1*	*26.1*	*4.0*	*9.5*	*9.2*	*163,028*	*65.7*	*11,307*	*17,161*	*78,514*	*68.4*	*5,360*	*8,265*	*.0074*	*.0076*
Washington, Va.	*42.2*	*48.1*	*14.0*	*17.6*	*20.5*	*389,690*	*91.6*	*13,933*	*22,141*	*176,319*	*84.4*	*6,549*	*10,018*	*.0145*	*.0168*
KNOXVILLE	**452.7**	**480.2**	**6.1**	**177.3**	**11.8**	**4,717,755**	**72.7**	**17,224**	**26,609**	**3,272,050**	**69.3**	**12,184**	**18,455**	**.2069**	**.2199**
Anderson	65.3	69.8	6.9	26.2	13.9	661,335	71.3	16,790	25,242	466,016	75.2	11,567	17,787	.0290	.0311
Blount	73.6	81.1	10.2	30.3	16.1	755,276	80.0	16,079	24,927	485,096	77.0	10,502	16,010	.0313	.0348
Knox	302.3	316.9	4.8	116.6	10.2	3,220,271	71.1	17,791	27,618	2,300,539	66.6	13,054	19,730	.1436	.1507
Union	11.5	12.4	7.8	4.2	13.5	80,873	85.6	11,775	19,255	20,399	83.5	3,004	4,857	.0030	.0033
MEMPHIS	**900.9**	**945.8**	**5.0**	**326.4**	**10.8**	**9,257,756**	**71.0**	**18,380**	**28,363**	**5,777,084**	**66.9**	**11,751**	**17,699**	**.3968**	**.4163**
Shelby	766.3	803.6	4.9	281.5	10.8	8,209,365	70.9	18,905	29,163	5,212,627	68.2	12,196	18,517	.3502	.3683
Tipton	31.2	32.0	2.6	10.9	9.0	189,938	64.7	11,533	17,426	106,576	58.2	6,737	9,778	.0093	.0094
Crittenden, Ark.	*49.6*	*46.2*	*–6.9*	*14.5*	*–2.7*	*357,361*	*52.6*	*15,713*	*24,646*	*303,561*	*48.1*	*13,756*	*20,935*	*.0201*	*.0188*
De Soto, Miss.	*53.8*	*64.0*	*19.0*	*19.5*	*25.0*	*501,092*	*91.7*	*16,756*	*25,697*	*154,320*	*71.0*	*5,786*	*7,914*	*.0172*	*.0198*
NASHVILLE-DAVIDSON	**796.6**	**848.0**	**6.5**	**316.1**	**13.5**	**8,915,041**	**73.1**	**18,481**	**28,203**	**5,479,729**	**68.5**	**11,674**	**17,335**	**.3705**	**.3934**
Cheatham	18.1	21.6	19.3	7.1	22.4	167,378	89.1	15,261	23,574	51,325	81.3	4,881	7,229	.0056	.0067
Davidson	464.7	480.5	3.4	184.0	11.0	5,614,499	69.3	20,014	30,514	3,902,655	66.2	14,172	21,210	.2437	.2539
Dickson	28.0	29.8	6.4	11.3	13.0	232,465	70.9	13,604	20,570	150,691	67.3	9,009	13,335	.0105	.0111
Robertson	34.4	35.2	2.3	12.9	7.5	290,479	68.9	14,330	22,518	136,582	65.8	6,865	10,588	.0120	.0124
Rutherford	77.3	85.9	11.1	28.9	16.5	701,837	77.4	15,951	24,285	402,149	74.4	9,299	13,915	.0293	.0319
Sumner	74.8	79.9	6.8	29.5	13.9	815,510	77.5	17,744	27,644	381,418	75.8	8,375	12,929	.0307	.0333
Williamson	51.2	60.6	18.4	21.1	24.9	562,375	86.8	17,811	26,653	252,181	84.5	8,089	11,952	.0202	.0233
Wilson	48.1	54.5	13.3	21.3	21.7	530,518	89.6	15,986	24,907	202,728	70.3	6,804	9,518	.0185	.0208
TOTAL METRO COUNTIES	**2,841.7**	**3,006.4**	**5.8**	**1,111.0**	**12.6**	**29,476,208**	**71.0**	**17,473**	**26,531**	**19,073,784**	**66.4**	**11,620**	**17,166**	**1.2775**	**1.3412**
TOTAL STATE	**4,380.7**	**4,645.1**	**6.0**	**1,715.2**	**12.6**	**41,463,257**	**71.8**	**15,845**	**24,174**	**26,143,133**	**66.4**	**10,316**	**15,242**	**1.8134**	**1.9069**

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"Music City, U.S.A." may just become "Test Market, U.S.A." For in Nashville, lab conditions are ideal to test national products and campaigns. Here's why:

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STABLE ECONOMY. Nashville has been called a "recession-proof market" and its unemployment rates are always below the national average.

For more facts and figures, write or call Joe Roper, Marketing and Promotion
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A special invitation to the readers of Sales & Marketing Management

Join America's top sales and marketing executives for cocktails and lunch at the Waldorf-Astoria, Thursday, January 17, 1980

The top sales and marketing organizations of 1979 will be honored at Sales & Marketing Management's Fifth Annual Awards Luncheon, to be held on Thursday, Jan. 17, at the Waldorf-Astoria Hotel in New York City.

Three Grand Awards and nine Distinguished Awards will be presented to companies whose accomplishments in their respective fields have been outstanding. Marketing executives from those companies will be on hand to accept the awards, and the executives from the three top companies will speak briefly on some of the reasons for their success.

More than 30 Excellence Awards will also be presented to organizations that stood out in a particular segment of sales and marketing in 1979. And a surprise guest—someone whose impact on marketing goes beyond any single category—will receive S&MM's Special Citation.

Join us on Jan. 17 and you'll have a chance to meet marketers from companies whose success stories you'll want to hear. To make reservations for yourself and your colleagues, return the coupon, or call International Meeting Planners at (212) 532-6747. The charge of $25 per person includes cocktails and lunch. Reservations are limited, so act now to avoid disappointment.

The Program

Cocktails

A pre-luncheon mixer gives you the opportunity to meet the 1980 Award Winners. We can't announce their names yet, but attendees at last year's lunch had the opportunity to rub elbows with senior sales and marketing executives from more than 40 leading organizations, including AT&T, Armstrong Cork, Atlas Copco, Bobbie Brooks, CertainTeed, Coca-Cola, Hyster, Jewel Food Stores, Kellogg's, Nalco Chemical, Perrier, Pfaudler, Rockwell International, and Westinghouse.

Luncheon

Approximately half of the luncheon attendees will be representatives of award-winning companies, so you will have plenty of opportunity to exchange ideas with some of the most successful of your peers.

Presentations

Brief presentations from top award winners will follow. Last year's audience heard from Archie J. McGill, Vice President of Business Marketing, AT&T; Jack Greer, Vice President of Marketing, U.S. Industrial Truck Operations, Hyster; Bruce S. Nevins, President, Perrier; and special guest Walter S. Taylor, maverick marketer and owner of Bully Hill Vineyards.

S&MM
Awards
Luncheon

To: Mr. Robert H. Albert/Editor
Sales & Marketing Management Magazine
633 Third Avenue
New York, N.Y. 10017

☐ Yes! I would like to attend Sales & Marketing Management's Fifth Annual Awards Luncheon on January 17th, 1980 at the Waldorf-Astoria Hotel in New York City.

Name ______________________________

Title ____________________ Phone ____________

Company ______________________________

Address ______________________________

City ____________________ State ________ Zip ________

$25 payment must accompany reservation. Full refund if cancellation is received by Monday, Jan. 7, 1980.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION 12/31/78 Total Pop (Thous.)	POPULATION 12/31/83 Total Pop (Thous.)	POPULATION % Change 1978–1983	POPULATION 12/31/83 Total Households (Thous.)	POPULATION % Change 1978–1983	EFFECTIVE BUYING INCOME 1983 Total EBI ($000)	EFFECTIVE BUYING INCOME % Change 1978–1983	EFFECTIVE BUYING INCOME Average Household EBI		RETAIL SALES 1983 Total Retail Sales ($000)	RETAIL SALES % Change 1978–1983	RETAIL SALES Retail Sales Per Household		BUYING POWER INDEX	
								1978	1983			1978	1983	1978	1983
TEXAS															
ABILENE	**132.8**	**142.7**	**7.5**	**56.0**	**15.0**	**1,412,936**	**77.0**	**16,389**	**25,231**	**939,602**	**69.8**	**11,362**	**16,779**	**.0600**	**.0648**
Callahan	10.2	11.5	12.7	4.7	17.5	104,328	87.7	13,898	22,197	26,942	46.5	4,599	5,732	.0035	.0040
Jones	16.5	18.8	13.9	8.3	20.3	192,559	89.4	14,738	23,200	74,136	59.3	6,744	8,932	.0067	.0075
Taylor	106.1	112.4	5.9	43.0	13.8	1,116,049	74.1	16,954	25,955	838,524	71.7	12,920	19,501	.0498	.0533
AMARILLO	**163.2**	**176.2**	**8.0**	**69.4**	**14.5**	**2,095,368**	**77.4**	**19,486**	**30,193**	**1,299,102**	**60.6**	**13,351**	**18,719**	**.0856**	**.0907**
Potter	93.1	95.9	3.0	38.6	7.8	1,048,570	68.7	17,365	27,165	844,940	53.1	15,415	21,890	.0503	.0507
Randall	70.1	80.3	14.6	30.8	24.2	1,046,798	87.2	22,547	33,987	454,162	76.6	10,372	14,746	.0353	.0400
AUSTIN	**494.5**	**584.8**	**18.3**	**201.1**	**22.9**	**6,126,038**	**90.1**	**19,693**	**30,463**	**3,325,729**	**61.4**	**12,592**	**16,538**	**.2324**	**.2605**
Hays	37.1	40.7	9.7	11.7	12.5	214,119	49.3	13,789	18,301	153,442	34.1	10,999	13,115	.0125	.0117
Travis	402.8	472.3	17.3	163.7	22.0	5,361,301	90.5	20,974	32,751	2,943,965	63.1	13,448	17,984	.2005	.2253
Williamson	54.6	71.8	31.5	25.7	35.3	550,618	108.8	13,877	21,425	228,322	62.0	7,417	8,884	.0194	.0235
BEAUMONT - PORT ARTHUR - ORANGE	**366.7**	**384.0**	**4.7**	**147.6**	**12.3**	**4,565,426**	**75.8**	**19,766**	**30,931**	**2,389,053**	**51.7**	**11,988**	**16,186**	**.1815**	**.1875**
Hardin	38.1	43.7	14.7	15.1	18.9	423,301	91.3	17,428	28,033	226,517	69.8	10,506	15,001	.0161	.0181
Jefferson	248.4	255.7	2.9	98.8	10.0	3,052,546	71.3	19,839	30,896	1,728,791	48.9	12,927	17,498	.1271	.1284
Orange	80.2	84.6	5.5	33.7	16.6	1,089,579	83.3	20,566	32,332	433,745	54.4	9,721	12,871	.0383	.0410
BROWNSVILLE - HARLINGEN - SAN BENITO	**189.2**	**235.8**	**24.6**	**72.9**	**33.3**	**1,325,914**	**81.1**	**13,383**	**18,188**	**1,074,962**	**63.1**	**12,052**	**14,746**	**.0668**	**.0740**
Cameron	189.2	235.8	24.6	72.9	33.3	1,325,914	81.1	13,383	18,188	1,074,962	63.1	12,052	14,746	.0668	.0740
BRYAN - COLLEGE STATION	**79.2**	**90.5**	**14.3**	**32.1**	**20.7**	**881,766**	**82.7**	**18,141**	**27,469**	**481,975**	**55.6**	**11,649**	**15,015**	**.0353**	**.0381**
Brazos	79.2	90.5	14.3	32.1	20.7	881,766	82.7	18,141	27,469	481,975	55.6	11,649	15,015	.0353	.0381
CORPUS CHRISTI	**304.1**	**312.7**	**2.8**	**103.4**	**7.7**	**2,740,605**	**62.9**	**17,522**	**26,505**	**2,093,972**	**59.2**	**13,701**	**20,251**	**.1343**	**.1352**
Nueces	251.5	255.5	1.6	85.0	6.4	2,338,648	61.8	18,095	27,514	1,919,766	61.5	14,875	22,585	.1167	.1174
San Patricio	52.6	57.2	8.7	18.4	14.3	401,957	70.1	14,678	21,845	174,206	37.4	7,875	9,468	.0176	.0178
DALLAS - FORT WORTH	**2,711.1**	**2,867.1**	**5.8**	**1,055.5**	**10.7**	**33,507,492**	**65.1**	**21,278**	**31,746**	**17,346,059**	**42.9**	**12,726**	**16,434**	**1.3973**	**1.3756**
Collin	110.8	133.2	20.2	49.5	26.3	1,487,226	94.2	19,538	30,045	368,883	57.4	5,977	7,452	.0453	.0521
Dallas	1,485.3	1,541.1	3.8	564.9	8.2	19,429,338	62.5	22,900	34,394	10,096,086	40.4	13,775	17,872	.8142	.7880
Denton	102.2	113.4	11.0	40.9	16.9	1,200,065	78.6	19,202	29,341	717,100	66.3	12,319	17,533	.0485	.0524
Ellis	53.8	55.9	3.9	20.7	8.4	549,505	69.3	16,993	26,546	211,042	37.1	8,059	10,195	.0219	.0216
Hood	11.5	12.5	8.7	5.3	15.2	113,394	74.7	14,110	21,395	62,027	44.9	9,303	11,703	.0049	.0051
Johnson	58.2	63.4	8.9	26.0	16.6	632,480	74.2	16,278	24,326	232,133	39.3	7,475	8,928	.0240	.0246
Kaufman	36.7	38.7	5.4	13.5	9.8	324,380	68.2	15,683	24,028	143,728	37.8	8,480	10,647	.0138	.0137
Parker	35.1	36.2	3.1	12.7	6.7	338,680	60.2	17,763	26,668	207,055	55.6	11,181	16,304	.0154	.0152
Rockwall	10.0	11.0	10.0	4.6	21.1	98,532	63.8	15,828	21,420	28,665	18.4	6,369	6,232	.0039	.0036
Tarrant	785.2	838.6	6.8	308.8	12.0	9,124,430	64.1	20,172	29,548	5,190,706	44.5	13,036	16,809	.3964	.3907
Wise	22.3	23.1	3.6	8.6	6.2	209,462	62.4	15,924	24,356	88,634	34.5	8,137	10,306	.0090	.0086

S&MM'S FOUR SURVEY ISSUES

Each year Sales & Marketing Management publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographic markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power —Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial Purchasing Power, published in April, provides data on total manufacturing activity at the county level, as well as local market information on 457 customer industries that buy goods and services from consumer and industrial products manufacturers.

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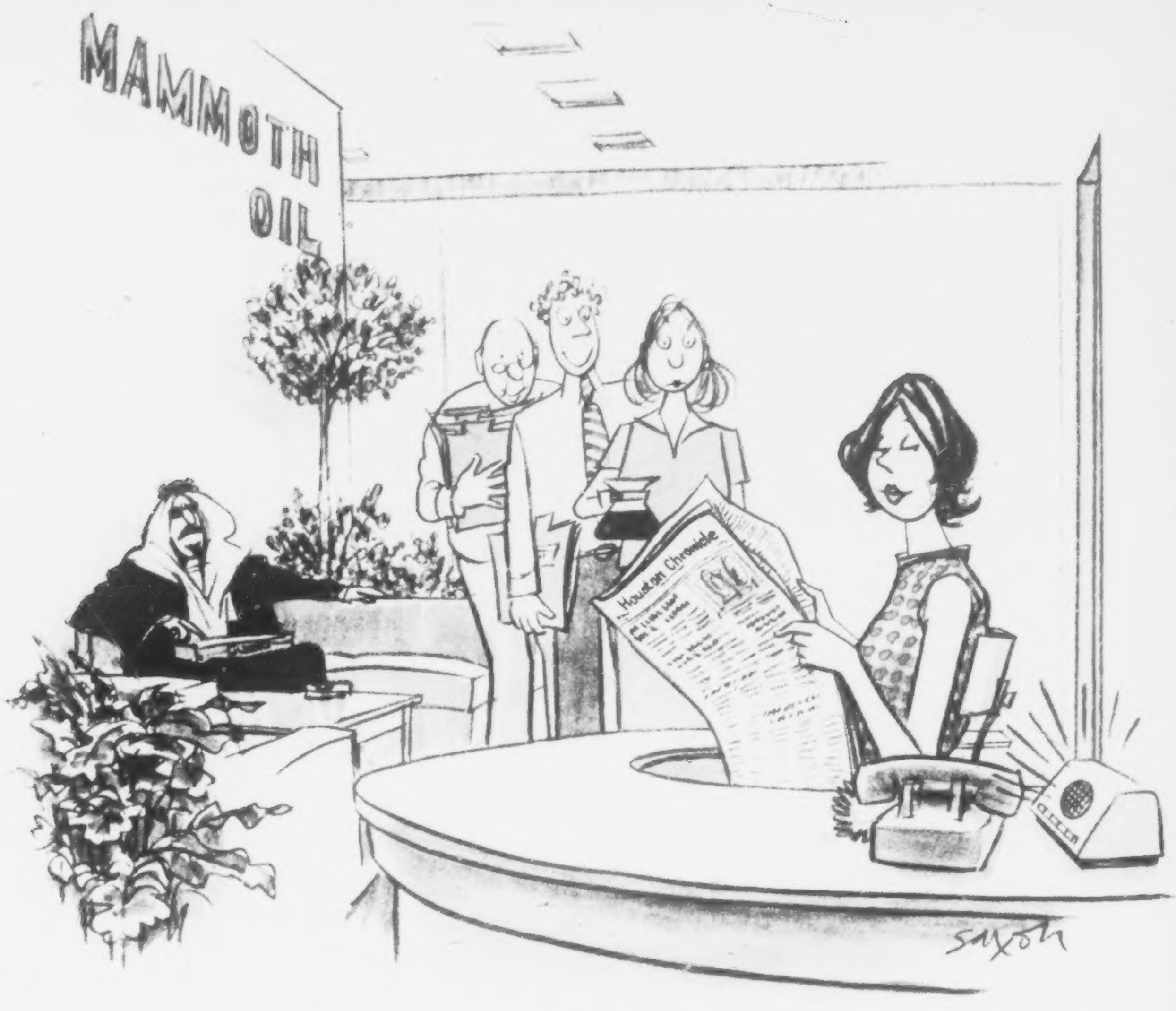
S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/78 Total Pop. (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
TEXAS (cont.)															
EL PASO	446.2	499.6	12.0	154.2	16.9	4,048,685	75.8	17,458	26,256	2,645,678	48.4	13,515	17,157	.1859	.1924
El Paso	446.2	499.6	12.0	154.2	16.9	4,048,685	75.8	17,458	26,256	2,645,678	48.4	13,515	17,157	.1859	.1924
GALVESTON - TEXAS CITY	202.8	222.6	9.8	82.0	15.8	2,175,738	67.7	18,322	26,533	1,405,908	79.4	11,069	17,145	.0922	.0992
Galveston	202.8	222.6	9.8	82.0	15.8	2,175,738	67.7	18,322	26,533	1,405,908	79.4	11,069	17,145	.0922	.0992
HOUSTON	2,456.9	3,048.4	14.7	1,123.2	21.3	38,926,184	87.4	22,437	34,657	25,624,823	87.0	14,803	22,814	1.4659	1.7018
Brazoria	137.2	153.5	11.9	53.7	19.3	1,807,180	84.1	21,815	33,653	960,876	72.6	12,371	17,893	.0670	.0746
Fort Bend	93.5	121.4	29.8	35.4	33.1	1,001,016	110.2	17,906	28,277	290,865	64.7	6,638	8,217	.0316	.0389
Harris	2,266.1	2,580.6	13.9	965.8	20.7	34,285,311	86.6	22,960	35,499	23,531,003	88.8	15,569	24,364	1.3017	1.5126
Liberty	41.9	46.3	10.5	17.6	17.3	454,613	89.8	15,964	25,830	303,623	70.0	11,904	17,251	.0188	.0208
Montgomery	101.8	128.8	26.5	45.6	34.1	1,250,197	102.0	18,204	27,417	429,980	64.7	7,681	9,429	.0404	.0481
Waller	16.4	17.8	8.5	5.1	10.9	127,867	72.7	16,099	25,072	108,476	61.0	14,648	21,270	.0064	.0068
HOUSTON - GALVESTON CONSOLIDATED AREA	*2,859.7*	*3,271.0*	*14.4*	*1,205.2*	*21.0*	*41,101,922*	*86.3*	*22,144*	*34,104*	*27,030,731*	*86.6*	*14,537*	*22,428*	*1.5581*	*1.8010*
KILLEEN - TEMPLE	222.0	254.2	14.5	77.7	18.3	2,109,859	80.5	17,787	27,154	1,072,727	53.6	10,633	13,806	.0862	.0925
Bell	173.3	198.2	14.4	64.2	18.7	1,668,369	79.5	17,178	25,987	930,785	53.4	11,216	14,498	.0702	.0749
Coryell	48.7	56.0	15.0	13.5	16.4	441,490	84.5	20,624	32,703	141,942	54.7	7,912	10,514	.0160	.0176
LAREDO	88.8	97.6	9.9	29.5	17.5	608,922	81.4	13,376	20,641	749,887	65.2	18,087	25,420	.0365	.0390
Webb	88.8	97.6	9.9	29.5	17.5	608,922	81.4	13,376	20,641	749,887	65.2	18,087	25,420	.0365	.0390
LONGVIEW - MARSHALL	134.1	140.2	4.5	51.2	8.2	1,342,431	68.1	16,879	26,219	1,058,223	52.7	14,647	20,668	.0654	.0657
Gregg	88.2	92.7	5.1	34.2	8.6	947,100	69.7	17,719	27,693	858,801	56.9	17,379	25,111	.0476	.0484
Harrison	45.9	47.5	3.5	17.0	7.6	395,331	64.6	15,204	23,255	199,422	37.2	9,201	11,731	.0178	.0173
LUBBOCK	205.3	224.2	9.2	83.4	17.1	2,461,679	80.9	19,109	29,517	1,396,299	70.6	11,495	16,742	.0959	.1052
Lubbock	205.3	224.2	9.2	83.4	17.1	2,461,679	80.9	19,109	29,517	1,396,299	70.6	11,495	16,742	.0959	.1052
MCALLEN - PHARR - EDINBURG	242.3	291.4	20.3	81.9	25.6	1,686,077	95.0	13,261	20,587	1,145,278	56.7	11,207	13,984	.0790	.0883
Hidalgo	242.3	291.4	20.3	81.9	25.6	1,686,077	95.0	13,261	20,587	1,145,278	56.7	11,207	13,984	.0790	.0883
MIDLAND	75.0	84.8	13.1	31.7	21.0	1,101,438	82.9	22,987	34,746	647,347	58.7	15,565	20,421	.0427	.0462
Midland	75.0	84.8	13.1	31.7	21.0	1,101,438	82.9	22,987	34,746	647,347	58.7	15,565	20,421	.0427	.0462
ODESSA	108.6	121.1	11.5	44.9	19.4	1,349,513	82.0	19,723	30,056	890,050	57.9	14,995	19,823	.0563	.0603
Ector	108.6	121.1	11.5	44.9	19.4	1,349,513	82.0	19,723	30,056	890,050	57.9	14,995	19,823	.0563	.0603
SAN ANGELO	78.2	86.1	10.1	33.6	16.7	815,355	74.5	16,223	24,267	451,514	50.2	10,440	13,438	.0343	.0356
Tom Green	78.2	86.1	10.1	33.6	16.7	815,355	74.5	16,223	24,267	451,514	50.2	10,440	13,438	.0343	.0356
SAN ANTONIO	1,021.4	1,065.9	4.4	352.0	9.2	10,044,282	67.5	18,614	28,535	5,476,593	45.8	11,658	15,559	.4390	.4367
Bexar	949.4	988.9	4.2	324.5	9.1	9,365,068	67.1	18,844	28,860	5,205,414	46.0	11,986	16,041	.4119	.4091
Comal	32.0	34.8	8.8	12.7	13.4	299,753	70.4	15,707	23,603	119,614	42.7	7,482	9,418	.0120	.0123
Guadalupe	40.0	42.2	5.5	14.8	8.8	379,461	74.7	15,969	25,639	151,565	40.7	7,920	10,241	.0151	.0153
SHERMAN - DENISON	83.9	83.8	–.1	34.6	6.5	962,253	68.4	17,579	27,811	703,268	62.1	13,345	20,326	.0434	.0445
Grayson	83.9	83.8	–.1	34.6	6.5	962,253	68.4	17,579	27,811	703,268	62.1	13,345	20,326	.0434	.0445
TEXARKANA	117.8	121.9	3.5	47.7	10.2	940,000	55.8	13,937	19,706	617,296	37.2	10,392	12,941	.0482	.0451
Bowie	72.9	75.3	3.3	30.4	10.5	553,553	48.0	13,600	18,209	356,772	24.2	10,448	11,736	.0302	.0267
Little River, Ark.	*11.1*	*10.2*	*–8.1*	*3.7*	*–2.6*	*81,259*	*50.6*	*14,199*	*21,962*	*43,642*	*54.0*	*7,456*	*11,795*	*.0039*	*.0036*
Miller, Ark.	*33.8*	*36.4*	*7.7*	*13.6*	*13.3*	*305,188*	*73.9*	*14,627*	*22,440*	*216,882*	*61.5*	*11,193*	*15,947*	*.0141*	*.0148*
TYLER	113.3	121.2	7.0	47.1	13.8	1,291,153	74.9	17,836	27,413	768,712	46.6	12,665	16,321	.0552	.0563
Smith	113.3	121.2	7.0	47.1	13.8	1,291,153	74.9	17,836	27,413	768,712	46.6	12,665	16,321	.0552	.0563
△ **VICTORIA**	62.7	70.1	11.8	23.2	16.6	671,791	85.0	18,246	28,957	344,699	45.1	11,940	14,858	.0270	.0286
Victoria	62.7	70.1	11.8	23.2	16.6	671,791	85.0	18,246	28,957	344,699	45.1	11,940	14,858	.0270	.0286
WACO	159.9	165.2	3.3	63.4	8.6	1,529,184	65.1	15,864	24,120	996,326	46.9	11,610	15,715	.0716	.0706
McLennan	159.9	165.2	3.3	63.4	8.6	1,529,184	65.1	15,864	24,120	996,326	46.9	11,610	15,715	.0716	.0706
WICHITA FALLS	130.8	134.1	2.5	51.8	9.1	1,468,241	68.4	18,360	28,344	947,957	47.1	13,565	18,300	.0660	.0654
Clay	9.0	9.4	4.4	3.6	5.9	84,538	64.5	15,119	23,483	23,638	26.4	5,500	6,566	.0034	.0031
Wichita	121.8	124.7	2.4	48.2	9.3	1,383,703	68.6	18,610	28,708	924,319	47.7	14,187	19,177	.0626	.0623
TOTAL METRO COUNTIES	10,545.9	11,579.6	9.8	4,133.8	15.5	125,801,883	75.8	19,982	30,433	75,632,515	61.2	13,104	18,296	5.1659	5.4814
TOTAL STATE	13,171.2	14,356.0	9.0	5,129.7	14.0	148,244,021	74.6	18,862	28,899	87,513,008	58.9	12,233	17,060	6.1672	6.4832
UTAH															
PROVO - OREM	188.4	219.3	16.4	62.7	22.2	1,708,493	88.5	17,672	27,249	998,438	91.9	10,140	15,924	.0677	.0792
Utah	188.4	219.3	16.4	62.7	22.2	1,708,493	88.5	17,672	27,249	998,438	91.9	10,140	15,924	.0677	.0792
SALT LAKE CITY - OGDEN	851.7	928.6	9.0	299.8	14.1	8,648,813	71.0	19,252	28,849	5,623,588	71.4	12,489	18,758	.3735	.3984
Davis	127.6	140.4	10.0	37.3	14.4	1,202,764	72.7	21,363	32,246	499,847	72.1	8,907	13,401	.0465	.0498
Salt Lake	560.5	620.5	10.7	205.9	15.9	5,963,153	74.7	19,204	28,961	4,185,430	75.4	13,429	20,327	.2571	.2802
Tooele	24.4	24.8	1.6	7.8	5.4	229,409	60.7	19,291	29,411	96,143	61.9	8,026	12,326	.0093	.0094
Weber	139.2	142.9	2.7	48.8	8.4	1,253,487	55.5	17,909	25,686	842,168	54.6	12,106	17,258	.0606	.0590
TOTAL METRO COUNTIES	1,040.1	1,147.9	10.4	362.5	15.4	10,357,306	73.7	18,994	28,572	6,622,026	74.2	12,105	18,268	.4412	.4776
TOTAL STATE	1,321.3	1,464.4	10.8	465.4	16.0	12,651,713	74.1	18,112	27,185	7,925,730	72.8	11,433	17,030	.5410	.5847
VERMONT															
△ **BURLINGTON**	113.5	124.0	9.3	42.7	17.0	1,074,191	59.4	18,459	25,157	673,928	54.8	11,929	15,783	.0497	.0497
Chittenden	113.5	124.0	9.3	42.7	17.0	1,074,191	59.4	18,459	25,157	673,928	54.8	11,929	15,783	.0497	.0497
TOTAL METRO COUNTIES	113.5	124.0	9.3	42.7	17.0	1,074,191	59.4	18,459	25,157	673,928	54.8	11,929	15,783	.0497	.0497
TOTAL STATE	492.2	521.5	6.0	193.5	13.8	4,223,090	57.5	15,762	21,825	2,769,405	51.3	10,762	14,312	.2051	.2009



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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
VIRGINIA															
△ DANVILLE	**107.9**	**108.8**	**.8**	**39.2**	**5.7**	**973,529**	**67.6**	**15,657**	**24,835**	**570,708**	**66.1**	**9,261**	**14,559**	**.0427**	**.0438**
Danville	44.9	43.4	-3.3	16.9	.6	462,685	60.1	17,205	27,378	457,105	61.6	16,841	27,048	.0245	.0244
Pittsylvania	63.0	65.4	3.8	22.3	9.9	510,844	75.1	14,376	22,908	113,603	87.2	2,989	5,094	.0182	.0194
LYNCHBURG	**149.?**	**157.0**	**5.2**	**55.2**	**9.3**	**1,291,047**	**61.6**	**15,823**	**23,389**	**821,962**	**48.4**	**10,970**	**14,891**	**.0616**	**.0607**
Amherst	28.6	30.6	7.0	9.0	11.1	223,907	69.3	16,332	24,879	91,198	73.2	6,499	10,133	.0091	.0097
Appomattox	11.5	12.0	4.3	4.0	5.3	74,171	50.9	12,935	18,543	48,408	42.5	8,941	12,102	.0040	.0038
Campbell	45.7	55.5	21.4	19.3	27.0	558,271	100.8	18,292	28,926	194,712	125.4	5,684	10,089	.0170	.0213
Lynchburg	63.4	58.9	-7.1	22.9	-2.1	434,698	28.0	14,511	18,982	487,644	28.0	16,281	21,294	.0315	.0259
NEWPORT NEWS - HAMPTON	**367.4**	**388.4**	**5.7**	**132.9**	**11.3**	**3,154,805**	**52.0**	**17,378**	**23,738**	**1,939,214**	**55.8**	**10,427**	**14,592**	**.1512**	**.1471**
Gloucester	17.8	19.3	8.4	7.6	15.2	136,259	58.3	13,041	17,929	69,757	54.6	6,835	9,179	.0063	.0063
Hampton	128.5	133.8	4.1	46.7	10.1	1,125,458	52.4	17,415	24,100	760,520	53.8	11,663	16,285	.0554	.0536
James City	21.8	24.7	13.3	7.7	20.3	158,277	62.4	15,224	20,555	46,715	66.4	4,386	6,067	.0063	.0067
Newport News	144.6	148.6	2.8	51.6	8.2	1,116,970	42.5	16,433	21,647	704,989	52.1	9,717	13,663	.0575	.0535
Poquoson	9.0	10.1	12.2	3.5	16.7	89,119	73.9	17,084	25,463	12,759	75.0	2,431	3,645	.0029	.0031
Williamsburg	10.8	11.8	9.3	3.3	10.0	125,057	69.0	24,665	37,896	274,072	65.3	55,277	83,052	.0097	.0101
York	34.9	40.1	14.9	12.5	21.4	403,665	65.5	23,686	32,293	70,402	72.9	3,952	5,632	.0131	.0138
NORFOLK - VIRGINIA BEACH - PORTSMOUTH	**814.6**	**866.0**	**6.3**	**285.8**	**11.9**	**7,717,149**	**63.4**	**18,490**	**27,002**	**4,435,113**	**72.5**	**10,069**	**15,518**	**.3326**	**.3450**
Chesapeake	115.2	132.5	15.0	42.6	19.3	963,417	70.1	15,862	22,615	357,175	71.4	5,837	8,384	.0378	.0406
Norfolk	283.7	273.5	-3.6	92.5	3.7	2,645,432	57.9	18,783	28,599	1,767,334	69.5	11,688	19,106	.1223	.1220
Portsmouth	107.6	106.5	-1.0	39.5	4.2	979,972	59.6	16,199	24,809	608,096	68.6	9,516	15,395	.0443	.0445
Suffolk	47.8	48.3	1.0	16.4	5.8	462,885	36.6	21,856	28,225	198,337	43.6	8,910	12,094	.0213	.0189
Virginia Beach	250.5	293.3	17.1	90.2	22.7	2,577,892	74.0	20,156	28,580	1,485,544	82.9	11,053	16,469	.1041	.1156
Currituck, N. C.	*9.8*	*11.9*	*21.4*	*4.6*	*27.8*	*87,551*	*88.9*	*12,875*	*19,033*	*8,627*	*97.4*	*2,621*	*4,049*	*.0028*	*.0034*
PETERSBURG - COLONIAL HEIGHTS - HOPEWELL	**130.7**	**135.8**	**3.9**	**45.8**	**10.1**	**1,222,729**	**66.0**	**17,710**	**26,697**	**765,040**	**68.0**	**10,948**	**16,704**	**.0542**	**.0559**
Colonial Heights	17.6	18.6	5.7	7.3	12.3	197,148	61.5	18,786	27,007	105,157	55.3	10,416	14,405	.0084	.0083
Dinwiddie	22.5	21.8	-3.1	6.4	3.2	177,964	62.4	17,671	27,807	34,594	94.2	2,873	5,405	.0065	.0065
Hopewell	23.7	24.2	2.1	9.2	8.2	262,673	68.3	18,367	28,551	178,351	90.6	11,011	19,386	.0110	.0119
Petersburg	43.2	46.4	7.4	16.9	11.9	357,968	64.6	14,401	21,182	393,574	58.2	16,477	23,288	.0206	.0209
Prince George	23.7	24.8	4.6	6.0	13.2	226,976	72.6	24,813	37,829	53,364	94.0	5,190	8,894	.0077	.0083
RICHMOND	**616.2**	**645.6**	**4.8**	**236.8**	**10.0**	**7,049,839**	**65.9**	**19,738**	**29,771**	**3,848,180**	**65.8**	**10,783**	**16,251**	**.2890**	**.2977**
Charles City	6.8	6.8	.0	1.8	.0	28,512	40.9	11,239	15,840	3,109	26.7	1,363	1,727	.0014	.0013
Chesterfield	122.1	132.1	8.2	44.7	14.3	1,230,737	61.4	19,498	27,533	454,149	56.8	7,407	10,160	.0482	.0485
Goochland	11.8	13.2	11.9	4.0	17.6	95,385	74.3	16,096	23,846	19,931	71.6	3,416	4,983	.0034	.0037
Hanover	52.7	61.3	16.3	21.0	23.5	603,457	85.7	19,115	28,736	266,688	82.8	8,584	12,699	.0215	.0245
Henrico	179.5	197.5	10.0	73.8	15.9	2,470,020	75.2	22,133	33,469	1,341,236	82.4	11,542	18,174	.0923	.1018
New Kent	7.3	9.2	26.0	3.0	30.4	67,251	100.7	14,570	22,417	31,980	99.9	6,957	10,660	.0024	.0029
Powhatan	12.3	13.3	8.1	3.9	18.2	123,051	80.8	20,630	31,552	15,786	74.4	2,742	4,048	.0038	.0041
Richmond city	223.7	212.2	-5.1	84.6	-.1	2,431,426	54.3	18,606	28,740	1,715,301	54.3	13,124	20,275	.1160	.1109
ROANOKE	**220.9**	**226.3**	**2.4**	**87.9**	**7.7**	**2,268,671**	**63.6**	**16,998**	**25,810**	**1,419,607**	**53.1**	**11,365**	**16,150**	**.1022**	**.1018**
Botetourt	22.4	24.9	11.2	9.2	16.5	206,982	74.0	15,055	22,498	66,025	91.1	4,374	7,177	.0074	.0082
Craig	4.1	4.4	7.3	1.9	18.8	23,319	56.4	9,321	12,273	9,615	76.9	3,396	5,061	.0011	.0011
Roanoke	71.0	81.3	14.5	29.3	21.6	925,445	84.9	20,764	31,585	276,386	90.1	6,032	9,433	.0291	.0335
Roanoke city	98.4	91.2	-7.3	38.5	-2.0	866,086	44.9	15,212	22,496	710,630	35.3	13,364	18,458	.0490	.0431
Salem	25.0	24.5	-2.0	9.0	3.4	246,839	59.3	17,811	27,427	356,951	64.6	24,922	39,661	.0156	.0159
TOTAL METRO COUNTIES	**3,538.7**	**3,759.9**	**6.3**	**1,317.4**	**11.1**	**40,914,847**	**64.8**	**20,936**	**31,057**	**21,487,133**	**65.4**	**10,954**	**16,310**	**1.6612**	**1.7094**
TOTAL STATE	**5,210.3**	**5,556.1**	**6.6**	**1,957.1**	**11.6**	**54,930,654**	**66.2**	**18,846**	**28,067**	**29,292,684**	**66.3**	**10,041**	**14,967**	**2.2684**	**2.3494**
WASHINGTON															
△ BREMERTON	**128.9**	**135.5**	**5.1**	**51.7**	**12.1**	**1,803,215**	**69.9**	**23,018**	**34,878**	**671,341**	**56.2**	**9,322**	**12,985**	**.0645**	**.0663**
Kitsap	128.9	135.5	5.1	51.7	12.1	1,803,215	69.9	23,018	34,878	671,341	56.2	9,322	12,985	.0645	.0663
△ OLYMPIA	**111.0**	**129.1**	**16.3**	**50.5**	**24.4**	**1,573,864**	**87.3**	**20,694**	**31,166**	**693,355**	**73.1**	**9,867**	**13,730**	**.0540**	**.0614**
Thurston	111.0	129.1	16.3	50.5	24.4	1,573,864	87.3	20,694	31,166	693,355	73.1	9,867	13,730	.0540	.0614
RICHLAND - KENNEWICK - PASCO	**123.4**	**156.0**	**26.4**	**54.9**	**34.2**	**1,791,129**	**105.5**	**21,315**	**32,625**	**836,488**	**86.9**	**10,944**	**15,237**	**.0579**	**.0716**
Benton	93.6	120.5	28.7	42.7	37.3	1,352,585	106.2	21,091	31,676	600,550	85.1	10,433	14,064	.0432	.0536
Franklin	29.8	35.5	19.1	12.2	24.5	438,544	103.1	22,029	35,946	235,938	91.6	12,565	19,339	.0147	.0180
SEATTLE - EVERETT	**1,474.8**	**1,475.8**	**.1**	**604.1**	**7.9**	**17,454,333**	**49.4**	**20,877**	**28,893**	**10,024,181**	**44.1**	**12,430**	**16,594**	**.7952**	**.7382**
King	1,190.1	1,185.8	-.4	493.3	7.4	14,685,692	49.7	21,357	29,770	8,456,286	43.7	12,815	17,142	.6649	.6168
Snohomish	284.7	290.0	1.9	110.8	10.4	2,768,641	47.6	18,680	24,988	1,567,895	46.4	10,668	14,151	.1303	.1214
SEATTLE - TACOMA CONSOLIDATED AREA	***1,915.9***	***1,924.4***	***.4***	***768.4***	***8.3***	***21,884,115***	***50.1***	***20,543***	***28,480***	***12,345,568***	***43.7***	***12,109***	***16,067***	***.9958***	***.9268***

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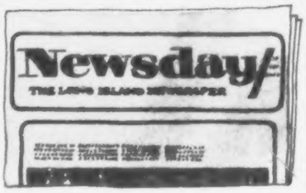

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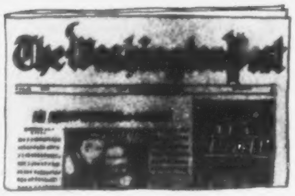

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WAKE UP TO THE SEATTLE P-I.

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Belden Associates, Dallas

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION 12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	EFFECTIVE BUYING INCOME 1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	1983	RETAIL SALES 1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	1983	BUYING POWER INDEX 1978	1983
WASH. (cont.)															
SPOKANE	323.5	342.2	5.8	135.4	13.9	3,589,729	68.0	17,968	26,512	1,828,543	48.5	10,359	13,505	.1488	.1497
Spokane	323.5	342.2	5.8	135.4	13.9	3,589,729	68.0	17,968	26,512	1,828,543	48.5	10,359	13,505	.1488	.1497
TACOMA	441.1	448.6	1.7	164.3	9.6	4,429,782	53.1	19,297	26,962	2,321,387	41.9	10,911	14,129	.2006	.1886
Pierce	441.1	448.6	1.7	164.3	9.6	4,429,782	53.1	19,297	26,962	2,321,387	41.9	10,911	14,129	.2006	.1886
YAKIMA	158.2	166.2	5.1	63.6	11.6	1,566,373	69.3	16,235	24,629	897,510	46.9	10,717	14,112	.0690	.0691
Yakima	158.2	166.2	5.1	63.6	11.6	1,566,373	69.3	16,235	24,629	897,510	46.9	10,717	14,112	.0690	.0691
TOTAL METRO COUNTIES	2,932.1	3,047.3	3.9	1,198.1	11.6	34,294,121	58.8	20,104	28,624	18,041,593	47.9	11,354	15,059	1.4643	1.4245
TOTAL STATE	3,776.2	3,952.2	4.7	1,543.8	12.0	43,718,823	61.5	19,653	28,319	22,425,453	49.4	10,897	14,526	1.8351	1.8083
WEST VIRGINIA															
CHARLESTON	259.8	250.2	–3.7	94.3	.7	2,896,547	60.3	19,303	30,716	1,536,653	70.1	9,652	16,295	.1196	.1199
Kanawha	227.3	215.1	–5.4	82.2	–.6	2,599,851	59.2	19,742	31,628	1,415,192	69.6	10,092	17,216	.1079	.1077
Putnam	32.5	35.1	8.0	12.1	11.0	296,696	70.4	15,975	24,520	121,461	76.3	6,321	10,038	.0117	.0122
HUNTINGTON - ASHLAND	298.1	305.1	2.3	112.4	7.1	2,824,088	63.3	16,490	25,125	1,670,315	55.4	10,247	14,860	.1268	.1263
Cabell	105.8	106.3	.5	41.7	5.6	1,114,582	62.6	17,350	26,729	713,754	54.7	11,683	17,116	.0504	.0500
Wayne	41.4	43.7	5.6	15.7	10.6	362,040	71.9	14,827	23,060	159,946	87.2	6,016	10,188	.0142	.0152
Boyd, Ky.	*53.3*	*53.1*	*–.4*	*19.0*	*3.3*	*553,112*	*61.0*	*18,669*	*29,111*	*381,307*	*55.1*	*13,358*	*20,069*	*.0258*	*.0254*
Greenup, Ky.	*34.7*	*38.0*	*9.5*	*12.8*	*15.3*	*376,460*	*84.0*	*18,429*	*29,411*	*167,458*	*97.8*	*7,627*	*13,083*	*.0135*	*.0154*
Lawrence, Ohio	*62.9*	*64.0*	*1.7*	*23.2*	*6.9*	*417,894*	*46.2*	*13,174*	*18,013*	*247,850*	*25.5*	*9,103*	*10,683*	*.0229*	*.0203*
PARKERSBURG - MARIETTA	154.9	155.5	.4	55.8	4.3	1,460,091	58.5	17,215	26,167	911,691	46.4	11,636	16,339	.0690	.0663
Wirt	4.8	5.6	16.7	1.8	12.5	33,189	73.5	11,958	18,438	5,210	47.8	2,204	2,894	.0013	.0014
Wood	90.4	90.0	–.4	32.8	3.5	929,958	60.5	18,280	28,352	536,082	54.0	10,982	16,344	.0411	.0404
Washington, Ohio	*59.7*	*59.9*	*.3*	*21.2*	*5.0*	*496,944*	*54.2*	*15,959*	*23,441*	*370,399*	*36.7*	*13,411*	*17,472*	*.0266*	*.0245*
STEUBENVILLE - WEIRTON	163.5	156.7	–4.2	57.1	1.2	1,713,335	55.2	19,574	30,006	835,500	49.7	9,896	14,632	.0737	.0699
Brooke	30.9	28.9	–6.5	10.4	–1.9	335,031	53.0	20,662	32,215	137,345	56.8	8,261	13,206	.0137	.0129
Hancock	40.4	38.7	–4.2	14.0	1.4	468,841	57.2	21,611	33,489	190,499	72.2	8,015	13,607	.0181	.0178
Jefferson, Ohio	*92.2*	*89.1*	*–3.4*	*32.7*	*2.2*	*909,463*	*55.0*	*18,335*	*27,812*	*507,656*	*41.0*	*11,248*	*15,525*	*.0419*	*.0392*
WHEELING	182.9	181.5	–.8	69.3	4.5	1,784,342	58.3	17,002	25,748	1,136,026	47.8	11,591	16,393	.0839	.0810
Marshall	40.7	40.5	–.5	15.1	5.6	375,801	59.8	16,442	24,887	201,693	68.6	8,366	13,357	.0162	.0165
Ohio	59.1	57.1	–3.4	22.1	1.4	676,525	58.8	19,542	30,612	489,289	45.3	15,451	22,140	.0325	.0311
Belmont, Ohio	*83.1*	*83.9*	*1.0*	*32.1*	*6.3*	*732,016*	*57.1*	*15,433*	*22,804*	*445,044*	*42.6*	*10,332*	*13,864*	*.0352*	*.0334*
TOTAL METRO COUNTIES	673.3	661.0	–1.8	247.9	2.8	7,192,514	60.6	18,580	29,014	3,970,471	61.6	10,189	16,016	.3071	.3052
TOTAL STATE	1,882.5	1,942.9	3.2	700.8	7.3	17,719,100	68.1	16,143	25,284	9,795,115	69.2	8,866	13,977	.7499	.7789
WISCONSIN															
APPLETON - OSHKOSH	294.0	303.1	3.1	103.7	9.5	2,944,684	59.2	19,538	28,396	1,696,397	58.0	11,340	16,359	.1305	.1292
Calumet	28.9	28.6	–1.0	9.4	6.8	276,222	59.9	19,627	29,385	99,591	62.8	6,951	10,595	.0108	.0107
Outagamie	129.4	134.3	3.8	45.2	10.5	1,284,346	59.7	19,666	28,415	846,304	56.5	13,218	18,724	.0595	.0591
Winnebago	135.7	140.2	3.3	49.1	9.1	1,384,116	58.5	19,404	28,190	750,502	59.0	10,491	15,285	.0602	.0594
DULUTH - SUPERIOR	265.5	274.5	3.4	107.5	11.1	2,632,681	63.0	16,682	24,490	1,768,168	58.6	11,518	16,448	.1212	.1218
Douglas	45.1	46.0	2.0	18.4	10.2	458,923	68.2	16,337	24,941	260,934	54.4	10,120	14,181	.0198	.0200
St. Louis, Minn.	*220.4*	*228.5*	*3.7*	*89.1*	*11.2*	*2,173,758*	*62.0*	*16,754*	*24,397*	*1,507,234*	*59.3*	*11,810*	*16,916*	*.1014*	*.1018*
EAU CLAIRE	124.9	130.0	4.1	45.3	10.2	1,021,941	53.4	16,205	22,559	728,980	47.2	12,048	16,092	.0527	.0503
Chippewa	48.9	48.9	.0	16.6	6.4	430,297	60.8	17,150	25,922	282,420	63.1	11,102	17,013	.0202	.0202
Eau Claire	76.0	81.1	6.7	28.7	12.5	591,644	48.5	15,627	20,615	446,560	38.7	12,626	15,560	.0325	.0301
GREEN BAY	176.7	192.5	8.9	65.5	17.2	1,872,755	71.9	19,484	28,592	1,122,511	68.2	11,941	17,138	.0783	.0832
Brown	176.7	192.5	8.9	65.5	17.2	1,872,755	71.9	19,484	28,592	1,122,511	68.2	11,941	17,138	.0783	.0832
JANESVILLE - BELOIT	135.8	137.8	1.5	49.3	7.4	1,628,781	68.3	21,081	33,038	862,793	59.9	11,752	17,501	.0657	.0672
Rock	135.8	137.8	1.5	49.3	7.4	1,628,781	68.3	21,081	33,038	862,793	59.9	11,752	17,501	.0657	.0672
KENOSHA	128.1	133.6	4.3	49.1	11.6	1,699,519	76.7	21,860	34,613	751,293	70.8	9,996	15,301	.0612	.0657
Kenosha	128.1	133.6	4.3	49.1	11.6	1,699,519	76.7	21,860	34,613	751,293	70.8	9,996	15,301	.0612	.0657
LA CROSSE	88.9	96.3	8.3	35.3	15.7	778,805	62.8	15,682	22,062	617,349	51.8	13,331	17,489	.0398	.0396
La Crosse	88.9	96.3	8.3	35.3	15.7	778,805	62.8	15,682	22,062	617,349	51.8	13,331	17,489	.0398	.0396

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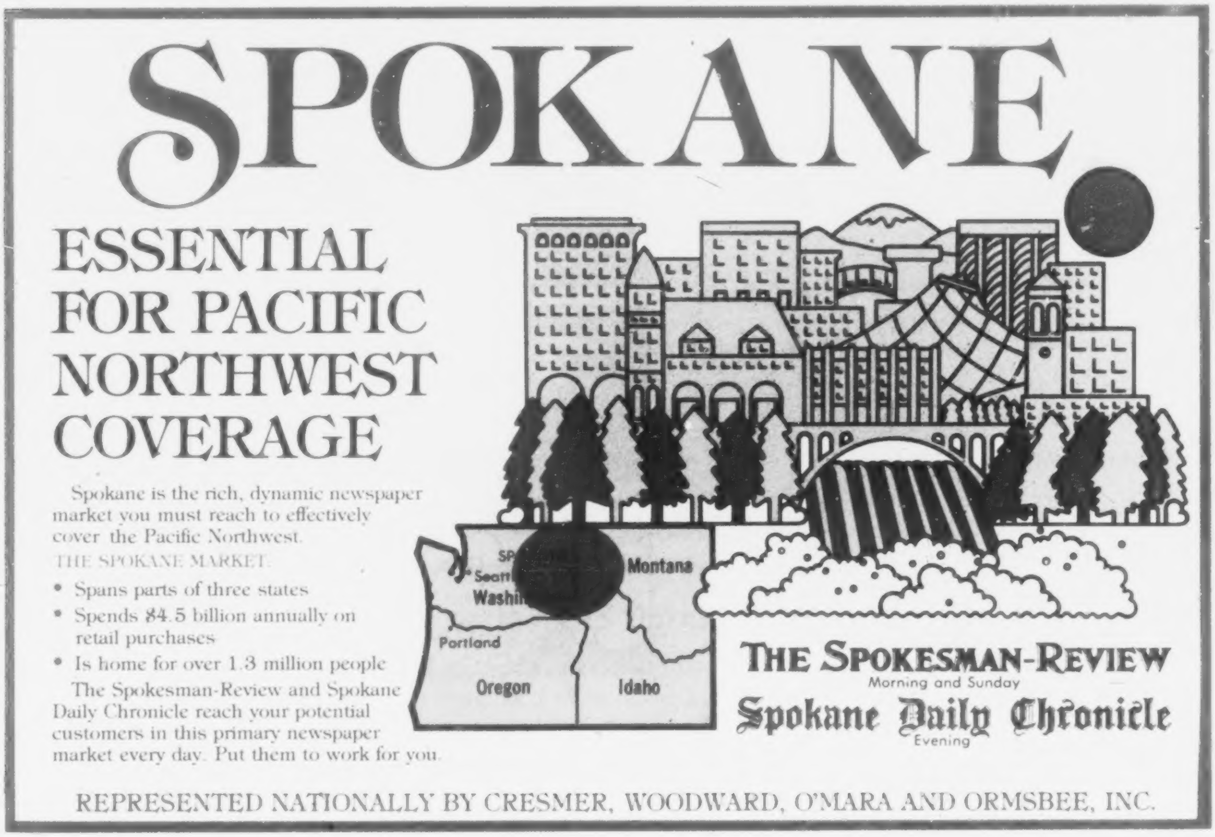
S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total House-holds (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
WISC. (cont.)															
MADISON	**319.3**	**341.3**	**6.9**	**130.6**	**14.8**	**4,058,936**	**68.6**	**21,149**	**31,079**	**2,267,967**	**65.5**	**12,039**	**17,366**	**.1629**	**.1701**
Dane	319.3	341.3	6.9	130.6	14.8	4,058,936	68.6	21,149	31,079	2,267,967	65.5	12,039	17,366	.1629	.1701
△ **MANITOWOC - TWO RIVERS**	**84.3**	**86.3**	**2.4**	**30.5**	**8.2**	**738,380**	**50.3**	**17,415**	**24,209**	**348,584**	**39.3**	**8,876**	**11,429**	**.0338**	**.0316**
Manitowoc	84.3	86.3	2.4	30.5	8.2	738,380	50.3	17,415	24,209	348,584	39.3	8,876	11,429	.0338	.0316
MILWAUKEE	**1,414.1**	**1,460.2**	**3.3**	**534.5**	**9.2**	**16,600,485**	**59.8**	**21,216**	**31,058**	**8,911,965**	**54.2**	**11,805**	**16,673**	**.7012**	**.6924**
Milwaukee	984.5	982.6	−.2	379.4	5.9	10,542,244	50.7	19,525	27,787	6,236,950	46.8	11,851	16,439	.4884	.4581
Ozaukee	70.3	78.0	11.0	25.3	17.7	942,145	72.4	25,411	37,239	350,664	74.9	9,324	13,860	.0327	.0352
Washington	81.2	90.9	11.9	30.3	19.8	1,039,940	81.2	22,686	34,321	461,462	83.4	9,947	15,230	.0365	.0411
Waukesha	278.1	308.7	11.0	99.5	18.0	4,076,156	79.8	26,895	40,966	1,862,889	72.7	12,798	18,723	.1436	.1580
MILWAUKEE - RACINE CONSOLIDATED AREA	*1,590.5*	*1,636.0*	*2.9*	*599.4*	*9.0*	*18,482,877*	*59.2*	*21,109*	*30,836*	*9,930,834*	*54.8*	*11,661*	*16,568*	*.7831*	*.7719*
RACINE	**176.4**	**175.8**	**−.3**	**64.9**	**7.3**	**1,882,392**	**53.7**	**20,240**	**29,004**	**1,018,869**	**60.4**	**10,499**	**15,699**	**.0819**	**.0795**
Racine	176.4	175.8	−.3	64.9	7.3	1,882,392	53.7	20,240	29,004	1,018,869	60.4	10,499	15,699	.0819	.0795
△ **SHEBOYGAN**	**100.6**	**102.1**	**1.5**	**38.0**	**7.3**	**1,024,034**	**56.2**	**18,515**	**26,948**	**520,325**	**49.0**	**9,865**	**13,693**	**.0449**	**.0430**
Sheboygan	100.6	102.1	1.5	38.0	7.3	1,024,034	56.2	18,515	26,948	520,325	49.0	9,865	13,693	.0449	.0430
△ **WAUSAU**	**107.8**	**113.8**	**5.6**	**39.6**	**11.9**	**1,234,578**	**76.5**	**19,759**	**31,176**	**637,189**	**81.3**	**9,928**	**16,091**	**.0470**	**.0513**
Marathon	107.8	113.8	5.6	39.6	11.9	1,234,578	76.5	19,759	31,176	637,189	81.3	9,928	16,091	.0470	.0513
TOTAL METRO COUNTIES	**3,238.0**	**3,369.3**	**4.1**	**1,221.3**	**10.5**	**36,458,174**	**62.6**	**20,290**	**29,852**	**19,982,320**	**57.9**	**11,458**	**16,362**	**1.5376**	**1.5441**
TOTAL STATE	**4,700.0**	**4,929.8**	**4.9**	**1,780.6**	**11.1**	**50,357,589**	**64.5**	**19,112**	**28,281**	**27,650,163**	**59.2**	**10,842**	**15,529**	**2.1285**	**2.1583**
WYOMING															
△ **CHEYENNE**	**69.3**	**69.7**	**.6**	**26.0**	**5.7**	**777,209**	**60.3**	**19,713**	**29,893**	**429,404**	**61.1**	**10,835**	**16,516**	**.0330**	**.0329**
Laramie	69.3	69.7	.6	26.0	5.7	777,209	60.3	19,713	29,893	429,404	61.1	10,835	16,516	.0330	.0329
TOTAL METRO COUNTIES	**69.3**	**69.7**	**.6**	**26.0**	**5.7**	**777,209**	**60.3**	**19,713**	**29,893**	**429,404**	**61.1**	**10,835**	**16,516**	**.0330**	**.0329**
TOTAL STATE	**437.6**	**475.7**	**8.7**	**177.5**	**15.6**	**5,089,956**	**73.0**	**19,169**	**28,676**	**2,754,440**	**71.1**	**10,487**	**15,518**	**.2011**	**.2152**



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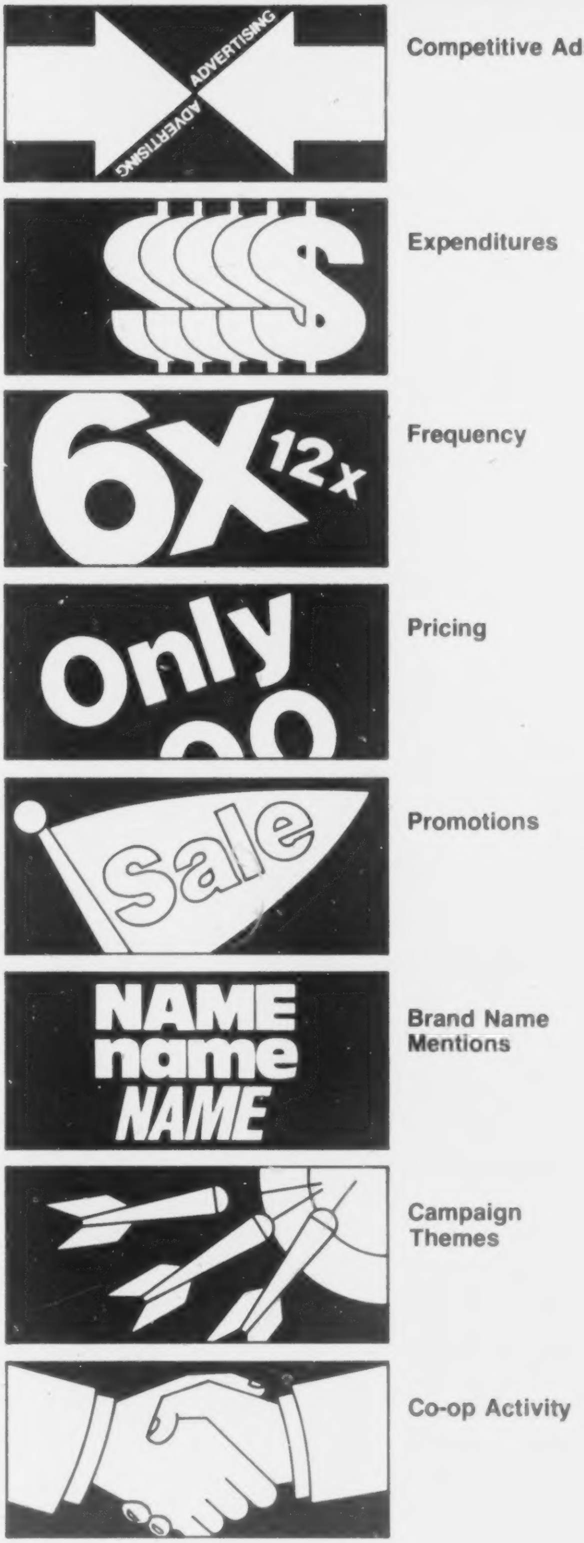
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Section D

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's
17th Annual Survey of Newspaper Markets

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1978										
	POPULATION 12/31/78		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./Furnish./Appl ($000)	Auto-motive ($000)	Drug ($000)	% Hslds. Cov. Total Area
ALABAMA										
ANNISTON (Calhoun) . . . **20 - 49%** Clay, Cleburne.	141.4	47.8	670,166	371,852	76,719	66,215	16,734	73,303	13,258	57.5
BIRMINGHAM (Jefferson) . . . **20 - 49%** Bibb, Blount, Chilton, St. Clair, Shelby, Walker.	898.7	314.7	5,476,826	3,716,886	743,327	509,010	157,948	840,618	101,275	61.6
FLORENCE (Lauderdale) . . . **Over 50%** Colbert; **20 - 49%** Franklin.	156.3	54.9	791,937	548,776	114,751	85,026	16,681	125,001	14,241	51.1
GADSDEN (Etowah) . . . **20 - 49%** Cherokee.	116.9	41.4	539,220	461,412	108,196	70,318	12,414	113,356	12,487	53.1
HUNTSVILLE (Madison)	188.4	59.3	1,138,121	781,336	135,890	153,818	28,520	173,305	16,581	66.5
MOBILE (Mobile) . . . **20 - 49%** Baldwin, Clarke, Washington.	483.3	154.8	2,519,322	1,602,992	382,474	218,314	59,594	353,954	43,761	60.7

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Guide to using S&MM'S SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1978									
	POPULATION 12/31/78		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
1	2		3	4	5					6

1 To qualify as a **newspaper market**, a city must have at least one daily newspaper with a minimum paid circulation of 25,000. If two or more qualifying cities are in the same county, they are combined into a multiple-newspaper market. For a newspaper city to be part of a multiple-newspaper market name, it must be at least one-third as large as the largest city in the market, or part of the metropolitan name. Each county in a newspaper market is one in which the combined qualified newspapers penetrate 20% or more of the households. Three types of counties are included: (1) *home county*, which identifies the location of the newspapers; (2) *dominant counties*, where the newspaper household penetration is 50% or more; and (3) *effective counties*, where coverage ranges from 20% to 49%. This classification provides a guide for focussing on the newspapers' strongest coverage areas, as well as for determining where additional support may be needed to achieve a desired penetration level.

The data source is the Audit Bureau of Circulation's data bank, which includes the audited statements of individual newspapers as of May 1979.

2 Population is the number of people living in the newspaper market as of 12/31/78. It includes people living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes transients and tourists. **Households** are units made up of the people occupying a single housing unit under 1970 census rules—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household.

All persons who are not members of households are regarded as living in group quarters: institutions, college dormitories, military barracks, etc. Caution: Although a county's population total will include all the people in the area, the household total will not do so because it excludes those living in group quarters. Thus if you calculate average Effective Buying Income per household, it must be recognized that this indicator does include the income of people not living in households.

3 Effective Buying Income (EBI), a classification developed exclusively by Sales & Marketing Management, is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Market Statistics, the research division of Bill Communications that prepares the *Survey* data, removes from this figure compensation paid to military, diplomatic, and business personnel stationed overseas to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income groups, as reported in the July 23rd *Survey of Buying Power*, should be considered.

4 Total retail sales are all net sales (minus refunds and allowances for returns) of establishments engaged primarily in retail trade. Sales taxes collected from the customer and receipts from repairs and other services are also included. On the other hand, retail sales by such nonretailers as wholesalers and service establishments are not counted. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas, as well as purchases by nonhousehold units such as businesses, and the inhabitants of group quarters. They are actually a measure of the drawing power of local retail establishments.

The Total Retail Sales figure includes store types not listed in the 1979 *Survey*. Thus the arithmetic difference between Total Retail Sales and the aggregate sales of the major store types detailed in the *Survey* represents sales of "All Other Stores," so to speak. The "All Other Stores" category includes liquor, sporting goods, book, stationery, jewelry, hobby and toy, photographic, and gift stores, as well as nonstore retailers.

5 Individual **retail store groups** are considered as channels of distribution in local markets. Thus the retail sales total of the particular store group through which your product moves is useful in analyzing the relative importance of that distribution channel. Bear in mind that the retail sales total of a store type represents the cumulative sales of all products and/or services handled by the store, and not just the type of products associated with the store type. That is, food stores sell more than food products, and drugstores sell more than health and beauty aids.

Separate sales totals are provided for (1) *food stores*, which sell food primarily for home consumption; (2) *general merchandise stores*, which include department, limited-price variety, and general merchandise stores; (3) *furniture, home furnishings*, and *appliance stores (FHA)*; (4) *automotive dealers*, which include those selling domestic and imported cars, new and used; stores selling tires, batteries, and accessories; and (5) *drug and proprietary stores*.

6 Individual county newspaper circulation totals are added and expressed as a **percentage of all households covered** in the market. In multiple newspaper markets, circulations of all qualifying papers are combined. In such markets, however, the coverage ratio is only a general guide because it is impossible to measure the degree of circulation duplication that may exist.

NOTE: There are no U.S. totals for S&MM's newspaper markets because the number of duplicate counties—that is, the same county that is part of more than one newspaper market—would make such a total meaningless.

S&MM's SURVEY OF NEWSPAPER MARKETS

S&MM ESTIMATES 1978

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	POPULATION 12/31/78		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	
ALA. (cont.)										
MONTGOMERY (Montgomery) . . . **20 - 49%** Autauga, Bullock, Butler, Crenshaw, Elmore, Pike.	331.6	109.4	1,840,850	1,219,297	257,455	209,202	41,837	278,282	32,293	53.3
TUSCALOOSA (Tuscaloosa) . . . **20 - 49%** Greene, Hale, Pickens.	175.8	54.6	860,084	537,964	122,949	87,638	19,505	103,042	17,049	46.2
ALASKA										
ANCHORAGE (Anchorage) . . . **20 - 49%** Kenai-Cook Inlet, Kodiak, Matanuska-Susitna, Seward.	239.6	73.7	1,990,946	1,358,383	293,723	162,640	37,830	174,666	45,000	60.5

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MONTGOMERY.
FIRST IN HOUSEHOLD
SPENDABLE INCOME AND
ALABAMA'S FASTEST
GROWING METRO AREA

MONTGOMERY ADVERTISER
ALABAMA JOURNAL

METRO AREA	HOUSEHOLD EFFECTIVE BUYING INCOME
MONTGOMERY	**$18,203**
BIRMINGHAM	$17,853
MOBILE	$16,637

Rep: Sawyer Ferguson Walker Co.

Source: 1979 Sales and Marketing Management

S&MM'S SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1978 POPULATION 12/31/78 Total Pop. (Thous.)	 Total House-holds (Thous.)	 EFFECTIVE BUYING INCOME Total EBI ($000)	 RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	 Food ($000)	 General Merchan-dise ($000)	 Furnit./Furnish./Appl. ($000)	 Auto-motive ($000)	 Drug ($000)	% Hslds. Cov. Total Area
ARIZONA										
PHOENIX (Maricopa) . . . **20 - 49%** Coconino, Gila, Graham, Greenlee, Mohave, Navajo, Pinal, Yavapai.	1,728.2	596.6	10,769,977	6,714,669	1,556,268	938,090	354,538	1,313,330	200,572	55.9
TUCSON (Pima) . . . **20 - 49%** Cochise, Santa Cruz.	569.6	198.7	3,433,394	2,133,430	474,688	359,523	99,323	404,211	53,036	61.9
ARKANSAS										
FORT SMITH (Sebastian) . . . **20 - 49%** Crawford, Franklin, Logan, Scott; OKLA.: Le Flore.	206.1	74.5	1,081,906	737,817	152,015	118,790	23,933	173,092	24,197	46.4
LITTLE ROCK-NORTH LITTLE ROCK (Pulaski) . . . **20 - 49%** Arkansas, Ashley, Bradley, Chicot, Clark, Cleburne, Conway, Dallas, Desha, Faulkner, Grant, Hot Spring, Lonoke, Monroe, Ouachita, Perry, Pike, Prairie, Saline, Sharp, Van Buren, White, Woodruff.	817.2	284.0	4,719,654	2,952,732	593,915	374,726	134,256	777,609	95,681	48.6
TEXARKANA (TEX.: Bowie; ARK.: Miller) . . . **20 - 49%** ARK.: Little River; TEX.: Cass.	144.5	52.8	726,554	522,950	131,042	49,074	14,549	138,179	13,863	50.1
CALIFORNIA										
ANAHEIM-SANTA ANA-GARDEN GROVE (Orange)	1,875.1	690.1	15,135,450	8,356,747	1,606,635	1,194,438	447,872	1,620,097	220,208	35.1
BAKERSFIELD (Kern)	370.0	123.8	2,119,986	1,465,695	321,902	190,367	75,654	281,714	49,239	50.0
FRESNO (Fresno) . . . **20 - 49%** Kings, Madera.	608.8	205.8	3,431,590	2,265,239	475,994	341,883	139,940	437,748	114,059	54.0

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TAKE A RIDE WITH A GUY IN CALIFORNIA WHO OWNS 23,300 CADILLACS & MERCEDES.

Among the 443,000 automobiles owned by Orange County Metro Group readers are 17,500 Cadillacs and 5,800 Mercedes-Benz.

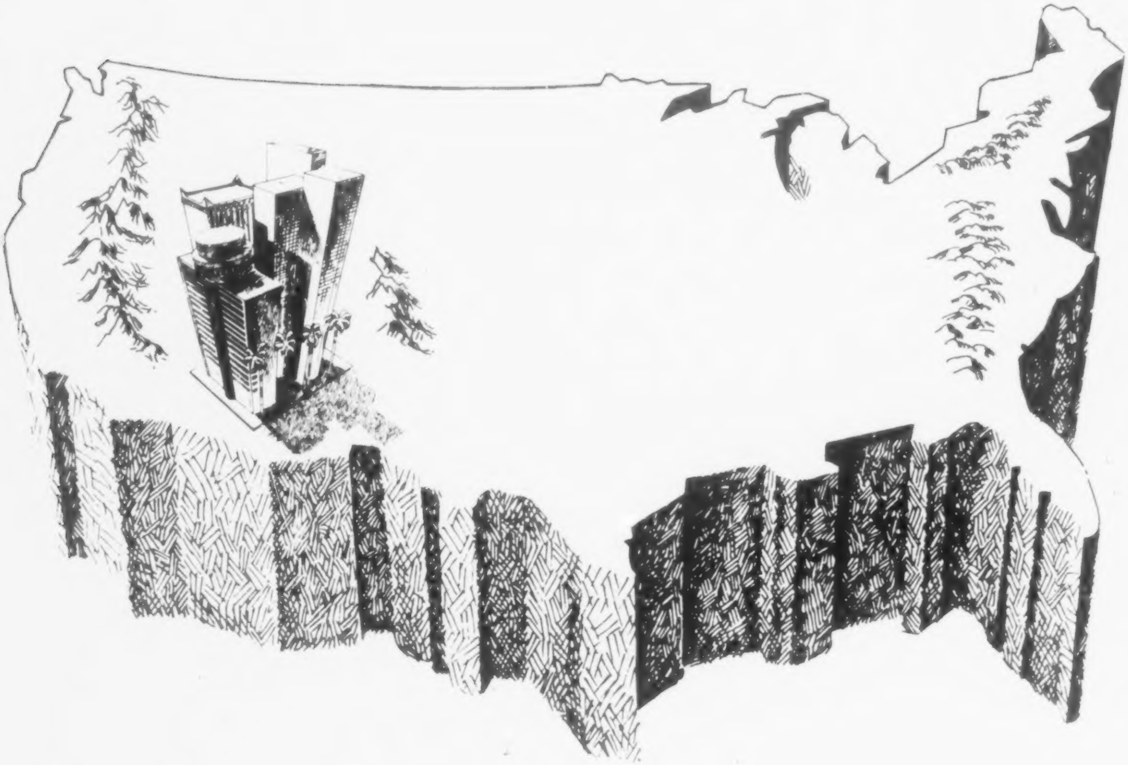
Source: Facts Consolidated (Dorothy D. Corey Research), June 1978.

ORANGE COUNTY METRO GROUP

Orange County, CA 92711

Represented nationally by Story & Kelly-Smith

Test the U.S. in Phoenix.



When you test Phoenix, America's mobility and our ever-growing sunbelt migration give you opinions from Chicago, Poughkeepsie, and Oakland as well.

Phoenix gives you less than 5% deviation along all national demographic lines, and has the additional plus of a highly mobile population: the folks who pulled up roots from back home and are willing to try something new, including your test product.

Phoenix Newspapers dominate this major urban market with 81% weekly penetration metro households for a combined daily circulation of 301,000 and 308,000 on Sundays. No spill-in, no spill-out. You get contained, controlled testing with a near perfect statistical base. Our only blemish is that the people who read our newspaper tend toward the higher income levels, reflecting (as Phoenix will so well for you) a national trend.

For more information and a free copy of our new "Inside Phoenix" contact Howard Ruby, The Phoenix Newspapers, P.O. Box 1950S, Phoenix, AZ 85001. He'll help you buy the best test in the West, the Midwest or the U.S.

THE ARIZONA REPUBLIC / *The Phoenix Gazette*

Represented Nationally by STORY & KELLY-SMITH, INC.
New York Philadelphia Atlanta Boston Chicago Dallas Detroit Los Angeles San Francisco

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1978 POPULATION 12/31/78 Total Pop. (Thous.)	Total Households (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
CAL. (cont.)										
LOS ANGELES-LONG BEACH (Los Angeles) . . . **20 - 49%** Inyo, Mono, Orange.	9,013.5	3,467.9	70,001,470	38,271,140	8,013,153	5,132,573	2,007,428	7,138,631	1,313,811	45.8
MODESTO (Stanislaus)	243.0	88.9	1,660,445	1,088,959	253,629	107,504	81,904	213,105	73,564	56.6
OXNARD-SIMI VALLEY-VENTURA (Ventura)	493.2	165.6	3,131,557	1,984,830	407,162	236,392	82,793	388,963	62,229	23.0
REDDING (Shasta) . . . **20 - 49%** Trinity.	112.4	42.5	746,323	446,260	105,988	23,197	14,030	70,657	26,388	65.5
RIVERSIDE-SAN BERNARDINO-ONTARIO (Riverside, San Bernardino)	1,380.9	510.5	8,842,473	5,250,259	1,099,913	851,522	236,183	968,932	143,086	39.1
SACRAMENTO (Sacramento) . . . **20 - 49%** Amador, Colusa, El Dorado, Lassen, Placer, Plumas, Sierra, Yolo.	1,101.7	407.3	7,661,037	4,389,096	1,047,747	683,181	194,252	852,891	139,146	61.3
SALINAS-SEASIDE-MONTEREY (Monterey)	287.0	85.4	1,767,697	1,046,887	234,566	82,446	51,952	205,464	47,481	35.5
SAN DIEGO (San Diego)	1,783.0	667.0	12,241,144	7,243,673	1,430,850	1,093,237	377,743	1,394,429	263,757	53.5

If the *Survey of Buying Power* is important to your work, you owe it to yourself to see and evaluate the new 1979 *Survey of Buying Power* DATA SERVICE. For more information, see the brochure in this magazine.

LOS ANGELES A PUZZLE?

PUT IT ALL TOGETHER with

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LOS ANGELES COUNTY
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ORANGE COUNTY

One Million People—350,000 Homes
$6.8 Billion Effective Buying Income

The L.A. Times coverage of Los Angeles and Orange Counties combined is 25%

But the L.B. UnCounty is not average—here the Times coverage sinks to only 15.7%.

84% OF ALL UNCOUNTY HOMES ARE MISSED BY THE LOS ANGELES TIMES
ABC March 31, 1978.

Only with the Independent Press-Telegram do the pieces fit to give you the whole market picture.

7 out of 10 Major Daily Newspaper Adult Readers Choose

INDEPENDENT PRESS-TELEGRAM
Represented by Knight-Ridder Newspaper Sales

Sources: Three Sigma Research, Inc.
1977 Survey of Buying Power

We've got your numbers.

To be a successful advertiser in the vast, vital Southern California market you need a medium with the right numbers. In both quantity and quality. One that takes the gamble out of your marketing strategy.

That's precisely what you get with the Los Angeles Times. The Times is read by more than 2 million adults every day of the year. And Times readers are prime prospects.

Nearly 73% of all Los Angeles households earning $50,000 a year and more receive The Times. More than 1.3 million Times readers are college educated. And close to 50% of the area's professionals and executives buy our newspaper.

When you want to reach Southern California, choose a medium that scores high in the numbers game. Choose The Times.

Los Angeles Times

We deliver Southern California.

Offices in New York, Chicago, Detroit and San Francisco

SAN FRANCISCO NEWSPAPERS

ONE BUY BUYS YOU THE NATION'S 7TH SMSA

At the heart of the broad and lucrative San Francisco market are five counties that spent $13 billion on retail goods last year.

To capitalize on that kind of purchase power you need the total market penetration that only The Chronicle and The Examiner provide.

One newspaper buy gives you 1½ million SMSA consumers, including 76% of those with $25,000+ household income. And that's only the start of coverage that carries you all over Northern California.

Represented nationally
by Sawyer-Ferguson-Walker
Source: S&MM Survey of Buying Power, 1979
IMPACT/San Francisco Bay Area
5-issue reach

San Francisco Examiner San Francisco Chronicle

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1978 POPULATION 12/31/78 Total Pop. (Thous.)	Total Households (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
CAL. (cont.)										
SAN FRANCISCO-OAKLAND (San Francisco, Alameda) . . . **Over 50%** Contra Costa, Marin, San Mateo; **20 - 49%** Sonoma; NEV.: Douglas.	3,505.4	1,400.2	30,193,771	14,336,266	3,047,657	2,077,873	673,361	2,381,807	660,727	56.3
SAN JOSE (Santa Clara)	1,247.5	441.7	10,898,138	5,276,552	1,293,236	803,133	281,030	887,980	178,137	51.4
SANTA BARBARA-SANTA MARIA-LOMPOC (Santa Barbara)	294.0	106.5	2,101,447	1,129,847	241,286	110,032	79,913	204,999	49,167	42.5
SANTA ROSA (Sonoma)	273.1	103.5	1,858,377	1,010,056	255,805	110,317	30,391	183,036	55,684	49.7
STOCKTON (San Joaquin) . . . **20 - 49%** Calaveras.	334.0	112.8	2,041,912	1,323,297	265,312	172,487	72,232	273,246	66,404	49.1
VALLEJO-FAIRFIELD-NAPA (Solano, Napa)	303.6	108.2	1,937,306	1,111,179	248,024	143,382	49,666	209,539	51,715	24.3
COLORADO										
COLORADO SPRINGS (El Paso) . . . **Over 50%** Teller.	297.5	99.0	1,655,253	1,262,780	186,387	180,022	78,368	309,052	20,127	69.1
DENVER-BOULDER (Denver, Boulder) . . . **Over 50%** Adams, Arapahoe, Clear Creek, Douglas, Gunnison, Jefferson, Summit; **20 - 49%** Alamosa, Archuleta, Chaffee, Cheyenne, Eagle, Elbert, Gilpin, Grand, Jackson, Kit Carson, Lake, Larimer, Lincoln, Logan, Mineral, Moffat, Morgan, Phillips, Pitkin, Routt, San Juan, Sedgwick, Washington, Weld, Yuma; KAN.: Cheyenne, Sherman; WYO.: Albany.	2,010.3	725.3	13,948,403	8,264,512	1,502,490	1,051,151	414,604	1,819,768	224,024	70.3
GRAND JUNCTION (Mesa) . . . **20 - 49%** Delta, Garfield, Montrose, Rio Blanco.	136.4	51.4	777,014	557,838	109,785	44,275	25,090	128,600	18,137	49.4
PUEBLO (Pueblo) . . . **Over 50%** Huerfano; **20 - 49%** Baca, Bent, Costilla, Crowley, Custer, Fremont, Kiowa, Las Animas, Mineral, Otero, Prowers, Rio Grande, Saguache.	249.9	89.9	1,297,612	832,613	183,297	119,978	32,886	174,478	26,993	54.9

Here's Some News That'll Increase Your Circulation

The Palo Alto Times and the Redwood City Tribune have combined to become the Peninsula Times Tribune. That gives us a circulation of over 66,000 in the hottest segment of the **seventh largest market** in the U.S. We're now **the** paper from Belmont through Sunnyvale by way of San Carlos, Redwood City, Woodside, Portola Valley, Palo Alto, and Mountain View.

So, if your market strategy includes The San Francisco Bay Area, the Times Tribune delivers the heart of the Peninsula.

The Peninsula Times Tribune
The Peninsula's New Paper

In the Heart of the San Francisco Peninsula

TRY THE RECIPE FOR SUCCESS IN DENVER:

THE DENVER POST
SOUP
CORN
MILK
COFFEE

HIRE THE DENVER POST.

There's no secret to it. Food advertising placed in The Post is successful because it reaches women with bigger household budgets. Scarborough Research[1] shows 23.8% of the women who read The Post are from households with incomes of $25,000 or more. That's true for only 18.9% of the women reading the other paper. And The Post has the edge in category after category measuring Denver's upscale market.

If you really want to zero-in on homemakers, try our weekly Food Section. Every Wednesday, our award-winning Food Editor blends just the right ingredients (recipes, articles and photos) to keep these women reading.

We serve up the right market. That's why The Post carries 54% of Denver's food advertising daily, 60% on Sunday[2], and 78% of the coupon-clippers[3]. So if you want to find out what's cooking in Denver and at The Post, call us direct, collect (303) 297-1421 or contact Sawyer-Ferguson-Walker.

Sources: [1]Scarborough Research, 1978 [2]1978 Media Records [3]1979 Consumer Analysis.

DENVER'S TOP SALESMAN
THE DENVER POST

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1978 POPULATION 12/31/78 Total Pop. (Thous.)	Total House-holds (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./Furnish./Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hslds. Cov. Total Area
CONNECTICUT										
BRIDGEPORT-STAMFORD-NORWALK-DANBURY (Fairfield)	821.9	285.7	7,902,571	3,322,560	714,376	354,531	162,951	508,857	85,204	41.5
HARTFORD-NEW BRITAIN-BRISTOL (Hartford) . . . **Over 50%** Tolland; **20 - 49%** Middlesex.	1,058.2	366.1	7,637,382	3,922,128	915,623	485,800	177,213	656,775	132,713	62.9
NEW HAVEN-WEST HAVEN-WATERBURY-MERIDEN (New Haven) . . . **20 - 49%** Litchfield.	919.7	323.7	6,318,351	3,119,933	677,936	419,327	147,092	504,363	87,313	68.9
NEW LONDON-NORWICH (New London)	244.9	81.2	1,527,915	861,475	184,194	104,130	31,914	179,093	29,678	45.3
DELAWARE										
DOVER (Kent)	95.0	31.1	482,128	404,035	83,278	69,133	16,250	64,973	7,115	58.5
WILMINGTON (New Castle) . . . **20 - 49%** Sussex; MD.: Cecil.	548.0	187.9	3,863,485	2,160,975	502,268	291,115	128,367	321,617	90,571	64.4
DISTRICT OF COLUMBIA										
WASHINGTON (District of Columbia) . . . **Over 50%** MD.: Montgomery, Prince Georges; VA.: Arlington, Fairfax, Loudoun; **20 - 49%** MD.: Calvert, Charles, Howard, St. Marys; VA.: Fauquier, Prince William.	3,293.0	1,149.2	28,128,672	13,151,312	2,555,075	1,729,457	666,633	2,529,080	623,387	71.4
FLORIDA										
DAYTONA BEACH (Volusia) . . . **Over 50%** Flagler.	225.8	93.0	1,204,237	1,222,581	258,725	158,884	66,840	223,344	41,683	81.0
FORT LAUDERDALE-HOLLYWOOD (Broward)	906.2	366.7	6,800,200	4,490,181	924,264	747,309	334,388	752,393	131,791	48.7
FORT MYERS-CAPE CORAL (Lee) . . . **20 - 49%** Charlotte.	238.6	99.1	1,487,098	1,107,793	223,971	141,218	108,959	218,981	38,501	52.6
GAINESVILLE (Alachua) . . . **20 - 49%** Dixie, Gilchrist, Levy, Union.	173.0	57.8	851,044	752,295	166,653	102,702	27,093	130,521	19,881	52.2
JACKSONVILLE (Duval) . . . **Over 50%** Clay; **20 - 49%** Baker, Bradford, Columbia, Nassau, St. Johns; GA.: Camden, Charlton.	783.6	269.4	4,292,816	3,059,346	556,235	368,845	135,679	774,985	112,330	67.3
LAKELAND-WINTER HAVEN (Polk)	281.9	102.1	1,606,477	1,346,861	296,847	162,201	75,107	329,403	35,242	36.1
MELBOURNE-TITUSVILLE-COCOA (Brevard) . . . **20 - 49%** Indian River.	297.5	102.0	1,627,894	1,419,382	275,765	213,142	66,563	344,134	42,282	55.3
MIAMI (Dade) . . . **Over 50%** Monroe; **20 - 49%** Broward, Collier, Indian River, Martin.	2,602.5	1,011.3	18,658,019	12,722,478	2,523,651	1,903,056	850,622	2,586,656	375,929	43.7
OCALA (Marion)	103.1	37.2	503,437	541,657	102,799	96,925	28,375	93,859	9,043	62.2
ORLANDO (Orange) . . . **Over 50%** Osceola, Seminole; **20 - 49%** Lake, Sumter.	725.8	266.8	4,419,745	3,721,670	656,461	521,340	185,291	897,459	99,990	54.7
PENSACOLA (Escambia) . . . **Over 50%** Santa Rosa.	280.4	93.3	1,421,306	1,232,251	258,057	215,553	60,273	277,808	32,144	67.5
SARASOTA (Sarasota) . . . **20 - 49%** Manatee.	302.3	134.3	2,032,653	1,569,028	331,325	209,113	132,745	244,437	51,157	56.3

Single Rate Newspaper

The New Haven Register
EVENING SUNDAY
Journal-Courier
MORNING

Since 1965
Our national rate less 15% and 2% has been equal to our retail rate.

For further information contact
Sawyer • Ferguson • Walker Company

For spot advertisers in Washington, this is the only spot you need.

Coal Firm Settles in Job-Bias Case

For major national or regional advertisers, supplementing a network TV buy with local spots is standard operating procedure.

Standard everywhere, that is, except for Washington, D.C.

Washington is the market that breaks the rules. It's a newspaper market, because education and income are ahead of all other major markets. With a truly unique newspaper to match the audience.

The Washington Post.

The Post provides the mental sustenance this upscale market demands. And the advertising they're looking for.

Yankelovich, Skelly and White, Inc. found that Washington has the highest interest in news of any market they've studied, and also has the lowest level of interest in watching TV. That's why Washington has the next-to-worst TV ratings in the entire top 20 ADI's.

And why an ad in The Washington Post can do what television can't.

The numbers prove it. TV ratings in Washington are a whopping 20% below the average of those 20 markets. At the same time, The Post has the highest morning and Sunday market penetration of the country's biggest newspapers. Washington is a newspaper town. And with The Post's 55% daily and 63% Sunday coverage of adults, you'd have to buy a ton of TV even to come close.

So when it comes to Washington, don't supplement your network buy with spot TV. Supplement it with The Washington Post, and get more.

You see, Washington's not your normal market. And The Post is not your normal newspaper.

For a free brochure that'll tell you more about TV and The Post in this uncommon market, write to Jack Kerrigan, The Washington Post, 1150 15th St. NW, Washington D.C., or call 202/334-7750.

The Washington Post

Nothing even comes close.

Represented by Sawyer-Ferguson-Walker. Sources: Yankelovich, Skelly and White Inc.; Scarborough Report; Media Market Guide. Summer, 1979. Circulation 1980.

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1978									
	POPULATION 12/31/78		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) Dominant Counties (50% or more penetration); Effective Counties (20%-49% penetration).	Total Pop (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl ($000)	Auto-motive ($000)	Drug ($000)	% Hslds Cov Total Area
FLA. (cont.)										
TALLAHASSEE (Leon) . . . **20 - 49%** Franklin, Godsden, Jefferson, Liberty, Taylor, Wakulla.	216.2	71.4	1,186,542	859,554	212,781	94,998	36,315	159,247	27,483	57.9
TAMPA-ST. PETERSBURG (Hillsborough, Pinellas) . . . **Over 50%** Pasco; **20 - 49%** Citrus, Hardee, Hernando, Highlands.	1,573.0	654.4	9,497,735	6,640,812	1,410,299	1,116,025	406,406	1,360,418	204,180	68.5
WEST PALM BEACH-BOCA RATON (Palm Beach) . . . **20 - 49%** Glades, Martin.	550.4	215.5	4,199,532	2,895,279	577,998	406,947	239,348	627,998	86,274	48.5
GEORGIA										
ALBANY (Dougherty) . . . **20 - 49%** Baker, Calhoun, Decatur, Miller, Mitchell, Randolph, Seminole, Terrell, Worth.	201.7	64.1	976,162	701,504	170,910	72,814	33,543	175,182	17,787	48.6
ATLANTA (Fulton) . . . **Over 50%** De Kalb, Fayette; **20 - 49%** Barrow, Butts, Carroll, Cherokee, Clarke, Clayton, Cobb, Coweta, Douglas, Forsyth, Greene, Gwinnett, Haralson, Henry, Lamar, Morgan, Newton, Rabun, Rockdale, Towns, Upson, Walton.	2,122.8	723.2	14,477,607	8,687,972	1,383,438	1,378,235	455,764	1,969,435	219,769	51.0
AUGUSTA (Richmond) . . . **Over 50%** Glascock; **20 - 49%** Burke, Columbia, Jefferson, Jenkins, Lincoln, McDuffie, Warren; S.C.: Aiken, Edgefield.	380.9	119.2	1,975,941	1,238,648	279,850	138,111	53,084	315,575	34,767	58.5
COLUMBUS (Columbus) . . . **Over 50%** ALA.: Russell; GA.: Chattahoochee; **20 - 49%** GA.: Harris, Marion, Quitman, Stewart, Talbot, Webster.	261.9	83.5	1,320,828	862,584	177,481	130,612	42,084	165,390	16,915	67.9
MACON (Bibb) . . . **20 - 49%** Baldwin, Bleckley, Crawford, Dodge, Dooly, Houston, Jones, Macon, Monroe, Peach, Pulaski, Taylor, Telfair, Twiggs, Wilkinson.	407.1	128.0	2,031,085	1,302,933	288,354	180,050	52,129	284,474	38,343	53.1
SAVANNAH (Chatham) . . . **20 - 49%** Bryan, Bulloch, Candler, Effingham, Evans, Liberty, Long, Screven, Tattnall, Toombs, Wayne; S.C.: Beaufort, Jasper.	443.3	138.6	2,157,545	1,467,418	324,183	145,589	76,456	313,989	53,076	52.6
HAWAII										
HONOLULU (Honolulu) . . . **20 - 49%** Hawaii, Kauai, Maui.	911.5	265.9	6,180,511	3,372,298	703,167	617,936	170,460	444,075	190,019	74.4
IDAHO										
BOISE (Ada) . . . **20 - 49%** Adams, Boise, Camas, Elmore, Gem, Payette, Valley, Washington; ORE.: Malheur.	248.2	85.9	1,384,832	919,014	182,551	73,275	36,965	233,871	64,470	53.2
IDAHO FALLS (Bonneville) . . . **20 - 49%** Butte, Clark, Custer, Fremont, Jefferson, Lemhi, Madison, Teton.	123.1	37.4	669,161	443,487	90,619	38,955	18,383	116,567	28,317	60.5
ILLINOIS										
BLOOMINGTON-NORMAL (McLean) . . . **20 - 49%** De Witt, Ford, Livingston, Logan, Woodford.	258.3	88.6	1,823,121	892,701	184,847	75,916	35,237	233,713	19,798	54.2

#1 DAILY CIRCULATION IN CHICAGO'S NORTHWEST SUBURBS

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Solution near in RTA deadlock
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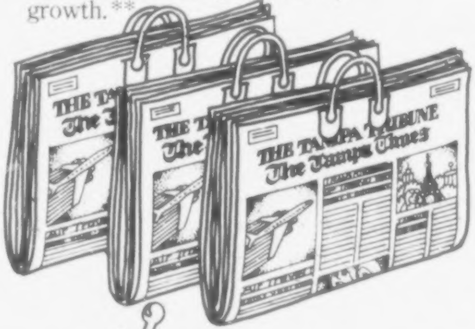
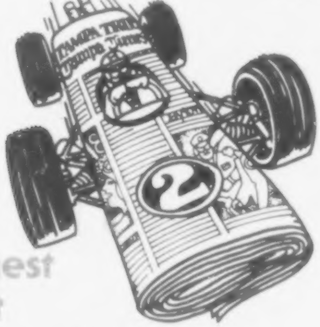
The Tampa Times

Florida's Second Largest Travel Market

Last year, nearly 7 million passengers were served by Tampa International Airport. That's a 19% increase over 1977, much better than the national average air facility growth.**





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Over 1 billion dollars! That's the value of car sales in the Tampa-St. Pete area last year, making us Florida's second largest auto market.* And if you think we're racing for the number one slot, you're right.

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The Tampa Times

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*Send to: Byron Taggart, General Advertising Manager
Tampa Tribune-Times, P.O. Box 191, Tampa, Florida 33601*

SOURCES:
*SM Survey of Buying Power, July, 1978
**Hillsborough County Aviation Authority
***1978 Liquor Handbook

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1978									% Hslds. Cov. Total Area
	POPULATION 12/31/78		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
ILL. (cont.)										
CARBONDALE (Jackson) . . . **20 - 49%** Perry, Randolph, Union, Williamson.	182.9	65.8	1,016,553	660,542	140,225	64,220	29,230	155,461	19,174	41.2
CHAMPAIGN-URBANA-RANTOUL (Champaign) . . . **20 - 49%** Douglas, Ford, Piatt.	222.1	75.2	1,486,240	798,701	127,796	103,495	46,170	181,543	28,266	51.1
CHICAGO (Cook) . . . **Over 50%** Du Page, Kane, Lake, Will; **20 - 49%** De Kalb, Grundy, Kendall, McHenry.	7,152.9	2,466.7	55,163,495	30,825,752	5,476,591	3,938,201	1,522,221	5,894,372	1,085,919	55.8
DANVILLE (Vermilion) . . . **20 - 49%** IND.: Fountain, Warren.	128.1	46.7	908,656	447,646	107,654	50,791	17,528	104,112	18,340	60.9
DAVENPORT-ROCK ISLAND-MOLINE (IA.: Scott; ILL.: Rock Island) . . . **20 - 49%** ILL.: Henry; IA.: Cedar.	394.8	140.3	2,862,924	1,538,839	289,470	189,254	63,408	367,480	50,645	62.3

To COMPLETE YOUR BUY in the CHICAGO ADI . . . You Need

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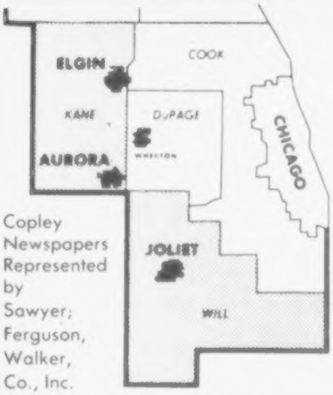

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7.5% Sun-Times
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Now the Sun-Times reaches more adults 18-49 than the Trib!

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Want a younger audience? The Sun-Times also covers far more 18 to 34-year-olds in the SMSA. More working women, too.

Daily Coverage in Chicago SMSA

	SUN-TIMES	TRIBUNE
WOMEN 18-49	40%	30%
MEN 18-49	43%	33%
ADULTS 18-49	41%	32%
WOMEN 18-34	39%	27%
MEN 18-34	44%	31%
ADULTS 18-34	41%	29%
WORKING WOMEN	40%	37%

Source: Carl J. Nelson, 1979

For best coverage of your prime prospects in Chicago, look to the fastest-growing daily newspaper in the nation*—the Chicago Sun-Times. Your Sun-Times sales rep can also document our leads in the Chicago ADI.

---

*Average daily paid circulation up 9.9% for 6-month period ending 3/31/79 vs. 3/31/78, based on A.B.C. Publisher's Statements.

S&MM's SURVEY OF NEWSPAPER MARKETS

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ILL. (cont.)										
DECATUR (Macon) . . . **Over 50%** Moultrie; **20 - 49%** De Witt, Douglas, Fayette, Piatt, Shelby.	239.9	89.4	1,683,354	873,438	156,653	107,274	44,881	204,034	23,000	60.9
KANKAKEE (Kankakee) . . . **20 - 49%** Iroquois.	131.3	43.6	821,397	457,749	92,247	55,611	12,717	120,524	15,293	69.6
PEORIA (Peoria) . . . **Over 50%** Marshall, Tazewell, Woodford; **20 - 49%** Fulton, Stark.	433.5	156.0	3,107,025	1,666,529	306,093	277,702	80,715	430,524	46,237	60.6
QUINCY (Adams) . . . **Over 50%** MO.: Lewis; **20 - 49%** ILL.: Brown, Hancock, Pike; MO.: Knox, Scotland.	140.1	52.2	866,100	414,962	86,526	47,756	22,646	107,231	14,775	52.7
ROCKFORD (Winnebago) . . . **20 - 49%** Boone, Ogle.	312.5	111.0	2,240,070	1,286,812	254,575	194,589	71,345	264,126	33,650	58.9
SPRINGFIELD (Sangamon) . . . **Over 50%** Menard; **20 - 49%** Cass, Christian, Macoupin, Montgomery.	316.1	120.9	2,111,071	1,269,906	243,665	165,245	45,680	277,658	49,917	55.0
INDIANA										
ANDERSON (Madison)	137.1	48.2	1,010,863	516,207	101,999	94,346	19,646	118,047	13,727	73.4
BLOOMINGTON (Monroe) . . . **20 - 49%** Owen.	107.9	36.4	634,857	421,493	85,299	54,354	13,674	73,445	16,154	60.0
ELKHART (Elkhart)	134.7	45.8	912,884	644,979	90,956	99,279	23,260	209,508	20,763	59.6
EVANSVILLE (Vanderburgh) . . . **Over 50%** Posey, Spencer, Warrick; **20 - 49%** ILL.: Edwards, Gallatin, Wabash, White; IND.: Dubois, Gibson, Perry, Pike; KY.: Henderson, Union, Webster.	448.7	157.6	2,642,208	1,653,437	351,487	208,799	75,184	392,538	56,423	64.6
FORT WAYNE (Allen) . . . **Over 50%** Steuben, Whitley; **20 - 49%** Adams, De Kalb, Huntington, Noble, Wells; OHIO: Paulding.	508.5	172.1	3,351,739	1,946,140	337,245	265,153	112,862	510,230	56,200	71.8
GARY-HAMMOND-EAST CHICAGO (Lake) . . . **Over 50%** Porter.	645.6	207.8	4,550,234	2,712,032	625,836	335,326	130,864	660,756	109,777	65.0
INDIANAPOLIS (Marion) . . . **Over 50%** Hamilton, Hancock, Hendricks, Johnson; **20 - 49%** Boone, Morgan, Putnam, Rush, Shelby.	1,212.6	416.2	8,468,472	5,224,985	913,768	759,477	215,868	1,196,016	153,977	74.9
KOKOMO (Howard) . . . **20 - 49%** Tipton.	105.4	36.6	820,882	487,799	73,988	100,036	23,094	120,706	12,703	74.5
LAFAYETTE-WEST LAFAYETTE (Tippecanoe) . . . **Over 50%** Benton; **20 - 49%** Carroll, Newton, Warren, White.	187.7	62.7	1,212,628	617,155	117,345	88,883	28,362	156,202	26,008	56.3
MUNCIE (Delaware) . . . **20 - 49%** Blackford, Jay, Randolph.	195.7	67.0	1,225,323	631,180	131,032	73,466	31,199	159,817	18,402	69.1
RICHMOND (Wayne) . . . **20 - 49%** Union; OHIO: Preble.	120.4	41.8	740,481	430,203	81,554	63,966	15,519	97,624	11,464	59.1
SOUTH BEND (St. Joseph) . . . **20 - 49%** Marshall, Starke; MICH.: Cass.	342.5	116.1	2,087,546	1,194,941	250,120	156,786	57,954	309,073	31,887	70.7
TERRE HAUTE (Vigo) . . . **20 - 49%** ILL.: Clark; IND.: Clay, Parke, Sullivan, Vermillion.	203.6	74.4	1,197,748	913,700	162,289	126,962	32,071	166,611	27,066	59.2

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EVENING & SUNDAY

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Represented by **BRANHAM** Newspaper Sales

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1978 POPULATION 12/31/78 Total Pop. (Thous.)	Total Households (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
IOWA										
CEDAR RAPIDS (Linn) . . . **Over 50%** Iowa, Jones; **20 - 49%** Benton, Cedar, Delaware.	265.3	91.3	1,700,080	904,346	167,326	144,534	36,445	215,487	23,646	64.8
DAVENPORT-ROCK ISLAND-MOLINE (Scott; ILL.: Rock Island) . . . **20 - 49%** ILL.: Henry; IA.: Cedar.	394.8	140.3	2,862,924	1,538,839	289,470	189,254	63,408	367,480	50,645	62.3
DES MOINES (Polk) . . . **Over 50%** Dallas, Greene, Guthrie, Marion, Warren; **20 - 49%** Adair, Adams, Appanoose, Audubon, Boone, Buena Vista, Calhoun, Carroll, Cass, Cerro Gordo, Cherokee, Clarke, Clay, Crawford, Decatur, Dickinson, Emmet, Floyd, Franklin, Hamilton, Hancock, Hardin, Henry, Humboldt, Jasper, Jefferson, Johnson, Keokuk, Kossuth, Lee, Lucas, Madison, Mahaska, Marshall, Mitchell, Monroe, O'Brien, Palo Alto, Pocahontas, Poweshiek, Ringgold, Sac, Story, Taylor, Union, Wapello, Washington, Wayne, Webster, Winnebago, Winneshiek, Worth, Wright.	1,498.3	539.7	9,787,406	5,287,490	1,029,500	638,885	217,959	1,239,617	143,458	46.8
DUBUQUE (Dubuque) . . . **20 - 49%** ILL.: Jo Daviess; IA.: Clayton, Jackson; WIS.: Grant.	214.5	67.4	1,239,358	714,959	141,850	108,188	32,679	157,027	20,760	52.6
FORT DODGE (Webster) . . . **Over 50%** Calhoun, Humboldt, Pocahontas; **20 - 49%** Wright.	101.5	35.8	664,276	361,468	74,812	49,960	13,521	98,837	9,726	63.3
SIOUX CITY (Woodbury) . . . **Over 50%** Ida, Monona, Plymouth; NEB.: Dakota; **20 - 49%** IA.: Cherokee, O'Brien, Sioux; NEB.: Cedar, Dixon, Thurston; S.D.: Clay, Union.	285.0	97.6	1,691,769	946,233	163,063	110,520	40,237	238,354	39,387	54.5
WATERLOO-CEDAR FALLS (Black Hawk) . . . **Over 50%** Butler; **20 - 49%** Bremer, Buchanan, Chickasaw, Grundy, Howard.	241.9	81.2	1,605,564	863,877	146,725	131,084	27,558	224,113	22,111	58.1
KANSAS										
HUTCHINSON (Reno) . . . **Over 50%** Edwards, Rice; **20 - 49%** Clark, Comanche, Ford, Grant, Gray, Greeley, Haskell, Hodgeman, Kingman, Kiowa, Lane, McPherson, Meade, Ness, Pawnee, Pratt, Rush, Scott, Stafford, Stanton, Wichita.	230.1	86.0	1,404,852	746,430	137,545	87,794	41,062	196,939	26,080	43.6
SALINA (Saline) . . . **Over 50%** Ellsworth, Lincoln, Ottawa; **20 - 49%** Clay, Cloud, Dickinson, Jewell, Logan, Mitchell, Osborne, Phillips, Republic, Russell, Sheridan, Smith.	168.7	65.2	1,060,141	579,820	100,358	62,307	34,249	155,311	14,646	45.9

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—up from 63rd in 1976!

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- More than **$2½ Billion** Metro Total E.B.I. **—up 24.0%** since 1976!

Source: S&MM's July 23, 1979
SURVEY OF BUYING POWER

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S&MM's SURVEY OF NEWSPAPER MARKETS

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KANS. (cont.)										
TOPEKA (Shawnee) . . . **Over 50%** Jackson, Jefferson, Osage, Wabaunsee; **20 - 49%** Coffey, Marshall, Nemaha, Pottawatomie, Washington.	262.0	96.4	1,610,363	1,007,745	175,089	123,564	47,930	206,576	25,332	77.2
WICHITA (Sedgwick) . . . **20 - 49%** Barber, Butler, Comanche, Cowley, Elk, Greenwood, Harper, Harvey, Kingman, Marion, Pratt, Sumner, Woodson.	556.0	203.4	3,717,470	2,199,569	376,136	279,251	119,766	542,934	54,450	71.2
KENTUCKY										
HUNTINGTON-ASHLAND (W.VA.: Cabell; KY.: Boyd) . . . **Over 50%** KY.: Greenup; **20 - 49%** KY.: Carter, Lawrence; OHIO: Lawrence; W.VA.: Wayne.	335.6	117.3	1,860,874	1,178,673	305,244	170,378	60,221	227,362	40,520	63.1
LEXINGTON-FAYETTE (Fayette) . . . **20 - 49%** Anderson, Bath, Bourbon, Clark, Garrard, Harrison, Jessamine, Madison, Mercer, Montgomery, Nicholas, Powell, Scott, Woodford.	452.5	153.3	2,697,888	1,654,575	370,618	282,484	42,672	308,300	52,063	52.7
LOUISVILLE (Jefferson) . . . **Over 50%** IND.: Floyd; KY.: Oldham; **20 - 49%** IND.: Clark, Crawford, Harrison, Scott, Washington; KY.: Barren, Breckinridge, Bullitt, Carroll, Franklin, Green, Hardin, Hart, Henry, Larue, Marion, Meade, Nelson, Russell, Shelby, Spencer, Taylor, Trimble, Washington.	1,327.3	446.7	8,469,872	4,681,294	972,345	791,475	153,282	1,025,630	157,321	67.2
OWENSBORO (Daviess) . . . **20 - 49%** Hancock, McLean, Muhlenberg, Ohio.	155.9	53.2	939,416	508,938	136,369	52,033	19,272	117,334	19,280	58.9
PADUCAH (McCracken) . . . **20 - 49%** ILL.: Massac; KY.: Ballard, Carlisle, Livingston, Lyon, Marshall.	131.0	48.6	756,069	523,227	125,734	51,841	24,318	105,997	23,537	50.7
LOUISIANA										
ALEXANDRIA (Rapides) . . . **20 - 49%** Avoyelles, Grant.	179.5	56.4	788,544	538,138	128,878	88,487	20,741	135,904	14,835	56.0
BATON ROUGE (East Baton Rouge) . . . **Over 50%** West Baton Rouge; **20 - 49%** Ascension, East Feliciana, Iberville, Livingston, Pointe Coupee, West Feliciana.	528.7	169.1	3,268,037	1,678,287	415,722	268,523	73,071	402,670	47,575	56.4
LAFAYETTE (Lafayette)	136.1	42.2	835,638	575,892	108,456	110,688	18,909	102,884	13,470	55.0
LAKE CHARLES (Calcasieu) . . . **Over 50%** Cameron; **20 - 49%** Allen, Beauregard, Jefferson Davis.	247.0	80.8	1,322,334	840,[illegible]82	171,678	118,014	25,783	221,780	32,330	47.2
MONROE (Ouachita) . . . **20 - 49%** Caldwell, Catahoula, East Carroll, Franklin, Madison, Morehouse, Richland, Tensas, Union, West Carroll.	302.2	99.1	1,411,924	901,726	237,273	96,903	32,686	215,256	34,197	45.7
NEW ORLEANS (Orleans) . . . **Over 50%** Jefferson, Plaquemines, St. Bernard, St. Charles; **20 - 49%** St. James, St. John the Baptist, St. Tammany; MISS.: Hancock.	1,279.5	432.1	8,461,726	4,616,121	1,085,833	628,043	197,560	894,251	163,181	68.3

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The Blue Grass economy isn't just growing — it's booming. The Herald-Leader, now blanketing 66% of the affluent Lexington S.M.S.A., opens the door to this dynamic marketplace with virtually unlimited sales potential. Write for our free market profile.

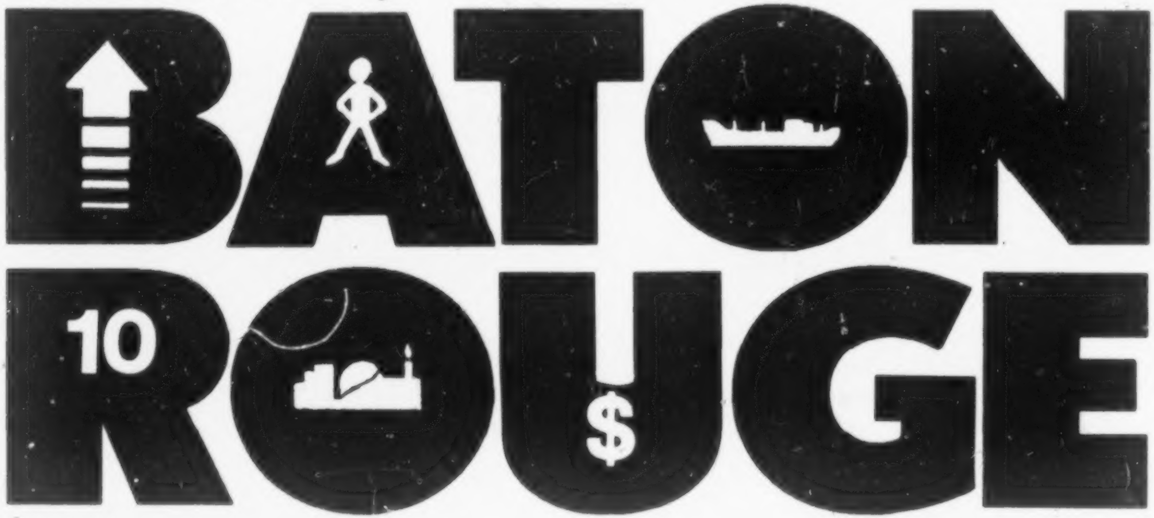
☐ SMSA
▨ total circulation area

	1975	1978	1982	% change
EBI	$1.4 billion	$2 billion	$2.8 billion	+ 100.3%
EBI/HH	$14,712	$18,983	$25,206	+ 71.3%
Retail Sales	$848 million	$1.2 billion	$1.7 billion	+ 108.7%
RS/HH	$8,715	$11,781	$15,556	+ 78.5%
Population	294,700	305,400	324,300	+ 10.0%

Source: S&MM Survey of Buying Power

THE LEXINGTON HERALD-LEADER COMPANY

The only newspaper effectively covering the affluent Blue Grass region



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SMSA POP. 449,600**

4th LARGEST PORT IN NATION***

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*Advertising age, Dec. 11, 1978
**1979 S&MM Survey of Buying Power
***U.S. Army Corps of Engineers
****Mid-Continent Oil & Gas Association

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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1978 POPULATION 12/31/78		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds Cov. Total Area
	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl ($000)	Automotive ($000)	Drug ($000)	
LA. (cont.)										
SHREVEPORT (Caddo) . . . **Over 50%** Bossier; **20 - 49%** Bienville, Claiborne, De Soto, Lincoln, Natchitoches, Red River, Sabine, Webster.	524.0	173.7	2,741,813	1,691,613	383,180	239,491	70,587	421,883	38,216	62.1
MAINE										
BANGOR (Penobscot) . . . **Over 50%** Aroostook, Hancock, Piscataquis, Washington; **20 - 49%** Knox, Waldo.	394.3	131.0	2,003,452	1,380,434	352,522	156,957	38,934	304,791	32,130	59.1
LEWISTON-AUBURN (Androscoggin) . . . **20 - 49%** Franklin, Oxford.	168.5	58.5	874,832	557,233	149,397	58,344	21,085	130,772	16,670	73.7
PORTLAND (Cumberland) . . . **20 - 49%** Knox, Lincoln, Sagadahoc, York.	418.5	147.3	2,438,497	1,652,317	382,133	213,902	47,382	295,925	34,656	54.7
MARYLAND										
BALTIMORE (Baltimore) . . . **Over 50%** Anne Arundel; **20 - 49%** Carroll, Harford, Howard, Kent, Queen Annes, Worcester.	2,231.5	764.9	13,971,441	7,112,667	1,687,276	1,025,815	323,306	1,212,041	261,496	67.4
CUMBERLAND (Allegany) . . . **20 - 49%** W.VA.: Hampshire, Mineral.	122.2	44.6	553,906	365,159	98,114	46,666	14,363	54,731	15,957	67.7
FREDERICK (Frederick)	105.5	34.8	617,031	386,868	84,430	52,442	20,412	62,736	13,268	71.2
HAGERSTOWN (Washington)	109.5	39.0	613,372	388,145	101,114	43,768	16,714	63,676	10,936	87.1
SALISBURY (Wicomico) . . . **Over 50%** Worcester; **20 - 49%** Somerset.	108.3	38.9	578,063	541,683	132,929	58,331	25,439	106,481	14,821	60.0

ARK
COLUMBIA
CASS
MARION
CADDO
BOSSIER
CLAIBORNE
LINCOLN
HARRISON
SHREVEPORT
BIENVILLE
JACKSON
PANOLA
DE SOTO
RED RIVER
WINN
SHELBY
SABINE
NATCHITOCHES
GRANT
LA SALLE
VERNON
TEX
LA
ARK
TEX
LA

SHREVEPORT

Louisiana's 2nd Largest City

in the **SHREVEPORT MARKET** . . . you get quality coverage from The Shreveport Times and Shreveport Journal. You're getting coverage and readership of this quality newspaper audience which makes up the Ark-La-Tex area. The Times-Journal reaches **47%** of the households in this 23-county area in North Louisiana, East Texas and South Arkansas. **70%** coverage in the **METRO** area.

As the big second market in Louisiana, **SHREVEPORT** is the dominating city for **874,900** people in **293,100** households with effective buying income of **4.6 billion** and producing retail sales of **2.8 billion.** Be sure that the TIMES-JOURNAL are included in your next advertising schedule — the dominant medium in the market.

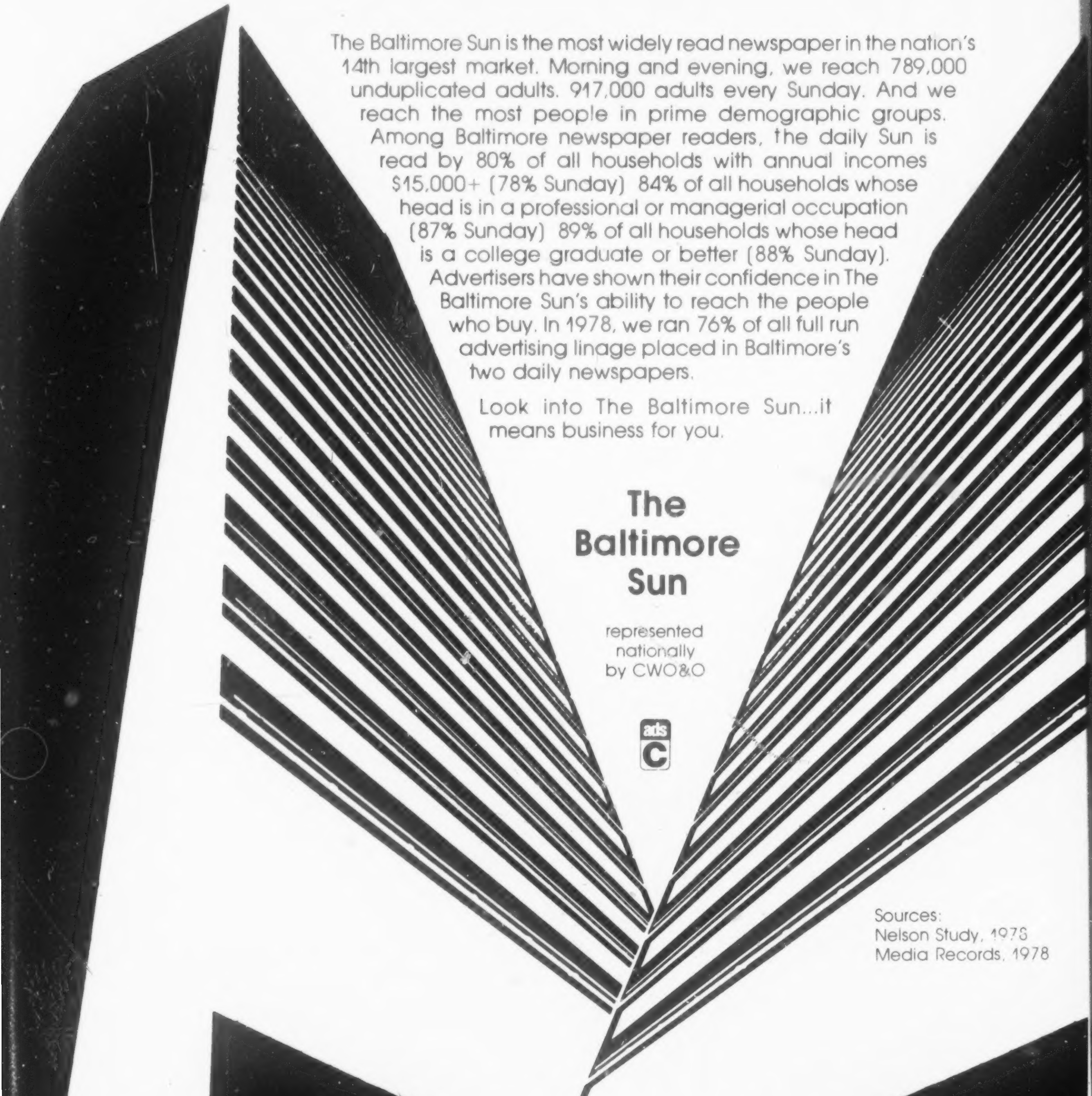
Newspaper Production Co., Agent for –

The Shreveport Times
Shreveport Journal

Circulation: M & E 126,621 MORNING 90,065
SUNDAY 127,022 EVENING 36,556

(ABC AUDIT REPORT FOR 53 WEEK PERIOD ENDING DEC. 31, 1978)
REPRESENTED BY GANNETT NEWSPAPER ADVERTISING SALES
S&MM
Survey of Buying Power 1979

The Baltimore Sun means Business



The Baltimore Sun is the most widely read newspaper in the nation's 14th largest market. Morning and evening, we reach 789,000 unduplicated adults. 917,000 adults every Sunday. And we reach the most people in prime demographic groups. Among Baltimore newspaper readers, the daily Sun is read by 80% of all households with annual incomes $15,000+ (78% Sunday) 84% of all households whose head is in a professional or managerial occupation (87% Sunday) 89% of all households whose head is a college graduate or better (88% Sunday). Advertisers have shown their confidence in The Baltimore Sun's ability to reach the people who buy. In 1978, we ran 76% of all full run advertising linage placed in Baltimore's two daily newspapers.

Look into The Baltimore Sun...it means business for you.

The Baltimore Sun

represented nationally by CWO&O

Sources:
Nelson Study, 1978
Media Records, 1978

The Patriot Ledger
brings you
buy power

Daily circulation of over 75,000 in the affluent communities south, southeast and southwest of Boston, with a median household income of over $20,000. Norfolk County has the highest per household income in Mass.

IT'S MARKET AREA WE CALL LEDGERLAND
DON'T BUY BOSTON WITHOUT IT!

AMONG MASS. EVENING NEWSPAPERS... THE PATRIOT LEDGER RANKS
2ND IN CIRCULATION, CLASSIFIED & RETAIL ADVERTISING

THE PATRIOT LEDGER
EST 1837
LEDGER LAND

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1978									
	POPULATION 12/31/78		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						%
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	Hslds. Cov. Total Area
MASSACHUSETTS										
BOSTON-LOWELL-BROCKTON-LAWRENCE-HAVERHILL (Suffolk, Middlesex, Plymouth, Essex) . . . **Over 50%** Norfolk; **20 - 49%** Barnstable, Dukes; N.H.: Rockingham.	4,067.9	1,413.7	28,726,323	15,507,540	3,500,582	1,879,297	720,370	2,534,418	341,683	69.1
HYANNIS (Barnstable)	144.3	55.4	880,778	796,335	172,065	66,100	28,155	101,981	17,327	56.3
NEW BEDFORD-FALL RIVER (Bristol)	467.2	167.4	2,775,853	1,511,888	349,060	208,922	75,241	272,316	39,563	46.1
PITTSFIELD (Berkshire)	141.9	50.1	981,968	547,686	130,759	73,904	22,066	81,902	14,220	57.2
SPRINGFIELD-CHICOPEE-HOLYOKE (Hampden) . . . **20 - 49%** Hampshire.	590.1	202.2	3,697,961	1,876,447	385,937	241,761	85,527	304,379	49,561	82.2

Springfield Newspapers.

Largest in Massachusetts outside Boston!

Highest ADI coverage

among all New England Newspapers!

Source: Circulation '79/'80

Newhouse Newspapers

You media people want facts.

OK, here are some facts on The Boston Globe.

Boston Globe Household Coverage of the Boston SMSA

SELECTED DEMOGRAPHIC & BUYING CATEGORIES*

		Daily Globe		*Sunday Globe*	
	Total SMSA Market	% Coverage of all Households	% Coverage of Newspaper-Reading Households	% Coverage of all Households	% Coverage of Newspaper-Reading Households
Total Households	100%	48%	73%	55%	75%
Income $20,000 & Over	22	64	83	75	85
Female Head 25 to 34	26	48	79	60	80
Head of Household					
Professional or Manager	28	61	83	72	85
Families with Children	50	48	75	59	77
Male Head College Graduate	23	64	84	76	87
Travel in Past Year					
Vacation Trips	53	55	77	64	78
Vacation Trips by Air	18	60	79	67	80
Business Trips	10	65	84	78	88
Heavy Food Purchasers	36	53	73	63	75
Own 2 or More Cars	30	57	81	70	83
Own Foreign Car	14	59	85	70	85
Car Bought New	42	58	78	69	80
Own Stocks/Bonds	23	59	80	72	83
Wine (served past 30 days)	43	54	77	63	78
Scotch (served past 30 days)	25	59	79	69	80
Clothes Bought in Past Year					
Woman's Coat	27	56	78	68	81
Women's Sportswear	74	51	75	58	77
Men's Sport Coat	15	58	76	68	81
Men's Slacks	50	52	75	61	78
Men's Sport Shirt	49	51	75	60	78
Own a Boat	5	54	82	70	83
Own Automatic Dishwasher	31	60	79	71	82
Own Home	57	53	75	63	76

*Source: *Profile Boston*, Households in the Boston SMSA, year 1977. *Profile Boston* is a continuing research study on household buying and media exposure patterns in the Boston 5-county and SMSA markets, conducted for The Boston Globe by Carl Nelson Research, Inc., Chicago. Please contact your nearest Globe or Million Market Newspapers representative for up-to-date data. The above table contains but a fraction of the vast amount of data available.

The Boston Globe

A Wholly Owned Subsidiary of Affiliated Publications, Inc.

A Million Market Newspaper: New York, Philadelphia, Detroit, Chicago, Los Angeles, San Francisco. In Florida, The Leonard Co.
In Canada, American Publishers' Representatives.

WORCESTER

BUY WORCESTER

Worcester is an integral part of the Boston ADI, 6th largest in the U.S. You must schedule the Worcester newspapers for adequate penetration. Boston newspapers have no significant coverage of the rapidly growing Worcester market, now 4.2 billion dollars in Effective Buying Income. Schedule Worcester now. Most advertisers do.

2.3 billion dollars in Retail Sales
4.2 billion dollars in E.B.I.
Stake Your Claim Now in the
New Worcester

TG
WORCESTER TELEGRAM & GAZETTE
Daily 144,259 Sunday 108,209
Represented by CWO & O

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1978									% Hslds Cov. Total Area
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MASS. (cont.)										
WORCESTER-FITCHBURG-LEOMINSTER (Worcester)	643.8	219.4	4,245,190	2,285,708	537,199	358,447	89,340	386,460	50,343	62.5
MICHIGAN										
ANN ARBOR (Washtenaw)	255.1	84.1	2,066,319	1,132,796	278,165	82,073	71,587	222,541	28,932	47.1
BATTLE CREEK (Calhoun)	140.1	49.6	934,609	529,176	117,284	60,163	21,524	132,341	18,558	56.7
BAY CITY (Bay) . . . **20 - 49%** Arenac, Ogemaw	149.1	49.5	891,459	606,087	131,718	60,111	28,976	167,313	21,779	63.4
BENTON HARBOR-ST. JOSEPH (Berrien) . . . **20 - 49%** Van Buren	235.1	82.7	1,263,891	830,628	190,680	69,867	28,221	226,776	19,435	41.6

THE MACOMB DAILY
THE CommunityNews NEWSPAPERS
THE NEWS-HERALD NEWSPAPERS
DEARBORN PRESS & GUIDE
DEARBORN HEIGHTS LEADER
The Associated Newspapers
THE Adviser NEWSPAPERS

PEOPLE REALLY READ'EM.

A recent Market Opinion Research survey* came up with some pretty impressive statistics:

For instance: 85% of the suburban newspaper readers in the areas we cover are PANAX readers. Over 1,100,000 readers in all. What's more, 86% of those free spending suburbanites who visited stores or used businesses did so **because** of an ad in a PANAX newspaper.

So no matter what you're selling — PANAX readers are buying.

For more information on how to get the lion's share of over $6.6 billion** in retail sales in our market — or how a unique combination buy with the Observer & Eccentric newspapers can put your message in over 500,000 suburban Detroit homes — call John Banks or John Flack at (313) 274-2332.

PANAX NEWSPAPERS
ABC CAC

*Source: Market Opinion Research, 1978
**Source: Sales and Marketing Management, Survey of Buying Power 1978

Compared to us, Sports Illustrated has nothing to cheer about.

Call it what you will. Home field advantage. An underdog's tenacity. An overlooked scouting report. When we challenged *Sports Illustrated* in Boothland for supremacy in adult male readership figures, it was strictly no contest.

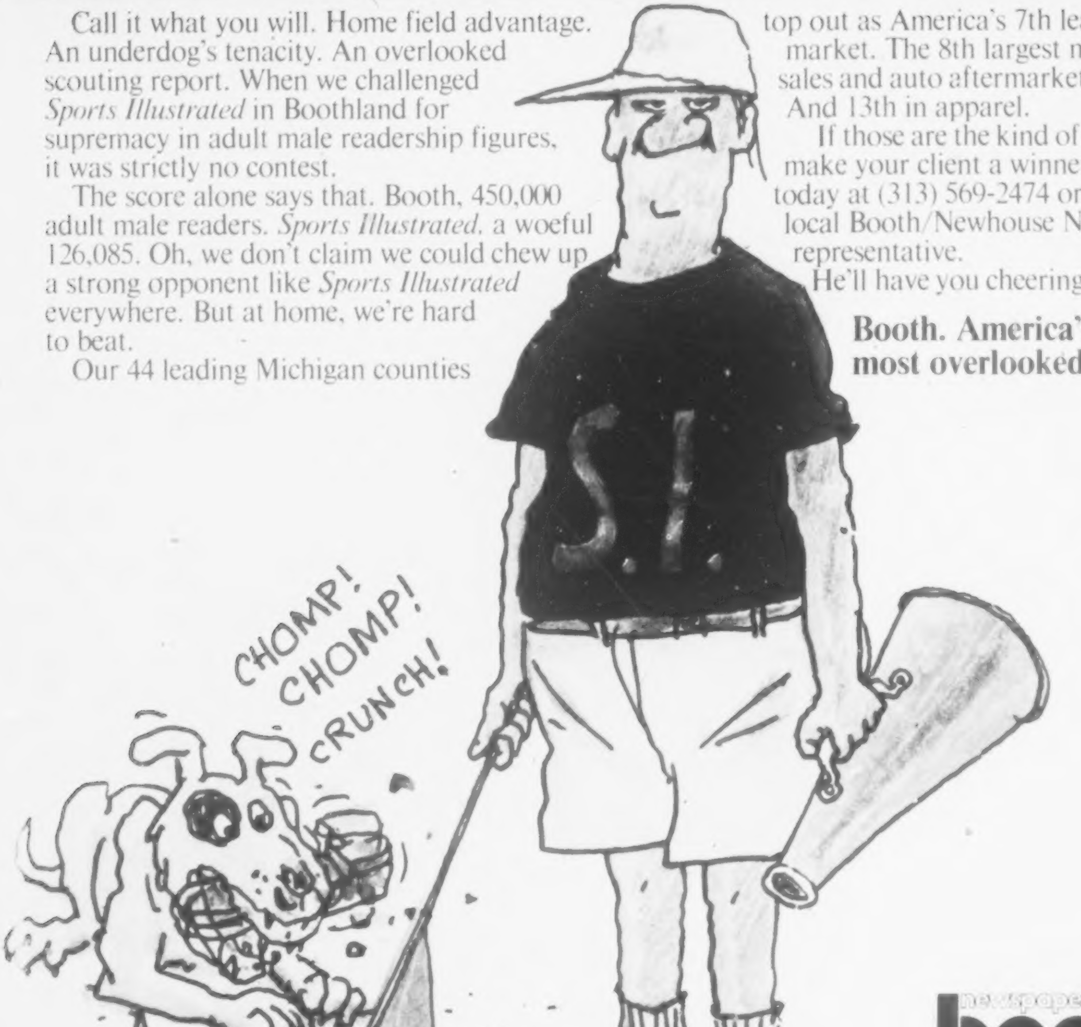
The score alone says that. Booth, 450,000 adult male readers. *Sports Illustrated*, a woeful 126,085. Oh, we don't claim we could chew up a strong opponent like *Sports Illustrated* everywhere. But at home, we're hard to beat.

Our 44 leading Michigan counties top out as America's 7th leading metro market. The 8th largest market in car sales and auto aftermarket. 12th in liquor. And 13th in apparel.

If those are the kind of scores that will make your client a winner, phone Booth today at (313) 569-2474 or contact your local Booth/Newhouse Newspaper representative.

He'll have you cheering for Booth, too.

Booth. America's most overlooked market.


S.I.
CHOMP!
CHOMP!
CRUNCH!
© BOOTH '79

newspapers
booth

ann arbor news · jackson citizen patriot · flint journal · saginaw news · bay city times · muskegon chronicle · grand rapids press · kalamazoo gazette

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1978 POPULATION 12/31/78		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
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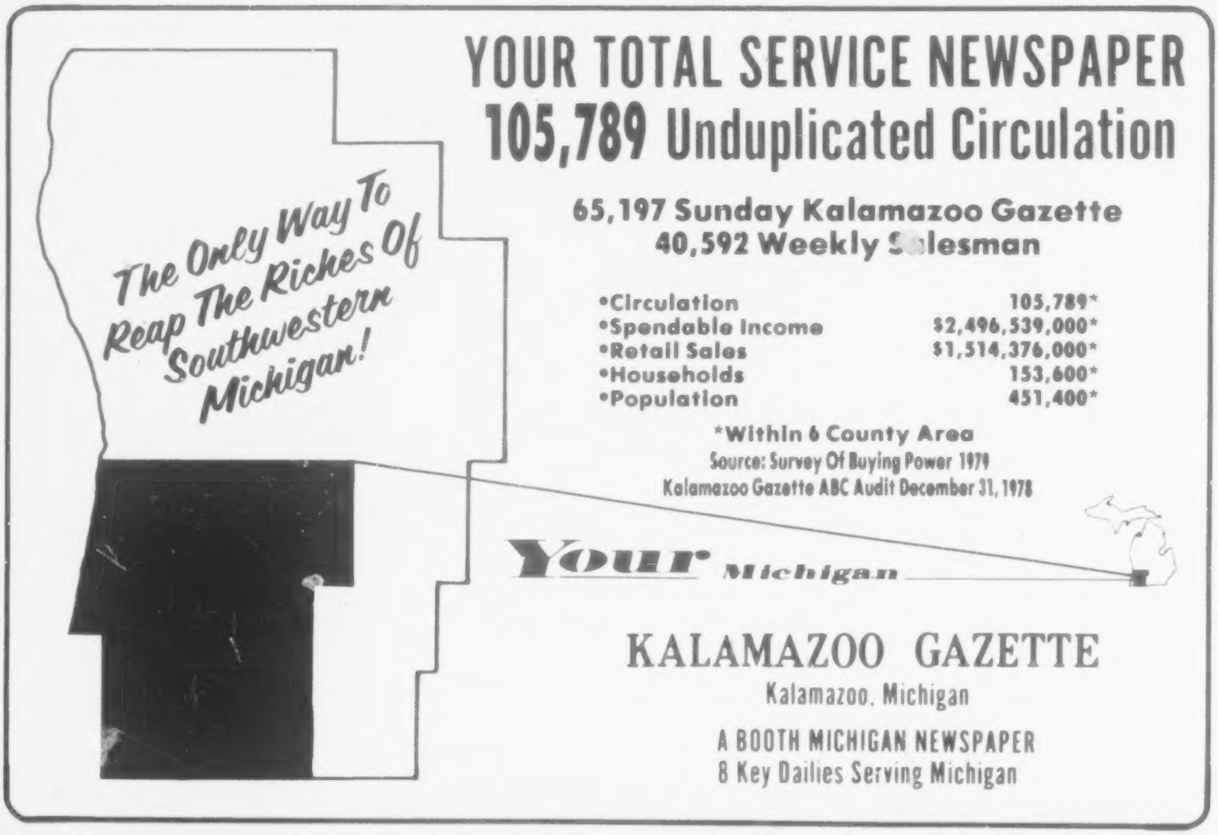
MICH. (cont.)										
DETROIT (Wayne) . . . **Over 50%** Macomb, Oakland, St. Clair; **20 - 49%** Antrim, Charlevoix, Cheboygan, Clare, Crawford, Emmet, Iosco, Lapeer, Livingston, Luce, Mackinac, Montmorency, Otsego, Presque Isle, Roscommon, Sanilac, Washtenaw.	4,893.0	1,648.7	38,066,557	19,775,422	4,109,793	2,390,904	1,057,074	4,557,765	799,046	78.5
FLINT (Genesee)	448.2	150.5	3,623,512	1,960,224	417,253	260,059	86,128	507,044	70,203	65.1
GRAND RAPIDS (Kent) . . . **20 - 49%** Ottawa.	579.1	191.9	3,473,616	2,217,511	548,166	170,219	133,011	565,558	40,696	58.2
JACKSON (Jackson)	151.0	50.4	879,323	549,228	116,025	73,115	20,512	117,627	16,915	68.6
KALAMAZOO-PORTAGE (Kalamazoo) . . . **20 - 49%** Van Buren.	272.1	91.4	1,613,498	997,848	205,394	82,701	55,810	266,965	24,226	55.5
LANSING-EAST LANSING (Ingham) . . . **20 - 49%** Clinton, Eaton.	409.6	138.7	3,117,295	1,631,284	266,009	250,000	99,497	448,266	35,203	49.2
MUSKEGON-NORTON SHORES-MUSKEGON HEIGHTS (Muskegon) . . . **20 - 49%** Newaygo, Oceana.	209.6	70.5	1,047,393	639,649	172,317	57,469	32,120	132,028	18,289	58.8
SAGINAW (Saginaw)	227.3	73.4	1,688,304	975,814	212,575	120,370	67,512	232,155	21,509	63.3
MINNESOTA										
DULUTH-SUPERIOR (St. Louis; WIS.: Douglas) . . . **Over 50%** MINN.: Carlton, Lake; **20 - 49%** MINN.: Cook, Itasca.	357.4	127.6	2,091,259	1,366,574	240,699	229,208	47,474	230,194	30,485	52.8
FARGO-MOORHEAD (N.D.: Cass; MINN.: Clay) . . . **Over 50%** N.D.: Foster, Ransom; **20 - 49%** MINN.: Mahnomen, Norman, Wilkin; N.D.: Barnes, Dickey, Eddy, Griggs, La Moure, Nelson, Richland, Sargent, Steele, Traill, Wells.	260.4	89.1	1,592,979	939,676	155,313	83,941	44,280	241,156	23,881	54.9
MANKATO (Blue Earth) . . . **Over 50%** Nicollet; **20 - 49%** Faribault, Le Sueur, Waseca, Watonwan.	150.2	50.7	924,478	454,353	91,376	52,560	16,074	105,923	13,498	47.6



YOUR TOTAL SERVICE NEWSPAPER
105,789 Unduplicated Circulation

65,197 Sunday Kalamazoo Gazette
40,592 Weekly Salesman

•Circulation 105,789*
•Spendable Income $2,496,539,000*
•Retail Sales $1,514,376,000*
•Households 153,600*
•Population 451,400*

*Within 6 County Area
Source: Survey Of Buying Power 1979
Kalamazoo Gazette ABC Audit December 31, 1978

KALAMAZOO GAZETTE
Kalamazoo, Michigan

A BOOTH MICHIGAN NEWSPAPER
8 Key Dailies Serving Michigan

"Without the Free Press you miss a big chunk of the market."

—Thomas R. Maynard, Jr.

"Without the Free Press you miss a big chunk of the market. We really consider it a vital communications link."

Thomas R Maynard Jr

Thomas R. Maynard, Jr.
V.P. Group Media Director
Ross Roy, Inc.

"The Free Press is our main morning newspaper. It has the best coverage with the least amount of wasted circulation."

Ronald W Bleckman

Ronald W. Bleckman
Director of Advertising
Ford Dealer Advertising Fund, Inc.

"We have a new product coming up. We see the Free Press as one of our key vehicles."

Richard A. Wise

Richard A. Wise
Sr. Vice President and Treasurer
The Pfeister Co.

"We rely heavily on the Free Press to reach the target markets. And it has the broad readership we are looking for."

Peggy A Walker

Peggy A. Walker
Corporate Marketing Officer
Manufacturers National Corp.

The Free Press is strongest where it counts most. Among the young (25-44), the affluent (earning $15,000 plus), the college educated and the professionals. People who have more... and spend more. The people you want to reach. And the 1978 Scarborough Report proves it. Contact the Free Press or Knight-Ridder Newspaper Sales. In Canada, MPR.

Detroit Free Press

The right paper to reach the right people.

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MINN. (cont.)										
MINNEAPOLIS-ST. PAUL (Hennepin, Ramsey) . . . **Over 50%** Anoka, Dakota, Washington; **20 - 49%** Big Stone, Brown, Carver, Chippewa, Chisago, Cottonwood, Crow Wing, Douglas, Faribault, Goodhue, Grant, Hubbard, Isanti, Kanabec, Lac qui Parle, Le Sueur, Lyon, McLeod, Meeker, Mille Lacs, Nicollet, Pennington, Pine, Pope, Redwood, Renville, Rice, Scott, Sherburne, Sibley, Stearns, Steele, Stevens, Swift, Traverse, Wadena, Waseca, Watonwan, Wright, Yellow Medicine; WIS.: Barron, Burnett, Pierce, Polk, St. Croix.	2,984.2	1,019.5	19,679,309	11,666,515	2,111,881	1,741,016	505,247	2,328,965	275,437	61.0
ROCHESTER (Olmsted) . . . **Over 50%** Dodge; **20 - 49%** Fillmore, Wabasha.	149.6	50.9	938,971	552,742	80,081	93,305	20,251	136,778	16,380	61.7
ST. CLOUD (Stearns) . . . **Over 50%** Benton; **20 - 49%** Sherburne.	161.7	45.8	762,130	965,034	109,685	65,606	21,380	93,987	15,459	51.9
MISSISSIPPI										
BILOXI-GULFPORT (Harrison) . . . **20 - 49%** Hancock, Stone.	180.4	56.5	933,474	682,775	134,757	108,159	29,757	137,724	20,778	60.4
JACKSON (Hinds) . . . **Over 50%** Rankin; **20 - 49%** Copiah, Lawrence, Madison.	375.2	118.3	2,146,114	1,451,573	295,453	284,211	56,203	350,721	35,842	57.7
TUPELO (Lee) . . . **20 - 49%** Chickasaw, Itawamba, Monroe, Pontotoc, Prentiss, Tishomingo, Union.	205.3	71.4	1,030,075	735,876	189,328	99,039	28,266	185,102	23,858	41.8
MISSOURI										
JOPLIN (Jasper) . . . **20 - 49%** KAN.: Cherokee; MO.: Barton, McDonald, Newton.	170.0	65.5	817,908	643,850	110,722	87,479	23,745	168,878	20,545	51.2

The 1979 SALES BUILDER CATALOG of products and services for the sales and marketing executive is now available. To get yours, just send a note to: Ms. Laurie Amato
Sales Builders
Sales & Marketing Management
633 Third Ave.
New York, N.Y. 10017

Two big reasons why you will reach more prospects in Mississippi

The Clarion-Ledger
AND THE
JACKSON DAILY NEWS
MISSISSIPPI'S TWO STATE-WIDE NEWSPAPERS

For Additional Information Contact
LANDON ASSOCIATES, INC.

IS AMERICA READY FOR FREEZE-DRIED KUMQUATS?

There's one good way to find out: test them.

And there's one very good place to test them: Minneapolis.

For some very, very good reasons:

WE'VE GOT YOUR NUMBERS.

Our SMSA numbers just over 2,000,000 in total population. With that large a base, you're going to end up with some statistically significant numbers to tabulate—whether you test the entire market, or specific breakouts by age, sex, race, area, etc.

And, by the way, unlike some test markets, we don't claim to represent a precise microcosm of the total American population; we're a bit more affluent and a bit younger. In other words, we think we have a bit more of the people you're looking for.

A BIG SOMEWHERE IN THE MIDDLE OF NOWHERE.

Our big, diverse market is a few hundred miles from its nearest metropolitan neighbor; you'll be able to search for your answers in America's largest market and media isolation booth.

IF YOU'VE GOT THE MESSAGE, WE'VE GOT THE MEDIA.

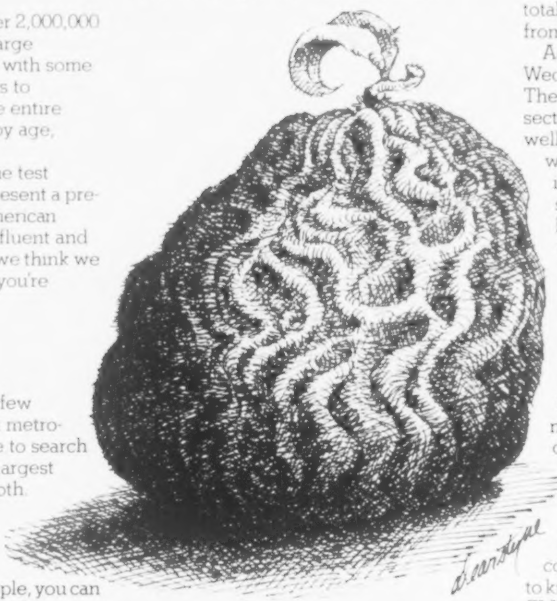
To reach any, or all, of our people, you can choose among 30 commercial radio stations, 4 commercial TV stations (ABC, CBS, NBC, and independent), excellent billboard and transit advertising, and any number of daily, weekly, neighborhood, or giveaway newspapers.

But above all, you can choose the test marketer's dream media: The Minneapolis Star and the Minneapolis Tribune.

THE STAR AND TRIBUNE WORK WITH YOU.

We have about 70 display salespeople calling on retailers throughout the area. They know their market and will be happy to share their knowledge of it with you.

Our marketing research department can provide complete, video-taped focus group testing for much less than you'd probably pay for comparable services elsewhere. You can test products, ads, packaging, prices, etc. with groups of the size and composition of your choice.



Finally, in cooperation with Testmark, a division of the world's largest food wholesaler, we've designed a basic, confidential food and related products test to track movement through Minneapolis supermarkets. Through Testmark, we can also offer interviews with store managers, customer intercepts, product placement, taste tests, and more: much more, indeed, than most other newspapers can offer.

THE STAR AND TRIBUNE WORK FOR YOU.

The Minneapolis Star and the Minneapolis Tribune have a combined daily circulation of 458,060, while the Sunday Tribune enjoys a circulation of 608,550. That includes metro-market coverage of 53% and 60% respectively. (The percentages look even better in the more elevated reaches of income, occupation, and education.) Within our total circulation, moreover, you can choose from more than 68 different zones.

Adding to our attractiveness are the Wednesday evening "Taste" section of The Star and the "Thursday/Food" section of the Tribune. These exceptionally well-designed sections offer extremely well-read vehicles for your food advertising. And, with our special five-day stretchout rate, you can place one ad in both sections, covering two buying weekends.

A NICE PLACE TO VISIT. AND YOU WOULDN'T MIND LIVING HERE.

The trouble with some test markets is that they test your endurance as much as they test your product's acceptance. Not Minneapolis. We've got plenty of music, sports, theater, saloons and other cultural attractions to help you fill the hours when the supermarkets are closed.

TEST OUR TEST MARKET: FREE.

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For your free copy, call or write our Display Advertising Manager, Jim Anderson, The Minneapolis Star/Minneapolis Tribune, 425 Portland Ave., Minneapolis, MN 55488, (612) 372-3907.

Then come to Minneapolis and find out whether or not your new freeze-dried idea is half-baked.

YOU'LL FIND OUT IN MINNEAPOLIS. THE MAJOR MARKET TEST MARKET.

The Minneapolis Star/Minneapolis Tribune

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1978									% Hslds Cov Total Area
	POPULATION 12/31/78		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
MO. (cont.)										
KANSAS CITY (Jackson) . . . **Over 50%** KAN.: Johnson, Miami, Wyandotte; MO.: Cass, Clay, Lafayette, Platte, Ray; **20 - 49%** KAN.: Allen, Anderson, Bourbon, Douglas, Franklin, Leavenworth, Linn; MO.: Bates, Caldwell, Carroll, Chariton, Clinton, Grundy, Henry, Johnson, Linn, Livingston, St. Clair, Saline.	1,738.5	639.2	12,372,428	7,349,792	1,361,611	1,255,591	343,156	1,757,860	185,220	90.3
ST. JOSEPH (Buchanan) . . . **Over 50%** KAN.: Doniphan; MO.: Andrew, Atchison, Clinton, Daviess, De Kalb, Gentry, Harrison, Holt, Worth; **20 - 49%** KAN.: Brown; MO.: Caldwell, Mercer, Nodaway.	229.7	87.0	1,234,334	708,932	149,897	88,914	26,437	171,877	19,127	92.6
ST. LOUIS (St. Louis) . . . **Over 50%** ILL.: Jersey, Madison, Monroe, St. Clair; MO.: St. Charles; **20 - 49%** ILL.: Bond, Calhoun, Clinton, Greene, Macoupin, Randolph; MO.: Franklin, Gasconade, Iron, Jefferson, Lincoln, Pike, Pulaski, Ste. Genevieve, Warren.	2,661.2	896.0	17,751,274	9,536,125	1,993,310	1,546,679	376,154	2,247,040	245,621	64.1
SPRINGFIELD (Greene) . . . **20 - 49%** Barry, Cedar, Christian, Dade, Dallas, Lawrence, Polk, Stone, Taney, Webster, Wright.	368.1	137.8	1,829,968	1,329,549	240,461	202,568	72,302	289,184	35,277	50.6

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- by GRP's or NET's
- by Frequency Distribution
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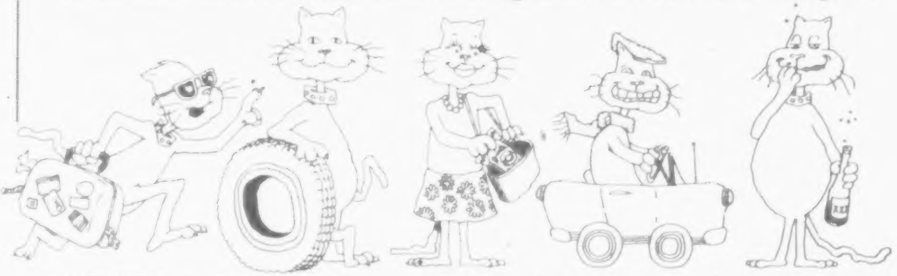

TARGET	ANSWER
Kansas Citians holding a current passport	115,000 13% of SMSA • 78% read Sunday K.C. STAR
Adults, shopped for tires past 12 months	124,000 61% Male 39% Female • 61% read K.C. Times/STAR
Females, $20,000 + Income Households	158,000 33% of SMSA females • Target represents 36% of daily Times/STAR female readers
Males, 25-54 years old, who purchased new cars in the past year.	• 26% of SMSA Males • One Times/Star ad generates: 100 GRPS 1.6 Average Frequency
Heavy liquor users (purchase 3 fifths or more per month) 132,000	• 65% regularly read STAR magazine in the Sunday K.C. STAR

SOURCE: Belden Associates April May [illegible]

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Represented by Newhouse Newspapers

Source: ABC Publishers Statements, 6 months ending 3/31/79

ST. LOUIS POST-DISPATCH
State Business Tax Ruled Out
Carter Details Health Plan
St. Louis Globe-Democrat
Teasdale Gets Sunday Sales Bill

The St. Louis Connection.

ST. LOUIS POST-DISPATCH an independent newspaper and **St. Louis Globe-Democrat** an independent newspaper

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1978									
	POPULATION 12/31/78		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl ($000)	Automotive ($000)	Drug ($000)	% Hslds Cov Total Area
MONTANA										
BILLINGS (Yellowstone) . . . **Over 50%** Big Horn, Carbon, Stillwater, Wheatland; **20 - 49%** Carter, Custer, Daniels, Dawson, Fallon, Garfield, Golden Valley, McCone, Musselshell, Park, Petroleum, Powder River, Prairie, Richland, Roosevelt, Rosebud, Sheridan, Sweet Grass, Treasure, Valley, Wibaux; WYO.: Big Horn, Park	284.1	101.2	1,632,833	919,458	203,238	87,653	36,626	177,156	29,139	51.4
GREAT FALLS (Cascade) . . . **Over 50%** Liberty, Teton; **20 - 49%** Blaine, Chouteau, Fergus, Glacier, Hill, Judith Basin, Meagher, Phillips, Pondera, Toole.	175.2	61.2	1,012,456	590,105	144,479	48,613	18,272	145,692	20,695	53.5
MISSOULA (Missoula) . . . **20 - 49%** Granite, Lake, Mineral, Ravalli, Sanders.	122.6	43.9	655,248	402,673	102,197	29,997	11,387	78,204	11,933	61.1
NEBRASKA										
GRAND ISLAND (Hall) . . . **Over 50%** Greeley, Hamilton, Howard, Merrick, Sherman; **20 - 49%** Garfield, Nance, Valley, Wheeler.	94.2	34.6	543,874	347,725	74,538	29,330	14,339	70,950	7,986	65.2
LINCOLN (Lancaster) . . . **Over 50%** Saline, Seward; **20 - 49%** Butler, Fillmore, Gage, Jefferson, Johnson, Pawnee, Saunders, Thayer.	301.0	109.2	1,911,650	1,084,239	168,330	159,590	58,467	271,172	25,763	61.1
OMAHA (Douglas) . . . **Over 50%** Burt, Sarpy; **20 - 49%** IA.: Fremont, Harrison, Mills, Montgomery, Page, Pottawattamie, Shelby; NEB.: Antelope, Blaine, Boone, Boyd, Brown, Buffalo, Butler, Cass, Chase, Cherry, Cheyenne, Colfax, Cuming, Custer, Dawes, Dawson, Deuel, Dodge, Dundy, Frontier, Furnas, Garden, Gosper, Grant, Greeley, Harlan, Holt, Hooker, Kearney, Keith, Keya Paha, Knox, Madison, Nance, Nemaha, Nuckolls, Otoe, Pawnee, Perkins, Phelps, Platte, Polk, Richardson, Rock, Saunders, Sheridan, Thurston, Valley, Washington, Wayne.	1,167.2	410.0	7,328,724	4,119,360	750,476	594,098	225,578	877,114	139,205	49.8
NEVADA										
LAS VEGAS (Clark) . . . **20 - 49%** Lincoln, Nye.	386.0	139.5	2,774,445	1,722,746	349,060	194,847	76,896	347,849	51,877	82.4
RENO (Washoe) . . . **Over 50%** Storey; **20 - 49%** Carson City, Churchill, Humboldt, Lander, Lyon, Mineral, Pershing.	240.8	91.3	1,890,542	1,132,020	245,471	109,812	44,442	234,194	28,158	53.0
NEW HAMPSHIRE										
MANCHESTER-NASHUA (Hillsborough) . . . **20 - 49%** Belknap, Coos, Grafton, Merrimack.	492.9	167.9	3,147,408	2,102,168	491,670	248,206	66,836	470,248	44,817	43.7
NEW JERSEY										
ATLANTIC CITY (Atlantic) . . . **20 - 49%** Cape May.	266.7	102.4	1,693,834	1,084,876	254,762	143,849	48,524	175,064	25,690	57.7
JERSEY CITY (Hudson)	559.6	211.7	3,826,689	1,867,348	464,755	190,927	97,584	257,263	67,915	48.3
LONG BRANCH-ASBURY PARK (Monmouth) . . . **20 - 49%** Ocean.	823.0	268.1	5,433,756	3,179,141	755,630	408,057	155,702	635,538	78,546	48.0
NEW BRUNSWICK-PERTH AMBOY-SAYREVILLE (Middlesex)	589.0	179.7	4,386,178	2,423,846	635,770	446,874	91,834	299,653	64,179	54.9
NEWARK (Essex) . . . **Over 50%** Morris, Somerset, Union; **20 - 49%** Hunterdon, Middlesex.	2,627.1	866.5	21,255,462	10,095,619	2,520,842	1,283,266	550,941	1,741,210	255,685	56.7
PATERSON-CLIFTON-PASSAIC (Passaic)	454.9	162.2	3,406,662	1,826,972	455,141	279,468	90,473	252,522	38,705	51.6
TRENTON (Mercer)	320.7	109.4	2,532,343	1,087,362	265,751	146,888	58,865	195,405	25,137	94.7
NEW MEXICO										
ALBUQUERQUE (Bernalillo) . . . **20 - 49%** Guadalupe, Los Alamos, Sandoval, Socorro, Torrance, Valencia.	504.7	174.9	3,018,664	1,938,809	359,648	265,416	106,288	442,989	63,394	59.6
NEW YORK										
ALBANY-SCHENECTADY-TROY (Albany, Schenectady, Rensselaer) . . . **Over 50%** Saratoga; **20 - 49%** Columbia, Greene, Schoharie.	859.9	304.4	5,659,325	2,952,705	738,812	388,769	124,157	565,389	74,827	78.1
BINGHAMTON (Broome) . . . **20 - 49%** Chenango, Tioga; PENN.: Susquehanna.	353.2	125.0	1,938,125	1,104,961	288,930	130,778	45,000	228,683	47,478	72.6
BUFFALO (Erie) . . . **Over 50%** Niagara; **20 - 49%** Cattaraugus, Wyoming.	1,419.4	504.4	9,016,791	4,528,552	1,041,724	781,482	193,863	872,043	152,821	80.7
GLENS FALLS (Warren) . . . **Over 50%** Washington.	108.9	38.2	586,143	364,328	88,658	48,868	11,597	66,207	8,232	63.4
ELMIRA (Chemung) . . . **20 - 49%** Schuyler; PENN.: Tioga.	157.3	54.6	860,387	572,361	126,960	99,967	35,957	107,911	19,517	60.8
JAMESTOWN (Chautauqua)	144.1	53.9	774,376	483,363	145,299	73,663	18,034	79,148	11,185	49.0

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S&MM's SURVEY OF NEWSPAPER MARKETS

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N.Y. (cont.)										
NASSAU-SUFFOLK (Nassau) . . . **Over 50%** Suffolk.	2,704.4	830.0	21,077,334	10,203,252	2,596,641	1,425,018	551,249	1,609,558	207,163	55.6
NEW YORK (New York City) . . . **Over 50%** N.J.: Bergen; N.Y.: Rockland, Westchester; **20 - 49%** CONN.: Fairfield; N.J.: Hudson, Middlesex, Monmouth, Morris, Passaic, Union; N.Y.: Dutchess, Greene, Nassau, Putnam, Suffolk, Ulster.	16,345.4	5,906.2	123,841,140	55,143,813	13,822,736	7,159,516	2,916,401	7,669,351	1,489,101	53.2
NEWBURGH-MIDDLETOWN (Orange) . . . **20 - 49%** Sullivan.	313.8	108.2	1,810,349	1,152,978	347,208	116,162	45,507	236,541	27,266	69.6
OLEAN (Cattaraugus) . . . **20 - 49%** Allegany; PENN.: Potter.	154.9	53.1	745,339	373,454	111,180	35,169	16,602	79,148	11,662	39.2
POUGHKEEPSIE (Dutchess)	235.6	76.4	1,364,852	723,826	203,888	68,715	26,980	154,014	20,124	48.7
ROCHESTER (Monroe) . . . **Over 50%** Livingston; **20 - 49%** Ontario, Orleans, Wayne, Yates.	994.7	351.0	7,096,169	3,304,864	826,855	418,050	158,755	751,598	106,211	69.7
SYRACUSE (Onondaga) . . . **20 - 49%** Cayuga, Madison, Oswego.	725.7	246.2	4,553,539	2,156,202	560,392	291,178	80,666	448,206	97,673	76.5
UTICA-ROME (Oneida) . . . **20 - 49%** Herkimer.	323.8	114.1	1,796,215	992,078	226,813	128,809	32,207	204,953	41,937	54.8
WATERTOWN (Jefferson) . . . **20 - 49%** Lewis, St. Lawrence.	235.9	77.9	1,203,226	610,151	181,330	63,039	17,899	131,234	29,777	49.8
NORTH CAROLINA										
ASHEVILLE (Buncombe) . . . **20 - 49%** Graham, Haywood, Henderson, Jackson, Macon, Madison, Mitchell, Swain, Transylvania, Yancey.	378.0	137.2	2,046,701	1,236,885	307,370	140,556	42,495	268,872	38,124	43.3
BURLINGTON (Alamance)	101.9	35.5	606,248	375,602	98,656	44,899	14,612	85,562	12,406	69.9

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SOURCE: 3 Sigma, Fas Fax, SRDS '79

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*(Onondaga, Madison, Oswego, Cortland, Cayuga)

Sources: 1979 Survey of Buying Power, 1978 ABC, 1978 Belden CMS, Oct., Dec.

The Syracuse Newspapers

THE POST-STANDARD, MORNINGS. HERALD JOURNAL, EVENINGS. SUNDAY HERALD AMERICAN.

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N.C. (cont.)										
CHARLOTTE-GASTONIA (Mecklenburg) . . . **Over 50%** Gaston; **20 - 49%** Anson, Cabarrus, Cleveland, Lincoln, Richmond, Rutherford, Stanly, Union; S.C.: Chester, Chesterfield, Lancaster, York.	1,183.6	400.5	7,201,965	4,200,346	962,200	647,887	170,568	968,863	136,086	54.4
FAYETTEVILLE (Cumberland) . . . **20 - 49%** Hoke.	257.2	75.4	1,316,293	713,137	118,291	120,100	41,804	164,730	17,894	64.7
GREENSBORO-WINSTON-SALEM-HIGH POINT (Guilford, Forsyth) . . . **20 - 49%** Alleghany, Chatham, Davidson, Davie, Montgomery, Randolph, Rockingham, Stokes, Surry, Wilkes, Yadkin.	1,061.5	372.6	6,640,737	3,508,209	763,299	359,889	180,510	852,198	114,672	64.3
HICKORY (Catawba) . . . **20 - 49%** Alexander.	125.0	43.0	761,790	462,860	100,246	47,791	19,769	121,379	19,126	47.4
RALEIGH-DURHAM (Wake, Durham) . . . **20 - 49%** Carteret, Edgecombe, Franklin, Granville, Johnston, Martin, Orange, Person, Pitt, Vance, Warren, Washington.	925.6	314.9	5,434,450	2,919,437	714,254	373,047	149,306	657,448	83,216	55.2
WILMINGTON (New Hanover) . . . **20 - 49%** Brunswick, Columbus, Pender.	208.1	74.4	1,111,832	684,947	171,109	86,249	33,570	140,402	21,190	43.9
NORTH DAKOTA										
BISMARCK (Burleigh) . . . **Over 50%** Morton; **20 - 49%** Adams, Bowman, Emmons, Grant, Hettinger, Kidder, McLean, Mercer, Oliver, Sheridan, Sioux.	132.6	43.8	725,239	419,568	70,219	64,229	13,853	102,606	12,239	59.5
FARGO-MOORHEAD (Cass; MINN.: Clay) . . . **Over 50%** N.D.: Foster, Ransom; **20 - 49%** MINN.: Mahnomen, Norman, Wilkin; N.D.: Barnes, Dickey, Eddy, Griggs, La Moure, Nelson, Richland, Sargent, Steele, Traill, Wells.	260.4	89.1	1,592,979	939,676	155,313	83,941	44,280	241,156	23,881	54.9
GRAND FORKS (Grand Forks) . . . **Over 50%** Pembina; **20 - 49%** MINN.: Kittson, Marshall, Pennington, Polk, Red Lake, Roseau; N.D.: Cavalier, Nelson, Towner, Traill, Walsh.	218.3	73.2	1,201,932	744,767	127,622	72,848	34,318	162,228	20,915	45.9
MINOT (Ward) . . . **Over 50%** Bottineau, Burke, McHenry, Mountrail, Renville; **20 - 49%** Divide, McKenzie, McLean, Pierce, Rolette, Towner, Wells.	151.9	48.0	774,491	457,307	70,990	57,471	22,465	133,568	13,725	58.3
OHIO										
AKRON (Summit) . . . **Over 50%** Portage; **20 - 49%** Medina.	770.2	259.3	5,019,126	2,758,362	581,954	366,748	122,371	682,125	65,887	69.1
CANTON (Stark) . . . **20 - 49%** Carroll.	406.9	140.2	2,642,841	1,761,637	349,272	218,713	87,705	462,080	48,475	46.2
CINCINNATI (Hamilton) . . . **Over 50%** IND.: Dearborn, Ohio; KY.: Boone, Bracken, Campbell, Kenton; OHIO: Clermont; **20 - 49%** IND.: Franklin, Ripley, Switzerland; KY.: Gallatin, Grant, Pendleton; OHIO: Brown, Butler, Warren.	1,752.2	601.5	11,647,996	6,341,700	1,422,205	999,341	322,736	1,257,272	189,864	60.3

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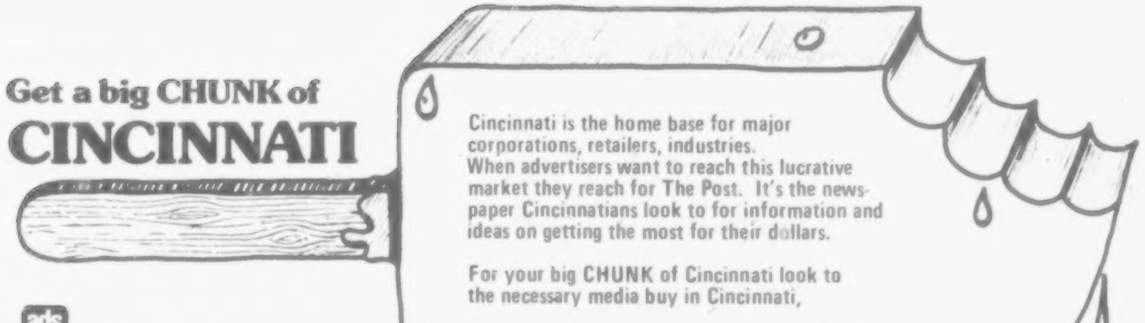

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* 1978 and 1968 S&MM Surveys of Buying Power

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In Florida — The Leonard Company

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) ... Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1978										% Hslds. Cov. Total Area
	POPULATION 12/31/78		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)		
OHIO (cont.)											
CLEVELAND (Cuyahoga) ... **Over 50%** Lake; **20 - 49%** Geauga, Medina.	1,942.7	681.6	14,567,842	7,781,634	1,617,666	1,202,643	349,896	1,725,161	280,202		93.8
COLUMBUS (Franklin) ... **20 - 49%** Delaware, Fairfield, Jackson, Licking, Madison.	1,206.3	419.7	8,110,254	4,858,379	900,053	870,475	252,573	1,138,546	115,896		68.4
DAYTON (Montgomery) ... **Over 50%** Greene; **20 - 49%** Darke, Miami, Preble.	889.6	306.5	6,142,458	3,180,496	632,063	530,970	195,749	722,302	64,496		75.4
DOVER (Tuscarawas)	81.3	28.3	416,546	326,309	78,635	51,786	14,682	66,144	7,420		82.4
FINDLAY (Hancock) ... **20 - 49%** Putnam, Wyandot.	117.3	39.1	711,923	401,792	82,920	42,753	16,276	103,252	7,395		52.1
HAMILTON-MIDDLETOWN (Butler)	255.7	83.8	1,681,372	808,320	217,190	129,618	40,019	154,721	19,934		59.6
LIMA (Allen) ... **20 - 49%** Putnam.	138.6	45.7	860,922	520,249	94,308	105,341	17,015	103,674	1[illegible],767		73.6
LORAIN-ELYRIA (Lorain)	271.7	86.9	1,832,964	949,025	196,165	180,302	37,821	229,067	23,350		82.7

ELYRIA
CHRONICLE-TELEGRAM
PRIMARY MARKET

in Ohio's 9th Largest Metro Market ...

Lorain-Elyria

Only one newspaper dominates

53% of Metro Market Households
55% of Metro Market Income
59% of Metro Market Sales

THE CHRONICLE-TELEGRAM
Elyria, Ohio
Represented Nationally by LANDON ASSOCIATES, INC.

Sources: Survey of Buying Power 7/79 - A.B.C. 3/31/79

You have to make it to spend it and The Plain Dealer is the Number One place to make contact with people who make money in Cleveland-Northeast Ohio. The daily Plain Dealer reaches 294,600 adults in the Cleveland ADI with household incomes of $25,000 or more.* That's contact with 101,000 more readers in that income group than the afternoon daily. And the Sunday Plain Dealer reaches 335,700 of those big breadwinners.
So spend your advertising dollars where the spenders are. Contact your local Newhouse Newspapers representative or call 216-344-4079 for your free Plain Dealer Contact Kit today!

The Plain Dealer is represented nationally by Newhouse Newspapers with offices in principal cities.

*1978 Scarborough Report

The Plain Dealer makes
CONTACT
YOUR NO.1 CONTACT WITH NORTHEAST OHIO

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OHIO (cont.)											
MANSFIELD (Richland)	129.8	44.0	806,155	582,141	117,850	113,901	21,501	140,489	11,041	72.3
PARKERSBURG-MARIETTA (W.VA.: Wood; OHIO: Washington) . . . **Over 50%** W.VA.: Pleasants; **20 - 49%** W.VA.: Calhoun, Ritchie, Wirt.	182.0	62.8	1,049,791	678,861	155,697	101,796	31,678	154,280	19,469	58.2
SANDUSKY (Erie) . . . **20 - 49%** Huron.	129.0	42.5	765,772	633,587	146,244	61,478	31,629	152,485	19,631	56.2
SPRINGFIELD (Clark) . . . **20 - 49%** Champaign.	182.2	62.3	1,101,094	568,327	106,872	90,579	30,454	155,415	10,777	71.3
TOLEDO (Lucas) . . . **Over 50%** MICH.: Monroe; OHIO: Fulton; **20 - 49%** OHIO: Henry, Ottawa, Wood.	817.7	288.6	6,044,825	3,208,468	642,932	560,688	139,431	741,338	85,918	52.7
WOOSTER (Wayne) . . . **20 - 49%** Holmes.	119.5	36.9	678,070	447,633	100,901	41,393	28,887	136,750	11,190	67.0
YOUNGSTOWN-WARREN (Mahoning, Trumbull)	543.5	176.0	3,521,043	1,972,888	358,709	375,794	116,948	470,929	49,046	77.2
ZANESVILLE (Muskingum) . . . **20 - 49%** Morgan, Perry.	124.4	42.9	630,461	382,390	95,220	49,804	13,452	80,147	10,117	61.6
OKLAHOMA										
ENID (Garfield) . . . **20 - 49%** Alfalfa, Blaine, Grant, Kingfisher, Major, Woods.	127.6	49.5	757,137	451,725	95,017	33,708	24,905	110,194	17,287	56.7
LAWTON (Comanche) . . . **20 - 49%** Cotton.	128.4	39.3	713,165	362,839	54,361	56,360	21,483	100,737	4,312	71.8
OKLAHOMA CITY (Oklahoma) . . . **Over 50%** Canadian, Cleveland; **20 - 49%** Beaver, Beckham, Blaine, Caddo, Custer, Dewey, Ellis, Garvin, Grady, Greer, Harmon, Harper, Hughes, Kingfisher, Kiowa, Logan, McClain, Marshall, Murray, Noble, Roger Mills, Texas, Washita, Woods, Woodward.	1,101.7	407.8	7,140,320	4,405,010	887,260	473,971	202,987	1,175,654	104,823	65.3
TULSA (Tulsa) . . . **20 - 49%** Craig, Creek, Mayes, Osage, Pawnee, Rogers, Wagoner, Washington.	700.3	261.4	4,630,251	2,888,842	581,821	259,145	147,701	797,436	93,865	64.3
OREGON										
EUGENE-SPRINGFIELD (Lane)	259.9	93.9	1,646,696	866,616	195,926	121,149	40,886	202,830	23,445	58.8
MEDFORD (Jackson)	124.5	46.9	730,491	407,245	57,040	51,134	25,035	84,886	8,642	55.2

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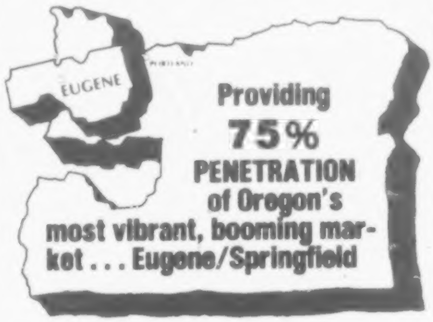

✓S & MM "Survey of Buying Power," July 23 1979

it takes 2 in oregon!

portland and EUGENE

Portland papers' 6.5% doesn't cover Eugene/Springfield . . . only the Register-Guard's 75% penetration does the job right!

✓ **259,900 prospective customers . . .**

✓ **with $1,646,696,000 E.B.I. . . .**

✓ **spending $866,616,000 in retail sales**

Eugene Register-Guard

P.O. Box 10188, Eugene, Or. 97440
(503) 485-1234

Represented Nationally
by Sawyer, Ferguson, Walker

Look out Dallas... here comes the Tulsa newspaper team!

Before advertisers in Dallas buy space in the Tulsa daily newspapers, they have to be sold on our market.

That's why throughout the year we fly special sales teams to major markets across the nation...to tell national advertisers, retailers and their agencies about the strong, diversified and growing Tulsa market.

At the same time, we show how to take advantage of the tremendous advertising opportunity the Tulsa papers offer in reaching over a half-million readers in northeastern Oklahoma.

On their way to Dallas are from left, John Henry, Retail Sales; Stephen Bright, Special Sales; Rozella Loar, National Sales; Ken Somers, Advertising Director; Rod Hatchett, Co-op Sales and John Krymski, Retail Sales.

If you want to learn more about the terrific Tulsa market, you don't have to come see us...we're probably on our way to see you, right now!

Newspaper Printing Corporation
Agent For
TULSA WORLD ★ The Tulsa Tribune
Two independent and separately owned newspapers represented nationally by Branham

Do you know enough about your customers in the Portland market?

Could you profitably use accurate, up-to-date, *in-depth* information about *what* they spend? *What* they buy? *Where, when* and *why* they buy? We *have* that data for more than fifty product categories including: Stereo and Tape Equipment/ Television Sets/Major Household Appliances/Small Electric Appliances/Mattresses and Bedding/Domestics and Linens/Home Furnishings/ Home Improvement Products/ Automotive Products/Women's Clothing/Men's Clothing/Men's Accessories/Children's Apparel. We not only have the information, we're ready, willing and *eager* to put it to work for you. Call or write:

Phelps Fisher
Vice President, Director of Marketing
Fisher Broadcasting, 100 4th Ave. N
Seattle, WA 98109
206-223-4081

David B. Ludwig III
General Sales Manager, KATU Television
2153 N.E. Sandy, Portland, OR 97232
503-231-4202

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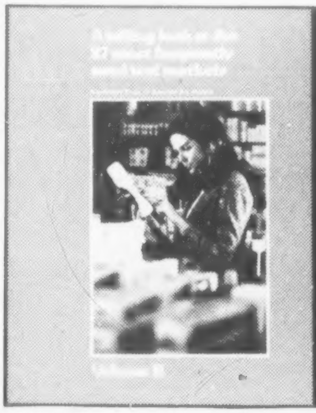
ORE. (cont.)										
PORTLAND (Multnomah) . . . **Over 50%** Clackamas, Tillamook, Washington; WASH.: Clark, Skamania; **20 - 49%** ORE.: Baker, Clatsop, Columbia, Curry, Gilliam, Grant, Harney, Hood River, Jefferson, Lincoln, Morrow, Sherman, Wallowa, Wasco, Yamhill	1,434.3	536.9	9,914,597	5,047,528	1,423,599	474,303	248,377	1,035,246	116,359	63.4
SALEM (Marion) . . . **Over 50%** Polk; **20 - 49%** Yamhill	279.2	99.8	1,638,504	834,704	225,266	105,104	33,961	210,214	23,308	56.4
PENNSYLVANIA										
ALLENTOWN-BETHLEHEM-EASTON (Lehigh, Northampton) . . . **Over 50%** N.J.: Warren; **20 - 49%** PENN.: Carbon	626.1	224.7	4,409,475	2,283,245	529,056	368,350	94,808	424,618	54,743	86.0
ALTOONA (Blair)	134.4	48.4	757,481	505,029	107,983	91,190	22,925	106,847	18,406	66.4
BUTLER (Butler)	144.1	45.8	771,711	427,137	98,298	47,667	23,211	88,218	11,526	60.7
ERIE (Erie)	271.6	90.1	1,605,043	901,087	199,617	139,446	40,999	207,272	25,111	80.6
HARRISBURG (Dauphin) . . . **Over 50%** Cumberland; **20 - 49%** Perry	435.3	157.9	3,332,967	1,730,819	340,024	269,701	72,758	361,581	61,455	63.4
JOHNSTOWN (Cambria) . . . **20 - 49%** Somerset	270.6	94.4	1,668,951	906,490	193,694	130,947	51,464	199,706	28,245	56.4
LANCASTER (Lancaster)	350.1	121.4	2,359,030	1,253,138	252,209	189,065	73,585	244,401	26,725	79.0
LEBANON (Lebanon)	106.7	34.8	596,154	368,601	77,553	54,085	21,311	88,092	9,398	75.0
NORTHEAST PENNSYLVANIA (Lackawanna, Luzerne) . . . **20 - 49%** Wayne, Wyoming	638.3	230.6	3,653,507	2,182,057	473,752	360,884	132,130	366,895	66,638	67.8
PHILADELPHIA (Philadelphia) . . . **Over 50%** N.J.: Burlington, Camden, Cape May, Gloucester; PENN.: Bucks, Chester, Delaware, Montgomery; **20 - 49%** N.J.: Atlantic, Salem	5,123.7	1,761.6	36,473,781	18,400,379	4,218,252	2,411,934	970,041	3,334,883	494,780	82.8



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27 Most used test markets

The established criteria contained in this report will give you valuable insight on how to select a test market. For a free copy, write to:

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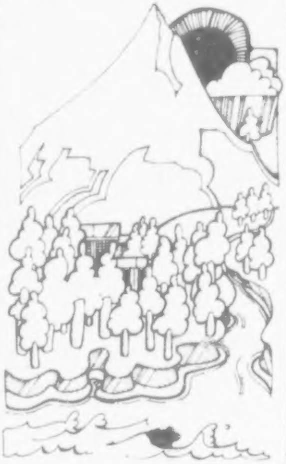
Why we've failed to remain anonymous.

Will everyone please stop saying nice things about Portland, Oregon?

Shortly after the dust settled on the Oregon Trail, a wonderful calm settled over our part of the world. During which, we Oregonians quietly went about our business in blissful obscurity.

But then, only a few years back, our tranquility was shattered. Suddenly, Oregon's progressive legislation and enlightened environmental policies became big news. Oregon found itself thrust into the limelight.

And, like it or not, we had to learn to deal with the open admiration of the masses, not to mention the already intense interest of some very sharp marketing people.



Can you find the city hidden in this picture? We've tried to stay well-concealed, tucked away between the Cascade mountain range and the Pacific Ocean.

The EPA didn't help matters any. First they branded Portland as America's "most livable" large city.

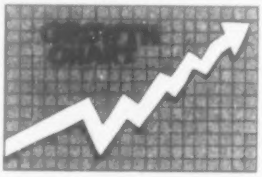
Advertising Age didn't help, either. It recently included Portland, Ore. on its list of the ten hottest growth markets in the U.S.

Testing: One, two, three

So, to the chagrin of those trying to convince the world that there is no land mass at all between California and Washington state, Oregon's fame only grew.

Notably, with test marketers. For three good reasons.

First, because Oregon's demographics are so strikingly similar to national averages, it's almost scary. Second, because Portland's media are so isolated, they're almost hermits.



Often, Oregonians try to convince outsiders that charts like this have been mistakenly printed upside down.

And third, because reaching Portland's million-plus consumers is so simple (buying Portland's two dailies results in 62.8% metro coverage daily, 65.9% on Sundays), it's almost too easy.

Since we publish the aforementioned daily newspapers, we're in a bit of a spot. Like most Oregonians, we're eager to downplay our state. But being in the newspaper business, we're also eager to serve advertisers.

That's why we're not directing this ad to anyone who would go blabbing about Oregon. Instead we're directing it to more mature and discreet advertisers, such as yourself, who know enough to keep a good thing to themselves.

Portland: The #22 ADI

And confidentially, this market is a good thing. So typical, it's an exceptional place to test new products. Yet dynamic enough for Portland to rank as the 22nd largest ADI and score high in everyday selling, too.

But please don't quote us.

We've also failed miserably at hushing up Oregon's unique recreational opportunities. So it's for sure we're not going to elaborate now on how Portland is only a short drive from sparkling ocean beaches. Or an hour's drive in the other direction from breathtaking 11,000 foot Mt. Hood.

Keep it under your hat

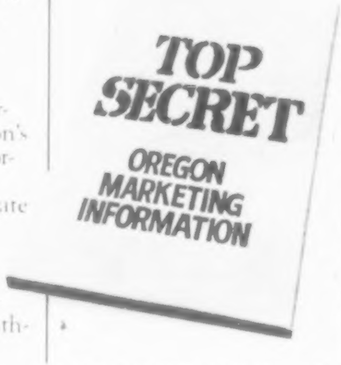
But we will share some valuable information with you, if you'll help us keep Oregon more or less a secret.

We're prepared to mail to you, in a plain brown wrapper, our Oregon Marketing Information, including the newly-revised Portland Marketing Manual. Better yet, we'll hand deliver it to your office to make sure it doesn't fall into the wrong hands.

As a last resort, should we try camouflaging Oregon's spectacular resorts?

You'll find it full of interesting facts about income levels, demographics, distribution channels, and more. And you'll also find it labeled, "Top Secret," for obvious reasons.

All you need do is fill out this coupon and mail it, hopefully without calling attention to yourself. And then, the great state of you-know-who will just be our little secret.



To:
Stephen E. Bell,
General Advertising Manager
The Oregonian/Oregon Journal
1320 S.W. Broadway
Portland, Oregon 97201

All right, ask your Newhouse Newspaper Representative to tell me more and bring me the Marketing Information (check here ☐). Or just send me the Marketing Information (check here ☐). I pledge to do everything in my power to promote the idea that your state is only a mirage.

Name ______________________

Title ______________________

Company ______________________

Address ______________________

City __________ State _____ Zip_____

Represented by Newhouse Newspapers

SMM 1079

The Oregonian
The Oregon Journal

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PA. (cont.)											
PITTSBURGH (Allegheny) . . . **Over 50%** Beaver, Washington, Westmoreland; **20 - 49%** Armstrong, Greene.	2,385.3	846.4	15,897,215	8,182,823	1,727,869	1,405,464	377,805	1,701,999	262,332	71.9	
POTTSVILLE (Schuylkill)	158.4	58.7	821,058	478,857	132,120	41,609	32,202	88,948	17,134	47.1	
READING (Berks)	303.5	113.8	2,189,853	1,105,879	263,679	201,667	59,533	207,554	30,135	72.0	
SHARON (Mercer)	128.2	42.4	668,337	414,660	96,782	49,742	23,400	96,193	9,436	58.8	
SUNBURY (Northumberland) . . . **Over 50%** Snyder, Union.	164.1	56.8	864,500	518,549	130,547	54,842	23,201	101,093	13,953	41.7	
UNIONTOWN (Fayette)	155.9	54.5	752,033	547,085	133,545	88,368	21,292	112,150	17,458	46.9	
WILLIAMSPORT (Lycoming)	114.1	39.8	626,670	423,750	88,495	50,201	25,411	81,744	10,216	79.9	
YORK (York) . . . **20 - 49%** MD.: Carroll; PENN.: Adams.	448.7	156.1	2,873,277	1,468,816	314,622	198,953	76,589	284,177	32,752	67.6	
RHODE ISLAND											
PROVIDENCE-WARWICK-PAWTUCKET (Providence, Kent) . . . **Over 50%** Bristol; **20 - 49%** Newport, Washington.	935.7	320.7	6,068,464	3,096,821	667,921	384,714	133,075	631,358	83,913	77.9	
SOUTH CAROLINA											
ANDERSON (Anderson) . . . **20 - 49%** GA.: Elbert, Franklin, Hart, Stephens; S.C.: Abbeville, Oconee.	260.5	92.4	1,378,159	862,297	186,901	118,127	35,339	214,501	25,199	48.1	
CHARLESTON-NORTH CHARLESTON (Charleston) . . . **Over 50%** Dorchester; **20 - 49%** Berkeley, Colleton, Georgetown.	464.3	141.9	2,328,199	1,471,265	422,545	238,998	57,863	300,305	34,094	63.2	
COLUMBIA (Richland) . . . **Over 50%** Lexington; **20 - 49%** Allendale, Barnwell, Fairfield, Kershaw, Newberry.	504.4	153.8	2,828,114	1,623,753	344,957	218,126	77,593	412,399	34,077	68.7	
FLORENCE (Florence) . . . **20 - 49%** Darlington.	158.6	50.1	811,207	542,687	129,059	54,678	28,291	134,956	16,571	49.2	

Huge corporate headquarters make Pittsburgh your top marketing target.

Pittsburgh's not just a "steel town" any more. Its status as the nation's third largest corporate headquarters makes it a lively, cosmopolitan city. And an affluent, well-educated market.

Twenty-three of the nation's top 500 companies call it home.

In fact, Pittsburgh boasts more chemical engineers than New York City, more nurses than St. Louis, more chemists than Boston, more industrial engineers than Houston and more computer analysts than Dallas-Ft. Worth!*

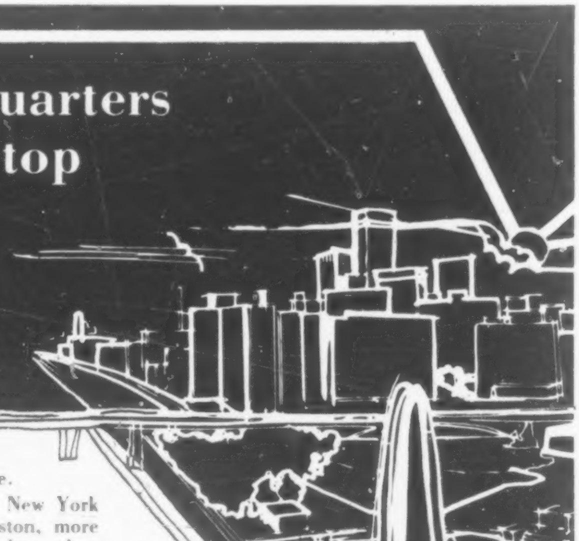
You reach 972,000 metro area adults daily with the Pittsburgh Press and Pittsburgh Post-Gazette and 1,135,000 with the Sunday Press.**

Contact Bill McCormick (412/263-1336) for details.

*Bentley, Barnes & Lynn, Inc. **Guide-Post Research

PITTSBURGH PRESS —PITTSBURGH POST-GAZETTE

Representated nationally by Story & Kelly-Smith, Inc.



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S.C. (cont.)										
GREENVILLE-SPARTANBURG (Greenville, Spartanburg) . . . **Over 50%** Pickens; **20 - 49%** Cherokee, Laurens, Oconee, Union.	715.5	243.2	4,072,075	2,370,615	563,665	250,993	114,507	503,604	68,688	58.9
SOUTH DAKOTA										
RAPID CITY (Pennington) . . . **Over 50%** Jackson; **20 - 49%** Bennett, Butte, Custer, Fall River, Haakon, Jones, Lawrence, Meade, WYO.: Weston.	153.3	52.3	843,418	573,409	116,436	66,670	27,217	128,629	14,835	54.7
SIOUX FALLS (Minnehaha) . . . **Over 50%** McCook, Turner; **20 - 49%** IA.: Lyon; MINN.: Rock; S.D.: Brookings, Clay, Kingsbury, Lake, Lincoln, Miner, Moody, Union.	236.6	80.9	1,397,956	733,622	126,042	76,154	29,609	163,386	38,153	51.7
TENNESSEE										
CHATTANOOGA (Hamilton) . . . **20 - 49%** GA.: Catoosa, Dade, Walker; TENN.: Bledsoe, Grundy, Marion, Rhea, Sequatchie.	456.2	171.5	2,655,441	1,678,806	421,843	230,584	55,043	376,924	51,392	60.8
JACKSON (Madison) . . . **20 - 49%** Chester, Crockett, Gibson, Henderson.	169.8	60.2	834,568	588,661	128,979	74,216	23,165	150,748	16,259	41.3
JOHNSON CITY-KINGSPORT-BRISTOL (Washington, Sullivan) . . . **Over 50%** VA.: Scott, Washington; **20 - 49%** TENN.: Carter, Hawkins, Johnson, Unicoi; VA.: Lee, Russell, Smyth, Wise.	563.9	194.2	2,692,634	1,766,319	493,181	230,660	72,548	326,587	47,602	53.6
KNOXVILLE (Knox) . . . **20 - 49%** Anderson, Blount, Campbell, Claiborne, Cocke, Grainger, Jefferson, Loudon, Monroe, Morgan, Roane, Scott, Sevier, Union.	754.1	261.2	4,061,739	2,706,133	658,574	341,165	96,368	555,391	78,557	54.9
MEMPHIS (Shelby) . . . **20 - 49%** ARK.: Crittenden; MISS.: Coahoma, De Soto, Grenada, Marshall, Panola, Quitman, Tate, Tunica, Yalobusha; TENN.: Dyer, Fayette, Hardeman, Lake, Lauderdale, McNairy, Tipton.	1,202.1	388.8	6,565,773	4,197,197	987,687	641,598	177,261	1,042,869	109,275	64.6
NASHVILLE-DAVIDSON (Davidson) . . . **20 - 49%** Williamson.	515.9	182.6	3,617,393	2,485,023	495,827	430,326	81,665	562,791	68,154	30.0

In the primary retail market (PRM), the Providence Journal-Bulletin gives you 73.9% coverage and the Sunday Journal 68.5% coverage.

The daily Journal-Bulletin reaches 176,775 households in the PRM and the Sunday Journal 163,763 households.

And the PRM is where the action is: 73.5% of occupied households, 74.3% of retail sales, 73.9% of food sales, 77.6% of auto sales, 74.4% of drug sales, 79.9% of general merchandise sales, 67.1% of eating and drinking place sales.

In the entire state of Rhode Island, both the Journal-Bulletin and Sunday Journal have over 60% coverage.

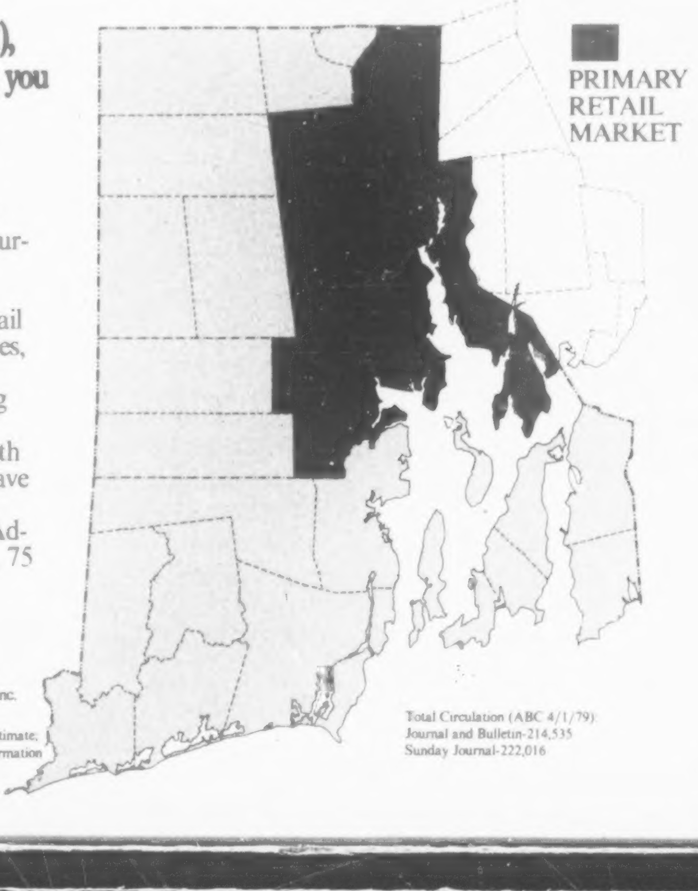
Write or call Bill Peckham, General Advertising Manager, Providence Journal Co., 75 Fountain Street, Providence, R.I. 02902/(401)277-7172.

The Providence Journal-Bulletin

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

Sources: Households-ABC 1979 estimate and PJB research dept. 1979 estimate; Circulation-ABC 4/1/79; R.I. Sales Tax Collections, Year 1978, Division of Information Processing; SRDS 1978 estimate; ®S&MM 1979 Survey of Buying Power.

Member, Metropolitan Sunday Newspapers, Inc.



Total Circulation (ABC 4/1/79):
Journal and Bulletin-214,535
Sunday Journal-222,016

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1978									% Hslds Cov Total Area
	POPULATION 12/31/78		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
TEXAS										
ABILENE (Taylor) . . . **Over 50%** Callahan, Haskell, Shackelford; **20 - 49%** Coleman, Comanche, Eastland, Fisher, Jones, Kent, Knox, Mitchell, Nolan, Runnels, Stephens, Stonewall, Throckmorton.	249.3	94.6	1,446,108	874,558	185,583	122,560	35,928	188,803	25,979	53.8
AMARILLO (Potter) . . . **Over 50%** Carson, Donley, Hansford, Oldham, Randall; **20 - 49%** OKLA.: Cimarron; TEX.: Armstrong, Briscoe, Castro, Collingsworth, Dallam, Deaf Smith, Gray, Hall, Hartley, Hemphill, Hutchinson, Lipscomb, Moore, Ochiltree, Parmer, Roberts, Sherman, Swisher, Wheeler.	355.9	127.4	2,370,391	1,411,869	312,050	159,528	58,309	331,441	42,755	54.5
AUSTIN (Travis) . . . **20 - 49%** Bastrop, Blanco, Burnet, Caldwell, Hays, Lee, Llano, Williamson.	577.5	193.9	3,602,814	2,276,888	511,722	201,487	108,483	452,205	52,665	55.7
BEAUMONT-PORT ARTHUR-ORANGE (Jefferson, Orange) . . . **20 - 49%** Chambers, Hardin, Jasper, Newton, Sabine, Tyler.	442.8	157.7	2,999,722	1,767,463	435,983	215,949	60,875	396,516	51,007	60.8
CORPUS CHRISTI (Nueces) . . . **Over 50%** San Patricio; **20 - 49%** Aransas, Brooks, Duval, Jim Hogg, Jim Wells, Kleberg, Live Oak, Refugio.	424.0	133.2	2,222,227	1,744,297	426,777	173,158	68,218	392,556	50,823	62.5
DALLAS-FORT WORTH (Dallas, Tarrant) . . . **Over 50%** Hood, Rockwall; **20 - 49%** Collin, Denton, Ellis, Erath, Hamilton, Hunt, Jack, Johnson, Kaufman, Palo Pinto, Parker, Somervell, Wise.	2,824.4	997.2	20,918,758	12,568,085	2,448,374	1,624,288	541,165	2,740,938	413,756	68.1
EL PASO (El Paso) . . . **20 - 49%** Culberson, Hudspeth.	452.7	133.8	2,324,464	1,815,386	329,304	332,052	94,023	337,301	44,458	59.0
GALVESTON-TEXAS CITY (Galveston)	202.8	70.8	1,297,208	783,677	191,839	113,277	22,222	162,848	34,979	37.8

S&MM'S FOUR SURVEY ISSUES

Each year Sales & Marketing Management publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographic markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial Purchasing Power, published in April, provides data on total manufacturing activity at the county level, as well as local market information on 457 customer industries that buy goods and services from consumer and industrial products manufacturers.

Our competition's just a pussycat with ad linage. We're king of the jungle.

You can bet your whiskers The Dallas Morning News does the job for its advertisers. We have the strength in circulation and the power in demographics that keeps us king year after year.

In fact, last year we had 6,243,233 more total ad lines than the evening paper.

We also led in important categories like travel, food, automotive and financial ads, with almost a million lines more in general ad linage. That represents a 54% share.

We think that's something worth roaring about.

Whatever you've got to sell, sells better in The Dallas Morning News. adsC

Represented by Cresmer, Woodward, O'Mara & Ormsbee, Inc., National; The Leonard Co., Florida, Mexico, Caribbean; Lenha Hawaii, Hawaii. A Member of Metropolitan Sunday Newspapers, Inc.

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1978									
	POPULATION 12/31/78		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) Dominant Counties (50% or more penetration). Effective Counties (20%–49% penetration).	Total Pop (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit / Furnish / Appl ($000)	Auto-motive ($000)	Drug ($000)	% Hslds Cov. Total Area
TEXAS (cont.)										
HOUSTON (Harris) . . . **Over 50%** Fort Bend, Stonewall, Waller; **20 - 49%** Austin, Brazoria, Brazos, Chambers, Colorado, Galveston, Grimes, Houston, Liberty, Madison, Matagorda, Montgomery, Polk, San Jacinto, Trinity, Walker, Washington, Wharton.	3,187.5	1,106.9	23,771,836	15,662,113	3,398,151	2,603,912	632,950	3,443,371	396,999	54.7
LONGVIEW-MARSHALL (Gregg, Harrison) . . . **20 - 49%** Upshur.	159.8	56.5	925,266	749,273	161,057	61,506	30,829	188,862	29,815	46.2
LUBBOCK (Lubbock) . . . **20 - 49%** Bailey, Cochran, Cottle, Crosby, Dawson, Dickens, Floyd, Gaines, Garza, Hale, Hockley, King, Lamb, Lynn, Motley, Parmer, Terry, Yoakum.	395.2	134.6	2,417,569	1,326,436	303,208	156,221	53,883	306,733	34,485	49.4
ODESSA (Ector) . . . **Over 50%** Crane; **20 - 49%** Andrews, Pecos, Upton, Ward, Winkler.	167.3	56.9	1,083,290	755,375	148,068	120,702	30,000	157,091	16,455	58.9
SAN ANGELO (Tom Green) . . . **Over 50%** Coke, Concho, Crockett, Irion, Reagan, Schleicher, Sterling, Sutton; **20 - 49%** Brewster, Edwards, Glasscock, Kimble, McCulloch, Mason, Menard, Pecos, Runnels, San Saba, Terrell, Upton.	171.1	61.9	957,731	577,965	119,467	56,238	19,350	139,858	15,431	55.5
SAN ANTONIO (Bexar) . . . **20 - 49%** Atascosa, Bandera, Comal, Dimmit, Frio, Gillespie, Gonzales, Guadalupe, Karnes, Kendall, Kerr, La Salle, Medina, Uvalde, Wilson.	1,208.5	384.2	6,873,669	4,299,248	964,893	680,631	177,137	841,440	94,865	68.9
TEXARKANA (Bowie; ARK.: Miller) . . . **20 - 49%** ARK.: Little River; TEX.: Cass.	144.5	52.8	726,554	522,950	131,042	49,074	14,549	138,179	13,863	50.1
TYLER (Smith) . . . **20 - 49%** Van Zandt, Wood.	165.5	61.3	1,007,569	673,820	154,743	73,097	27,576	155,761	25,573	58.8
VICTORIA (Victoria) . . . **Over 50%** Calhoun, Jackson; **20 - 49%** De Witt, Goliad, Lavaca, Refugio.	146.0	49.1	776,796	462,082	111,031	47,155	15,593	114,547	14,653	56.9
WACO (McLennan) . . . **20 - 49%** Bosque, Falls.	189.7	70.4	1,081,024	758,579	167,850	135,596	25,742	189,452	11,734	57.8
WICHITA FALLS (Wichita) . . . **Over 50%** Archer; **20 - 49%** Baylor, Clay, Foard, Hardeman, Jack, Knox, Montague, Throckmorton, Wilbarger, Young.	215.6	80.9	1,349,693	921,244	193,400	118,422	38,840	241,614	25,542	59.7
UTAH										
PROVO-OREM (Utah) . . . **20 - 49%** Juab.	193.4	53.1	926,272	539,404	121,552	38,409	23,298	97,319	44,455	51.1
SALT LAKE CITY-OGDEN (Salt Lake, Weber) . . . **Over 50%** Box Elder, Davis, Morgan, Summit; **20 - 49%** Beaver, Carbon, Duchesne, Emery, Garfield, Grand, Iron, Juab, Kane, Millard, Piute, Rich, Sanpete, Sevier, Tooele, Utah, Wasatch, Washington, Wayne.	1,237.3	376.3	6,887,764	4,364,848	959,320	471,273	196,473	944,087	247,937	59.8
VERMONT										
BURLINGTON (Chittenden) . . . **Over 50%** Grand Isle; **20 - 49%** Addison, Franklin, Lamoille, Washington.	244.7	80.7	1,327,570	881,320	244,104	78,340	40,552	180,409	15,674	53.8

San Antonio Light

SAN ANTONIO'S LEADING NEWSPAPER, DAILY AND SUNDAY, FOR OVER 25 YEARS

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE

You Should Know . . .

which Houston newspaper has the largest share of audience among top demographic groupings in the Houston SMSA . . .

	Total Post Readers	Post Share Of Audience
TOTAL ADULTS	639,000	63%
Men	326,000	65%
Women	313,000	61%
1978 FAMILY INCOME		
$45,000 or more	85,000	70%
$35,000-$44,999	76,000	63%
$25,000-$34,999	143,000	63%
Under $25,000	335,000	61%
COLLEGE GRADUATES	218,000	67%
PROFESSIONALS AND MANAGERS	223,000	64%
HOME OWNERS	469,000	63%

Now You Know

The Houston Post

Source: 1979 Houston Market Study by RICI

represented nationally by Branham Newspaper Sales

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1978									% Hslds Cov. Total Area
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	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
VIRGINIA										
CHARLOTTESVILLE (Albemarle) . . . **20 - 49%** Fluvanna, Greene, Madison, Orange.	136.1	47.5	752,715	436,750	118,063	61,928	16,571	70,613	14,363	56.4
DANVILLE (Pittsylvania)	107.9	37.1	580,866	343,601	76,030	66,543	11,048	68,518	13,460	64.9
FREDERICKSBURG (Spotsylvania) . . . **Over 50%** King George, Stafford; **20 - 49%** Caroline, Westmoreland.	123.5	40.2	643,298	362,351	94,800	49,780	1[illegible],037	52,672	17,848	61.9
HARRISONBURG (Rockingham) . . . **20 - 49%** Page; W.VA.: Pendleton.	101.3	34.1	488,571	302,815	71,770	34,016	14,680	53,923	14,959	67.9
LYNCHBURG (Campbell) . . . **Over 50%** Amherst; **20 - 49%** Appomattox, Nelson.	160.9	54.3	835,734	569,413	130,695	97,202	23,131	101,249	23,124	69.2
NEWPORT NEWS-HAMPTON (Newport News) . . . **Over 50%** Gloucester, James City, York; **20 - 49%** Isle of Wight, Mathews, New Kent, Surry.	408.6	133.2	2,272,906	1,319,034	287,593	202,860	65,708	289,931	46,907	73.6
NORFOLK-VIRGINIA BEACH-PORTSMOUTH (Norfolk, Virginia Beach) . . . **Over 50%** Suffolk; **20 - 49%** N.C.: Chowan, Currituck, Dare, Gates; VA.: Isle of Wight, Northampton, Southampton.	905.8	286.4	5,153,709	2,823,577	618,368	411,360	135,484	620,112	103,862	74.8
RICHMOND (Henrico) . . . **Over 50%** Chesterfield, Goochland, Hanover, King William, Powhatan; **20 - 49%** Amelia, Brunswick, Buckingham, Charles City, Charlotte, Cumberland, Essex, Greensville, King and Queen, Lancaster, Louisa, Lunenburg, Mecklenburg, Middlesex, New Kent, Northumberland, Nottoway, Prince Edward, Prince George, Richmond, Surry, Sussex, Westmoreland.	927.1	317.6	5,722,836	3,127,783	702,263	410,490	151,102	643,434	142,462	72.0
ROANOKE (Roanoke) . . . **Over 50%** Botetourt; **20 - 49%** Alleghany, Bedford, Craig, Floyd, Franklin, Giles, Montgomery, Pulaski, Rockbridge, Smyth, Wythe.	579.2	188.4	2,930,427	1,760,034	425,422	198,642	86,252	337,170	63,760	55.8
WASHINGTON										
BREMERTON (Kitsap)	128.9	46.1	1,061,111	429,725	105,141	43,142	23,059	73,688	25,281	66.7
LONGVIEW (Cowlitz) . . . **Over 50%** Wahkiakum.	77.3	27.9	528,676	287,977	56,391	33,200	12,129	69,233	18,749	80.3
OLYMPIA (Thurston) . . . **20 - 49%** Mason.	136.7	49.7	1,012,437	471,945	113,270	46,250	23,018	81,876	16,745	50.7
RICHLAND-KENNEWICK-PASCO (Benton, Franklin) . . . **20 - 49%** Adams.	138.2	45.8	967,922	485,629	113,051	67,727	20,423	89,660	22,847	70.6
SEATTLE-EVERETT (King, Sn[illegible]) . . . **20 - 49%** Clallam, Island, Jefferson, San Juan, Skagit.	1,633.8	618.0	12,728,876	7,496,670	1,851,724	841,185	298,952	1,347,058	247,136	70.2
SPOKANE (Spokane) . . . **Over 50%** Lincoln; **20 - 49%** IDA.: Benewah, Bonner, Boundary, Kootenai, Shoshone; WASH.: Adams, Ferry, Grant, Pend Oreille, Stevens, Whitman.	585.2	209.7	3,675,823	1,976,699	447,939	213,565	100,948	409,956	79,707	60.2
TACOMA (Pierce)	441.1	149.9	2,892,659	1,635,546	315,814	335,575	78,696	327,466	42,405	63.3
WENATCHEE (Chelan) . . . **Over 50%** Douglas, Okanogan; **20 - 49%** Grant.	140.6	50.4	930,668	491,966	134,722	39,051	12,765	81,553	20,344	53.6
YAKIMA (Yakima) . . . **20 - 49%** Kittitas.	183.0	65.4	1,067,242	686,758	153,505	76,681	23,929	126,514	24,182	56.7
WEST VIRGINIA										
BECKLEY (Raleigh) . . . **20 - 49%** Fayette, Greenbrier, Monroe, Wyoming.	222.5	74.5	1,113,813	738,000	161,332	85,093	42,314	183,240	23,816	41.5

Do you know enough about your customers in the Seattle market?

Could you profitably use accurate, up-to-date, *in-depth* information about *what* they spend? *What* they buy? *Where, when* and *why* they buy? We *have* that data for more than fifty product categories including: Stereo and Tape Equipment/Television Sets/Major Household Appliances/Small Electric Appliances/Mattresses and Bedding/Domestics and Linens/Home Furnishings/Home Improvement Products/Automotive Products/Women's Clothing/Men's Clothing/Men's Accessories/Children's Apparel. We not only have the information, we're ready, willing and *eager* to put it to work for you. Call or write:

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206-223-4161

Monty Grau
Station Manager, KOMO Radio
100 4th Ave. N., Seattle, WA 98109
206-223-4106

FOUR FACTS ABOUT SEATTLE NEWSPAPERS EVERY ADVERTISER SHOULD KNOW.

Fact: Seattle Times daily circulation reaches 566,243 people, over 128,890 more readers than the P.I.*

Fact: Seattle Times General Advertising rates per thousand readers are 21% less per line than the P.I.**

Fact: Seattle Times readers enjoy a higher income, they eat out more, buy more cars, more clothes and take more vacations than the average P.I. reader.***

Fact: The Seattle Times carries twice as much advertising as the P.I. and almost 50% more news.

The fact is, you get more power for your advertising dollar with Seattle's *best selling* newspaper. The Seattle Times.

THE SEATTLE TIMES

FIRST IN CIRCULATION. 7 DAYS A WEEK.

*Based on A.B.C. Publishers' Statements for 6 months ending March 31, 1979 (2.2 adults issue). **Adjusted to reflect equal space based on 6-column widths.
***Seattle Times research. Represented nationally by Cresmer, Woodward, O'Mara and Ormsbee, Inc.
For more information call the National Advertising Department of The Seattle Times at (206) 464-2441

CO·OP ACTION PLAN

We'll help you and your salesforce implement a total sell-through program to your dealers for maximum sales results.

The Milwaukee Journal/Sentinel co-op team can help you put accrued dealer co-op dollars to work fast and effectively.

Let us show you how, through our Co-op Action Plan — you can earn retail rates and use any of a wide variety of formats . . . have invoices directed to meet your program's specific needs.

Our co-op department will work with your local representative in planning effective, localized advertising with impact that will bring more business through your dealer's front door.

Our Co-op Action Plan is big and it's proven. It has helped many sales managers build a more aggressive, stronger and profitable dealer organization.

For details on how it can work for you, call our man Bill Born, collect at (414) 224-2471.

Ask about Target Marketing

It's our program that delivers your preprinted inserts into the homes of selected, computer identified prospects — and does so for 1/3 the cost of direct mail!

If you do coupon promotions, we have exceptional know-how in a coupon-crazy market. Our experience is yours to maximize promotion effectiveness.

Call now or mail OUR coupon for fast facts.

The Milwaukee Journal adsC

Bill Born, Journal Square, Dept. SM-9101, Milwaukee, WI 53201

Please send me the brochure on Co-op Action Plan ______

and I'd also like data on: Target Marketing ______

and coupon promotions . . . ______

Name ______ Title ______

Company ______

Phone ______

Address ______

City ______ State ______ Zip ______

Member Million Market Newspapers, Inc.: New York, Chicago, Atlanta, Detroit, Los Angeles, San Francisco, Philadelphia, The Leonard Co., Miami, Mexico City

STATE **S&MM** NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration)	S&MM ESTIMATES 1978 POPULATION 12/31/78 Total Pop (Thous.)	Total House-holds (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl ($000)	Automotive ($000)	Drug ($000)	% Hslds Cov. Total Area
W.VA. (cont.)										
BLUEFIELD (Mercer) . . . **20 - 49%** VA.: Bland, Tazewell	124.1	43.2	698,312	393,895	87,218	57,745	20,279	89,899	9,618	53.3
CHARLESTON (Kanawha) . . . **Over 50%** Putnam; **20 - 49%** Boone, Braxton, Clay, Fayette, Greenbrier, Jackson, Nicholas, Pocahontas, Roane.	480.7	167.9	2,857,405	1,487,936	364,735	169,545	68,611	341,426	39,400	61.1
CLARKSBURG (Harrison) . . . **20 - 49%** Barbour, Doddridge, Gilmer, Lewis.	130.1	46.5	654,583	367,684	111,919	38,628	18,050	66,099	13,256	54.9
HUNTINGTON-ASHLAND (Cabell; KY.: Boyd) . . . **Over 50%** KY.: Greenup; **20 - 49%** KY.: Carter, Lawrence; OHIO: Lawrence; W.VA.: Wayne.	335.6	117.3	1,860,874	1,178,673	305,244	170,378	60,221	227,362	40,520	63.1
PARKERSBURG-MARIETTA (Wood; OHIO: Washington) . . . **Over 50%** W.VA.: Pleasants; **20 - 49%** W.VA.: Calhoun, Ritchie, Wirt.	182.0	62.8	1,049,791	678,861	155,697	101,796	31,678	54,280	19,469	58.2
WHEELING (Ohio) . . . **Over 50%** Marshall, Wetzel; **20 - 49%** OHIO: Belmont; W.VA.: Brooke, Tyler.	245.1	87.7	1,499,071	943,214	215,160	113,822	61,965	183,549	20,094	48.6
WISCONSIN										
APPLETON-OSHKOSH (Outagamie, Winnebago) . . . **20 - 49%** Calumet, Green Lake, Waupaca, Waushara.	371.2	122.5	2,257,888	1,388,330	305,501	200,702	53,581	330,745	28,464	62.6
DULUTH-SUPERIOR (MINN.: St. Louis; WIS.: Douglas) . . . **Over 50%** MINN.: Carlton, Lake; **20 - 49%** MINN.: Cook, Itasca.	357.4	127.6	2,091,259	1,366,574	240,699	229,208	47,474	230,194	30,485	52.8
EAU CLAIRE (Eau Claire) . . . **20 - 49%** Buffalo, Chippewa, Dunn, Pepin, Trempealeau.	206.9	68.1	1,104,476	696,865	142,099	73,577	29,403	149,933	16,258	43.7
GREEN BAY (Brown) . . . **20 - 49%** Door, Kewaunee, Oconto.	249.6	81.4	1,494,333	851,949	168,435	132,249	37,823	197,435	13,888	63.1
JANESVILLE-BELOIT (Rock) . . . **20 - 49%** Walworth.	205.4	69.0	1,397,566	784,164	165,258	102,461	28,711	192,168	18,174	40.1
KENOSHA (Kenosha)	128.1	44.0	961,837	439,808	90,358	67,707	17,716	85,833	9,944	70.4
LA CROSSE (La Crosse) . . . **20 - 49%** MINN.: Houston; WIS.: Monroe, Vernon.	166.8	56.7	883,192	589,578	126,468	74,350	31,685	110,146	16,453	54.0
MADISON (Dane) . . . **20 - 49%** Columbia, Grant, Green, Iowa, Juneau, Lafayette, Richland, Sauk.	559.0	195.6	3,772,458	2,193,086	452,017	244,964	79,866	532,246	49,559	50.8
MILWAUKEE (Milwaukee) . . . **Over 50%** Ozaukee, Waukesha; **20 - 49%** Price, Washington.	1,430.4	495.3	10,465,778	5,822,601	1,094,826	979,987	307,160	1,238,372	155,742	81.1
RACINE (Racine)	176.4	60.5	1,224,549	635,214	141,604	84,223	33,576	145,863	15,768	63.3
SHEBOYGAN (Sheboygan) . . . **20 - 49%** Calumet.	129.5	44.2	828,150	410,394	83,831	74,688	13,268	98,069	9,183	64.5
WAUSAU (Marathon) . . . **20 - 49%** Lincoln.	134.5	44.6	827,578	445,651	87,284	54,197	22,092	102,435	7,640	60.6
WYOMING										
CASPER (Natrona) . . . **20 - 49%** Converse, Fremont, Hot Springs, Johnson, Niobrara, Platte, Sublette, Teton, Weston.	153.0	53.2	1,022,291	636,090	123,406	50,393	26,094	127,208	18,747	46.0

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Madison ADI

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Advertisement

"Videocom showed me a film about industrial fuses. Quite frankly, it scared the hell out of me!"

Looking for the most effective way to introduce an important new product? You're in good company. Ask George Carlisle, Compugraphic's Marketing Manager, Industrial Graphics Division:

"Initially, I wasn't sure that Videocom could project the excitement we needed for a new product introduction. Then, they showed me a film they'd done for Gould industrial fuses. I said, if you can make industrial fuses move me, then you've got to be good. Quite frankly, that film scared the hell out of me! I vowed after seeing that movie that if I ever had anything to do with industrial fuses in my entire life, I was going to go to Gould. If Videocom could do that with fuses, our product is going to be a piece of cake.

"We had never used film to sell a specific product before. But this product is radically different. It's a display ad mark-up terminal for the newspaper industry. We call it the AdVantage. We needed something that could, in about ten minutes, put the product across even more effectively than a hands-on demonstration.

"For us, it was a fantastic education just to see all the detail that went into creating an eleven-minute film. First of all, Videocom forced us to organize our thinking . . . to think more about the project, outline our objectives, and analyze exactly what we wanted to accomplish.

"The Videocom people are thorough professionals. They took the burden off me, and took care of all the details by thinking way ahead and anticipating any problems. Being a manager, I was really impressed with the way Videocom's people reacted to each other. There was an air of professionalism, of discipline, and there was no fooling around. There were night meetings, and an around-the-clock shooting schedule . . . it didn't make any difference what time it was, the professionalism was always there.

"The final cost was between $15,000 and $20,000. It seemed like a great deal of money at the time, but it's paid us back a hundred times over. Not only in the number of AdVantages that we sold, but in peripheral equipment, in enhancing our image in the newspaper industry, and as a sales training tool and personnel recruitment tool. Most important, there's nothing that gets a sales force more excited than a good sales tool that sells a product and makes a lot of money for them. When you talk about benefits like that, the decision to do the film and use Videocom was a good one."

VIDEOCOM

VIDEOCOM, INC., 502 SPRAGUE STREET, DEDHAM
MASSACHUSETTS 02026 TELEPHONE (617) 329-4080

"It was a fantastic education to see all the detail that went into creating an eleven-minute film."

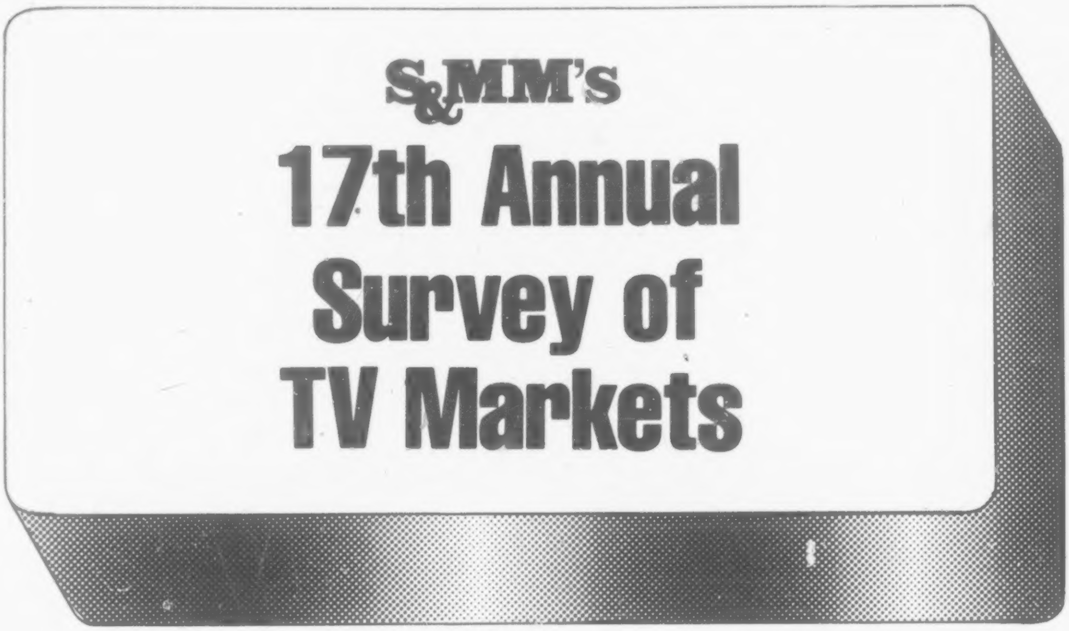
"There's nothing that gets a sales force more excited than a good sales tool that sells a product and makes a lot of money for them."

"It seemed like a great deal of money, but the film has paid for itself a hundred times over."

Ad set with Compugraphic type faces ITC Times Roman and English Times Italic

Section E

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.



S&MM's
17th Annual Survey of TV Markets

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARB TV (ADI) MARKET	S&MM ESTIMATES 1978											Buying Power Index
	POPULATION—12/31/78			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)		
ALABAMA												
ANNISTON	115.6	38.5	19.3	566,852	329,874	67,065	63,480	15,362	63,136	11,381		.0424
BIRMINGHAM	1,257.5	437.9	308.9	7,114,200	4,768,393	1,016,523	619,244	193,842	1,076,738	134,538		.5364
DOTHAN	277.1	94.5	62.7	1,345,383	854,649	196,171	96,907	36,836	199,565	26,386		.1034
HUNTSVILLE-DECATUR-FLORENCE	593.6	199.2	75.5	3,280,389	2,149,417	435,436	321,155	74,352	516,614	56,851		.2469
MOBILE-PENSACOLA	1,081.5	349.1	257.6	5,721,146	3,825,680	893,649	543,951	160,153	839,417	104,017		.4378
MONTGOMERY	459.8	152.1	174.8	2,362,039	1,496,541	333,882	232,687	51,421	348,497	45,062		.1787
SELMA	56.9	18.2	29.4	231,432	171,345	52,372	21,308	6,111	23,416	4,129		.0195
TUSCALOOSA	129.3	39.8	32.1	698,893	460,071	92,568	80,616	17,842	88,850	14,076		.0529
ALASKA												
ANCHORAGE	231.1	71.5	8.5	1,932,973	1,318,693	277,119	161,120	37,256	169,742	44,236		.1364

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ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

ABILENE-SWEETWATER, TEX.— Brown 11.9, Callahan 3.8, Coke 1.1, Coleman 4.2, Concho 0.9, Eastland 7.4, Fisher 2.4, Haskell 2.8, Jones 6.6, King 0.2, McCulloch 3.0, Menard 1.0, Mitchell 2.8, Nolan 5.7, Runnels 4.5, San Saba 2.2, Shackelford 1.2, Stonewall 0.9, Sutton 1.4, Taylor 35.9. Tot. Hslds.: 105,300.

ALBANY, GA.— Atkinson 1.5, Baker 1.0, Ben Hill 4.9, Berrien 4.0, Coffee 7.0, Colquitt 10.3, Cook 3.7, Crisp 5.7, Dougherty 26.7, Irwin 2.6, Lanier 1.6, Lee 2.9, Mitchell 5.3, Telfair 3.5, Tift 9.3, Turner 2.7, Wilcox 2.2, Worth 5.0. Tot. Hslds.: 112,200.

ALBANY-SCHENECTADY-TROY, N.Y.— MASS.: Berkshire 11.1, N.Y.: Albany 23.0, Columbia 4.6, Fulton 4.8, Greene 3.3, Hamilton 0.4, Montgomery 4.8, Rensselaer 11.5, Saratoga 10.6, Schenectady 12.5, Schoharie 2.2, Warren 4.4, Washington 4.1, VT.: Bennington 2.6. Tot. Hslds.: 449,700.

ALBUQUERQUE, N.M.— ARIZ.: Apache (northern portion) 3.1, COLO.: Archuleta 0.4, Conejos 0.7, Costilla 0.4, Dolores 0.2, La Plata 3.0, Montezuma 1.9, Rio Grande 1.2, Saguache 0.4, N.M.: Bernalillo 48.2, Colfax 1.7, Grant 2.9, Guadalupe 0.6, Harding 0.2, Lincoln 1.4, Los Alamos 1.9, McKinley 5.3, Mora 0.6, Rio Arriba 2.8, Sandoval 2.2, San Miguel 2.3, Santa Fe 7.6, Sierra 1.4, Socorro 1.1, Taos 2.3, Torrance 0.9, Valencia 5.3. Tot. Hslds.: 290,400.

ALEXANDRIA, LA.— Avoyelles 18.6, Grant 7.7, Rapides 57.5, Vernon 16.2. Tot. Hslds.: 67,300.

ALEXANDRIA, MINN.— Beltrami 12.0, Big Stone 3.3, Cass 9.2, Crow Wing 17.9, Douglas 11.1, Grant 3.0, Hubbard 5.8, Lac qui Parle 4.6, Pope 4.9, Stevens 4.2, Swift 5.5, Todd 10.3, Traverse 2.6, Wadena 5.6. Tot. Hslds.: 85,600.

ALPENA, MICH.— Alpena 100.0. Tot. Hslds.: 11,200.

AMARILLO, TEX.— KANS.: Morton 0.7, N.M.: Curry 9.0, Quay 2.6, Union 1.2, OKLA.: Cimarron 0.9, Ellis 1.2, Roger Mills 1.0, Texas 4.0, TEX.: Armstrong 0.6, Briscoe 0.5, Carson 1.5, Castro 1.7, Childress 1.8, Collingsworth 1.2, Cottle 0.7, Dallam 1.3, Deaf Smith 3.4, Donley 0.9, Gray 6.0, Hall 1.3, Hansford 1.3, Hartley 0.6, Hemphill 1.0, Hutchinson 6.2, Lipscomb 0.9, Moore 3.0, Ochiltree 1.9, Oldham 0.4, Parmer 1.6, Potter 21.9, Randall 15.1, Roberts 0.2, Sherman 0.8, Swisher 2.1, Wheeler 1.5. Tot. Hslds.: 163,700.

ANCHORAGE, ALASKA— Anchorage 82.4, Kenai - Cook Inlet 9.0, Matanuska-Susitna 7.4, Seward 1.3. Tot. Hslds.: 71,500.

ANNISTON, ALA.— Calhoun 100.0. Tot. Hslds.: 38,500.

ARDMORE-ADA, OKLA.— Atoka 5.8, Bryan 17.2, Carter 25.7, Choctaw 9.6, Coal 3.6, Johnston 5.8, Marshall 5.9, Pontotoc 20.2, Pushmataha 6.2. Tot. Hslds.: 65,800.

ATLANTA, GA.— ALA.: Cherokee 0.7, Cleburne 0.5, GA.: Baldwin 0.8, Banks 0.3, Barrow 0.7, Bartow 1.4, Butts 0.4, Carroll 2.0, Cherokee 1.5, Clarke 2.6, Clayton 4.8, Cobb 9.3, Coweta 1.3, Dawson 0.2, De Kalb 16.7, Douglas 1.7, Fayette 0.7, Floyd 3.0, Forsyth 0.8, Fulton 22.8, Gilmer 0.4, Gordon 1.0, Greene 0.4, Gwinnett 4.8, Habersham 0.9, Hall 2.6, Haralson 0.7, Heard 0.2, Henry 1.0, Jackson 0.9, Jasper 0.2, Lamar 0.4, Lumpkin 0.3, Meriwether 0.7, Monroe 0.4, Morgan 0.3, Newton 1.1, Oconee 0.4, Paulding 0.9, Pickens 0.4, Pike 0.3, Polk 1.2, Putnam 0.3, Rabun 0.4, Rockdale 1.1, Spalding 1.8, Towns 0.2, Troup 1.7, Union 0.3, Upson 0.9, Walton 1.1, White 0.3, N.C.: Clay 0.2. Tot. Hslds.: 928,300.

AUGUSTA, GA.— Burke 3.5, Columbia 6.4, Emanuel 4.3, Glascock 0.4, Hancock 1.7, Jefferson 3.2, Jenkins 1.8, Johnson 1.5, Lincoln 1.2, McDuffie 3.5, Richmond 29.0, Screven 2.6, Taliaferro 0.4, Treutlen 1.2, Warren 1.1, Wilkes 2.1, S.C.: Aiken 19.8, Allendale 2.0, Bamberg 3.1, Barnwell 3.7, Edgefield 3.0, McCormick 1.5, Saluda 3.0. Tot. Hslds.: 163,600.

AUSTIN, TEX.— Bastrop 4.0, Blanco 0.9, Burnet 3.3, Caldwell 3.4, Hays 5.3, Lee 1.9, Llano 2.0, Mason 0.7, Travis 68.7, Williamson 9.7. Tot. Hslds.: 195,300.

BAKERSFIELD, CALIF.— Kern (western portion) 100.0. Tot. Hslds.: 104,000.

BALTIMORE, MD.— Anne Arundel 14.3, Baltimore 28.0, Baltimore city 35.7, Caroline 1.0, Carroll 3.8, Cecil 2.1, Dorchester 1.4, Harford 5.9, Howard 4.6, Kent 0.8, Queen Annes 1.0, Talbot 1.3. Tot. Hslds.: 802,100.

BANGOR, MAINE— Hancock 12.6, Knox 10.4, Penobscot 38.8, Piscataquis 5.4, Somerset 13.5, Waldo 8.2, Washington 10.8. Tot. Hslds.: 116,800.

BATON ROUGE, LA.— Ascension 6.6, Assumption 2.9, East Baton Rouge 56.1, East Feliciana 1.9, Iberville 4.4, Livingston 7.7, Pointe Coupee 3.2, St. Helena 1.3, St. Mary 8.8, West Baton Rouge 2.7, West Feliciana 0.8, MISS.: Amite 2.0, Wilkinson 1.5. Tot. Hslds.: 202,600.

BEAUMONT-PORT ARTHUR, TEX.— Hardin 8.3, Jasper 6.0, Jefferson 58.8, Newton 2.8, Orange 18.9, Sabine 1.8, Tyler 3.5. Tot. Hslds.: 152,700.

BELLINGHAM, WASH.— Whatcom 100.0. Tot. Hslds.: 34,300.

BILLINGS, MONT.— Big Horn 5.1, Carbon 5.4, Garfield 1.0, Golden Valley 0.6, Musselshell 3.0, Petroleum 0.5, Rosebud 6.0, Stillwater 3.0, Sweet Grass 2.1, Treasure 0.6, Wheatland 1.3, Yellowstone 59.7, WYO.: Park 11.7. Tot. Hslds.: 63,000.

BILOXI-GULFPORT-PASCAGOULA, MISS.— Harrison 94.8, Stone 5.2. Tot. Hslds.: 50,100.

BINGHAMTON, N.Y.— Broome 52.6, Chenango 11.2, Delaware 11.5, Tioga 11.2, PA.: Bradford 13.5. Tot. Hslds.: 148,800.

BIRMINGHAM, ALA.— Bibb 1.1, Blount 2.9, Chilton 2.4, Clay 1.2, Coosa 0.9, Cullman 4.8, Etowah 7.9, Fayette 1.4, Greene 0.7, Hale 1.0, Jefferson 53.0, Marion 2.3, Perry 0.9, St. Clair 2.9, Shelby 4.3, Talladega 5.3, Walker 2.4, Winston 1.7. Tot. Hslds.: 437,900.

BLUEFIELD-BECKLEY-OAK HILL, W.VA.— VA.: Bland 1.7, Tazewell 13.0, W.VA.: Fayette [illegible] Greenbrier 9.3, McDowell 12.8, Mercer 18.7, Monroe 3.2, Raleigh [illegible] Summers 4.3. Tot. Hslds.: 129,300.

BOISE, IDA.— Ada 41.5, Adams 0.9, Blaine 2.7, Boise 0.6, Camas 0.2, Canyon 21.1, Elmore 5.3, Gem 3.1, Owyhee 2.0, Payette 4.7, Valley 1.3, Washington 2.6, ORE.: Baker 4.8, Grant 2.3, Malheur 6.8. Tot. Hslds.: 128,200.

BOSTON, MASS.— Barnstable 3.0, Dukes 0.2, Essex 12.2, Middlesex 25.6, Nantucket 0.1, Norfolk 11.2, Plymouth 7.2, Suffolk 14.6, Worcester 12.0, N.H.: Cheshire 1.1, Hillsborough 4.9, Merrimack 1.7, Rockingham 3.2, Strafford 1.5, Sullivan 0.7, VT.: Windham 0.7. Tot. Hslds.: 1,828,500.

BOWLING GREEN, KY.— Adair 15.4, Edmonson 9.8, Metcalfe 9.5, Warren 65.3. Tot. Hslds.: 33,700.

BRISTOL-KINGSPORT-JOHNSON CITY, TENN.— KY.: Letcher 3.6, Perry 3.6, N.C.: Avery 1.8, TENN.: Carter 6.4, Greene 7.0, Hawkins 5.1, Johnson 1.9, Sullivan 19.2, Unicoi 2.4, Washington 11.3, VA.: Bristol 3.0, Buchanan 4.1, Dickenson 2.5, Lee 4.0, Norton 0.6, Russell 3.6, Scott 3.5, Smyth 4.3, Washington 5.8, Wise 6.2. Tot. Hslds.: 251,300.

BUFFALO, N.Y.— Allegany 2.7, Cattaraugus 4.7, Chautauqua 8.5, Erie 59.7, Genesee 3.3, Niagara [illegible] Orleans 2.1, Wyoming 2.0, PA.: McKean 3.0, Potter 1.0. Tot. Hslds.: 635,000.

BURLINGTON-PLATTSBURGH, VT.— N.Y.: Clinton 12.9, Essex 6.4, Franklin 7.7, VT.: Addison 4.3, Caledonia 4.7, Chittenden 18.6, Franklin 5.8, Grand Isle 0.7, Lamoille 2.7, Orange 3.7, Orleans 4.1, Rutland 10.1, Washington 9.0, Windsor 9.2. Tot. Hslds.: 196,000.

CASPER-RIVERTON, WYO.— Big Horn 8.1, Converse 7.4, Fremont 21.0, Johnson 4.9, Natrona 42.4, Niobrara 2.3, Sublette 3.4, Washakie 5.9, Weston 4.5. Tot. Hslds.: 52,800.

CEDAR RAPIDS-WATERLOO, IOWA— Allamakee 2.0, Benton 3.2, Black Hawk 17.3, Bremer 3.1, Buchanan 2.8, Butler 2.5, Cedar 2.5, Chickasaw 2.0, Clayton 2.9, Delaware 2.4, Fayette 3.6, Grundy 2.0, Iowa 2.0, Johnson 10.6, Jones 2.5, Keokuk 2.2, Linn 22.4, Tama 2.8, Washington 2.5, Winneshiek 2.5, WISC.: Grant 6.1. Tot. Hslds.: 280,400.

CHARLESTON, S.C.— Berkeley 14.6, Charleston 52.3, Colleton 6.2, Dorchester 9.6, Georgetown 7.4, Hampton 3.6, Williamsburg 6.4. Tot. Hslds.: 157,600.

CHARLESTON-HUNTINGTON, W.VA.— KY.: Boyd 3.8, Carter 1.7, Elliott 0.4, Floyd 2.9, Greenup 2.3, Johnson 1.6, Knott 1.1, Lawrence 0.9, Lewis 0.9, Magoffin 0.8, Martin 0.7, Morgan 0.7, Pike 4.7, OHIO: Athens 3.0, Gallia 2.1, Jackson 2.1, Lawrence 4.5, Meigs 1.6, Morgan 0.9, Pike 1.4, Scioto 6.1, Vinton 0.7, Washington 4.2, W.VA.: Boone 2.0, Braxton 1.0, Cabell 8.2, Calhoun 0.6, Clay 0.7, Jackson 1.6, Kanawha 17.1, Lincoln 1.4, Logan 3.3, Mason 1.8, Mingo 2.4, Nicholas 1.8, Putnam 2.3, Roane 1.1, Wayne 2.9, Wirt 0.3, Wyoming 2.2. Tot. Hslds.: 483,800.

CHARLOTTE, N.C.— Alexander 1.3, Anson 1.4, Ashe 1.3, Burke 3.9, Cabarrus 5.2, Caldwell 3.7, Catawba 6.4, Cleveland 4.8, Gaston 9.8, Iredell 5.0, Lincoln 2.4, Mecklenburg 23.9, Montgomery 1.2, Richmond 2.6, Rowan 6.2, Stanly 3.0, Union 3.9, Watauga 1.7, S.C.: Chester 1.8, Chesterfield 2.0, Lancaster 2.7, York 5.7. Tot. Hslds.: 552,200.

CHARLOTTESVILLE-HARRISONBURG, VA.— Albemarle 17.4, Augusta 17.8, Charlottesville 16.0, Harrisonburg 6.5, Rockingham 18.8, Staunton 8.0, Waynesboro 6.3, W.VA.: Grant 3.1, Hardy 3.5, Pendleton 2.6. Tot. Hslds.: 96,900.

CHATTANOOGA, TENN.— ALA.: De Kalb 6.2, Jackson 6.0, GA.: Catoosa 4.1, Chattooga 2.7, Dade 1.4, Fannin 1.7, Murray 2.0, Walker 6.4, Whitfield 7.0, N.C.: Cherokee 2.1, TENN.: Bledsoe 1.0, Bradley 7.1, Grundy 1.5, Hamilton 37.8, McMinn 4.8, Marion 2.5, Meigs 0.8, Polk 1.5, Rhea 2.6, Sequatchie 0.8. Tot. Hslds.: 295,400.

CHEYENNE, WYO.— COLO.: Sedgwick 2.9, NEB.: Banner 1.0, Deuel 2.1, Morrill 4.8, Scotts Bluff 28.0, WYO.: Goshen 10.2, Laramie 51.0. Tot. Hslds.: 48,200.

CHICAGO, ILL.— Cook 66.2, De Kalb 0.8, Du Page 6.1, Grundy 0.4, Iroquois 0.4, Kane 3.1, Kankakee 1.1, Kendall 0.4, Lake 4.3, La Salle 1.3, Livingston 0.5, McHenry 1.5, Will 3.4, IND.: Jasper 0.3, Lake 6.1, La Porte 1.2, Newton 0.2, Porter 1.2, WISC.: Kenosha 1.5. Tot. Hslds.: 2,862,900.

CHICO-REDDING, CALIF.— Butte 43.8, Glenn 6.3, Modoc 3.0, Shasta 32.1, Tehama 11.1, Trinity 3.8. Tot. Hslds.: 118,500.

CINCINNATI, OHIO— IND.: Dearborn 1.7, Fayette 1.4, Franklin 0.9, Ohio 0.3, Ripley 1.2, Switzerland 0.4, Union 0.4, KY.: Boone 1.9, Bracken 0.4, Campbell 4.2, Carroll 0.5, Gallatin 0.2, Grant 0.7, Harrison 0.8, Kenton 6.8, Mason 0.9, Owen 0.5, Pendleton 0.6, Robertson 0.1, OHIO: Adams 1.3, Brown 1.6, Butler 12.9, Clermont 5.6, Hamilton 48.6, Highland 1.8, Warren 4.3. Tot. Hslds.: 852,100.

CLARKSBURG-WESTON, W.VA.— Barbour 7.0, Doddridge 3.1, Gilmer 3.2, Harrison 34.8, Lewis 7.8, Pleasants 3.0, Randolph 11.2, Ritchie 4.8, Taylor 7.1, Tucker 3.5, Upshur 9.9, Webster 4.6. Tot. Hslds.: 83,100.

CLEVELAND, OHIO— Ashland 1.1, Ashtabula 2.5, Carroll 0.6, Coshocton 0.9, Crawford 1.3, Cuyahoga 40.9, Erie 1.9, Geauga 1.6, Holmes 0.5, Huron 1.2, Lake 4.9, Lorain 6.4, Medina 2.5, Portage 2.9, Richland 3.2, Stark 9.6, Summit 13.6, Tuscarawas 2.1, Wayne 2.2. Tot. Hslds.: 1,365,600.

COLORADO SPRINGS-PUEBLO, COLO.— Baca 1.1, Bent 1.2, Cheyenne 0.4, Crowley 0.6, Custer 0.3, El Paso 51.9, Fremont 5.4, Huerfano 1.3, Kiowa 0.5, Las Animas 3.3, Lincoln 1.0, Mineral 0.2, Otero 4.9, Prowers 2.6, Pueblo 23.7, Teller 1.5. Tot. Hslds.: 185,500.

COLUMBIA, S.C.— Calhoun 1.8, Clarendon 4.0, Fairfield 3.0, Kershaw 5.9, Lee 2.6, Lexington 21.6, Orangeburg 12.0, Richland 36.6, Sumter 12.5. Tot. Hslds.: 199,100.

COLUMBIA-JEFFERSON CITY, MO.— Audrain 7.2, Boone 22.0, Callaway 6.5, Chariton 2.7, Cole 3.4, Cooper 4.2, Howard 2.8, Maries 1.8, Miller 4.7, Moniteau 3.1, Morgan 3.7, Osage 2.9, Pettis 10.1, Phelps 8.1, Randolph 6.7. Tot. Hslds.: 137,000.

COLUMBUS, GA.— ALA.: Barbour 5.4, Chambers 8.1, Lee 14.6, Randolph 4.1, Russell 9.2, GA.: Calhoun 1.3, Chattahoochee 1.1, Clay 0.7, Columbus 34.9, Harris 2.4, Macon 2.3, Marion 1.3, Quitman 0.4, Randolph 1.9, Schley 0.5, Stewart 1.0, Sumter [illegible] Talbot 0.9, Taylor 1.5, Terrell 2.2, Webster 0.5. Tot. Hslds.: 161,500.

COLUMBUS-TUPELO, MISS.— ALA.: Lamar 4.5, Pickens 5.2, MISS.: Calhoun 3.9, Chickasaw 4.2, Choctaw 2.3, Clay 4.7, Grenada 5.0, Itawamba 4.4, Lee 13.9, Lowndes 12.6, Monroe 8.7, Montgomery 2.9, Noxubee 3.0, Oktibbeha 7.4, Prentiss 5.6, Tishomingo 4.7, Webster 2.5, Winston 4.7. Tot. Hslds.: 137,300.

COLUMBUS, OHIO— Delaware 3.4, Fairfield 5.7, Fayette 1.8, Franklin 59.2, Hocking 1.5, Knox 2.8, Licking 7.5, Madison 1.9, Marion 4.3, Morrow 1.6, Perry 1.9, Pickaway 2.8, Ross 3.9, Union 1.9. Tot. Hslds.: 527,000.

CORPUS CHRISTI, TEX.— Aransas 3.1, Bee 5.3, Brooks 1.7, Duval 2.7, Jim Hogg 1.0, Jim Wells [illegible] Kenedy 0.1, Kleberg 7.1, Nueces 57.8, Refugio 2.2, San Patricio 11.6. Tot. Hslds.: 138,300.

DALLAS-FT. WORTH, TEX.— OKLA.: Love 0.2, TEX.: Anderson 1.1, Bosque 0.5, Collin 3.3, Comanche 0.4, Cooke 0.8, Dallas 44.5, Delta 0.2, Denton 3.0, Ellis 1.6, Erath 0.6, Fannin 0.8, Franklin 0.2, Freestone 0.4, Grayson 2.8, Hamilton 0.3, Henderson 1.0, Hill 0.8, Hood 0.4, Hopkins 0.7, Hunt 1.5, Jack 0.2, Johnson 1.9, Kaufman 1.0, Lamar 1.3, Limestone 0.6, Mills 0.2, Navarro 1.0, Palo Pinto 0.8, Parker 1.0, Rains 0.2, Rockwall 0.3, Somervell 0.2, Stephens 0.3, Tarrant 23.5, Van Zandt 0.9, Wise 0.7, Wood 0.8. Tot. Hslds.: 1,173,[illegible].

DAVENPORT-ROCK ISLAND-MOLINE, IOWA— ILL.: Bureau 4.4, Carroll 2.3, Henderson 1.0, Henry 6.8, Jo Daviess 2.5, Knox 7.4, Lee 3.7, Mercer 2.2, Rock Island 19.8, Warren 2.5, Whiteside 7.3, IOWA: Clinton 6.7, Des Moines 5.5, Henry 2.1, Jackson 2.4, Louisa 1.3, Muscatine 4.7, Scott 17.3. Tot. Hslds.: 305,000.

DAYTON, OHIO— IND.: Wayne 5.8, OHIO: Auglaize 3.1, Champaign 2.5, Clark 11.1, Clinton 2.4, Darke 4.0, Greene 8.7, Logan 2.9, Mercer 2.6, Miami 6.8, Montgomery 44.6, Preble 2.7, Shelby 2.8. Tot. Hslds.: 458,700.

ALPHABETICAL LISTING OF S&MM TV MARKETS
With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

DENVER, COLO.— Adams 9.6, Alamosa 0.5, Arapahoe 11.3, Boulder 8.6, Chaffee 0.6, Clear Creek 0.2, Denver 27.4, Douglas 0.9, Eagle 0.6, Elbert 0.3, Garfield 1.0, Gilpin 0.1, Grand 0.3, Gunnison 0.4, Jackson 0.1, Jefferson 15.6, Kit Carson 0.4, Lake 0.4, Larimer 6.3, Logan 1.0, Moffat 0.5, Morgan 1.1, Park 0.3, Phillips 0.3, Pitkin 0.6, Rio Blanco 0.3, Routt 0.6, Summit 0.3, Washington 0.3, Weld 5.2, Yuma 0.5, NEB.: Cheyenne 0.5, Dawes 0.4, Keith 0.5, Kimball 0.3, WYO.: Albany 1.3, Carbon 0.9, Platte 0.5. Tot. Hslds.: 749,400.

DES MOINES, IOWA— Adair 1.1, Appanoose 1.8, Boone 2.8, Calhoun 1.5, Carroll 2.1, Clarke 1.0, Dallas 2.9, Decatur 1.0, Franklin 1.5, Greene 1.4, Guthrie 1.5, Hamilton 1.9, Hardin 2.4, Humboldt 1.2, Jasper 3.8, Lucas 1.2, Madison 1.4, Mahaska 2.4, Marion 2.9, Marshall 4.5, Monroe 1.0, Pocahontas 1.2, Polk 31.3, Poweshiek 2.0, Ringgold 0.7, Story 6.5, Union 1.5, Wapello 4.4, Warren 3.1, Wayne 1.1, Webster 4.7, Wright 1.7, MO.: Mercer 0.5. Tot. Hslds.: 347,100.

DETROIT, MICH.— Lapeer 1.3, Livingston 1.8, Macomb 13.4, Monroe 2.6, Oakland 20.0, St. Clair 2.8, Sanilac 0.9, Washtenaw 5.2, Wayne 52.1. Tot. Hslds.: 1,617,200.

DOTHAN, ALA.— Coffee 13.5, Dale 14.7, Geneva 9.4, Henry 5.5, Houston 27.4, FLA.: Holmes 5.4, Jackson 14.6, GA.: Early 4.6, Miller 1.9, Seminole 3.0. Tot. Hslds.: 94,500.

DUBUQUE, IOWA— Dubuque 100.0. Tot. Hslds.: 28,800.

DULUTH-SUPERIOR, MINN.— MICH.: Gogebic 4.7, MINN.: Aitkin 3.2, Carlton 5.8, Cook 0.9, Itasca 8.5, Koochiching 3.7, Lake 2.9, St. Louis 46.8, WISC.: Ashland 3.5, Bayfield 2.9, Douglas 9.7, Iron 1.6, Sawyer 2.9, Washburn 2.9. Tot. Hslds.: 171,300.

EL CENTRO-YUMA, CALIF.— ARIZ.: Yuma 45.0, CALIF.: Imperial 55.0. Tot. Hslds.: 54,200.

EL PASO, TEX.— N.M.: Dona Ana 14.5, Luna 3.0, Otero 7.4, TEX.: El Paso 74.5, Hudspeth 0.6. Tot. Hslds.: 177,100.

ELMIRA, N.Y.— Chemung 41.1, Steuben 42.7, PA.: Tioga 16.2. Tot. Hslds.: 83,800.

ERIE, PA.— Crawford 21.6, Erie 66.8, Warren 11.6. Tot. Hslds.: 134,900.

EUGENE, ORE.— Coos 15.2, Douglas 20.7, Lane 64.1. Tot. Hslds.: 146,500.

EUREKA, CALIF.— Del Norte 11.8, Humboldt 76.7, ORE.: Curry 11.5. Tot. Hslds.: 52,400.

EVANSVILLE, IND.— ILL.: Edwards 1.4, Gallatin 1.3, Wabash 2.5, Wayne 3.2, White 3.0, IND.: Dubois 4.4, Gibson 5.2, Perry 2.6, Pike 2.3, Posey 3.5, Spencer 2.6, Vanderburgh 25.6, Warrick 5.6, KY.: Daviess 12.3, Hancock 1.1, Henderson 6.0, Hopkins 7.4, McLean 1.8, Ohio 3.5, Union 2.3, Webster 2.6. Tot. Hslds.: 222,700.

FARGO, N.D.— MINN.: Becker 5.0, Clay 7.7, Clearwater 1.5, Kittson 1.3, Lake of the Woods 0.7, Mahnomen 0.9, Marshall 2.5, Norman 1.9, Otter Tail 9.1, Pennington 2.7, Polk 6.3, Red Lake 0.8, Roseau 2.1, Wilkin 1.4, N.D.: Barnes 2.4, Benson 1.3, Cass 14.4, Cavalier 1.8, Dickey 1.3, Eddy 0.6, Foster 0.7, Grand Forks 10.4, Griggs 0.8, La Moure 1.2, Nelson 1.0, Pembina 1.9, Ramsey 2.2, Ransom 1.2, Richland 3.7, Sargent 1.0, Steele 0.7, Stutsman 4.0, Towner 0.7, Traill 1.7, Walsh 2.9. Tot. Hslds.: 202,900.

FARMINGTON, N.M.— San Juan 100.0. Tot. Hslds.: 23,600.

FLAGSTAFF, ARIZ.— Coconino 100.0. Tot. Hslds.: 20,900.

FLINT-SAGINAW-BAY CITY, MICH.— Alcona 0.9, Arenac 1.2, Bay 9.6, Clare 2.1, Genesee 37.0, Gladwin 1.5, Gratiot 3.2, Huron 3.0, Iosco 2.5, Isabella 3.8, Midland 5.6, Ogemaw 1.3, Saginaw 15.0, Shiawassee 5.8, Tuscola 4.3. Tot. Hslds.: 406,700.

FLORENCE, S.C.— N.C.: Scotland 10.7, S.C.: Darlington 20.7, Dillon 9.7, Florence 36.7, Marion 11.9, Marlboro 10.3. Tot. Hslds.: 87,300.

FT. MYERS-NAPLES, FLA.— Charlotte 16.8, Collier 21.0, Glades 1.4, Hendry 4.2, Lee 56.6. Tot. Hslds.: 135,000.

FT. SMITH, ARK.— Crawford 10.8, Franklin 4.1, Scott 3.3, Sebastian 30.3, Washington 29.8, OKLA.: Le Flore 12.7, Sequoyah 8.9. Tot. Hslds.: 110,800.

FT. WAYNE, IND.— Adams 4.3, Allen 48.0, De Kalb 5.1, Huntington 5.9, Jay 4.1, Noble 5.5, Steuben 4.1, Wabash 6.0, Wells 4.1, Whitley 4.2, OHIO: Paulding 3.2, Van Wert 5.3. Tot. Hslds.: 203,500.

FRESNO, CALIF.— Fresno 49.7, Kings 7.2, Madera 5.5, Mariposa 1.2, Merced 12.9, Tulare 23.5. Tot. Hslds.: 329,700.

GAINESVILLE, FLA.— Alachua 81.2, Dixie 4.2, Gilchrist 3.8, Levy 10.8. Tot. Hslds.: 55,400.

GRAND JUNCTION, COLO.— Delta 18.1, Hinsdale 0.7, Mesa 58.8, Montrose 17.4, Ouray 1.8, San Juan 0.7, San Miguel 2.5. Tot. Hslds.: 44,200.

GRAND RAPIDS-KALAMAZOO-BATTLE CREEK, MICH.— Allegan 4.7, Barry 2.8, Branch 2.5, Calhoun 9.6, Ionia 3.0, Kalamazoo 13.4, Kent 26.1, Mecosta 2.2, Montcalm 3.2, Muskegon 10.1, Newaygo 2.0, Oceana 1.4, Ottawa 8.9, St. Joseph 3.7, Van Buren 4.3. Tot. Hslds.: 517,600.

GREAT FALLS, MONT.— Blaine 3.9, Cascade 45.3, Chouteau 3.8, Fergus 7.4, Glacier 5.2, Hill 9.4, Judith Basin 1.5, Liberty 1.2, Meagher 1.2, Phillips 3.2, Pondera 3.8, Teton 3.5, Toole 3.3, Valley 7.3. Tot. Hslds.: 66,000.

GREEN BAY, WISC.— MICH.: Alger 1.0, Delta 4.2, Dickinson 3.0, Menominee 2.9, Schoolcraft 1.0, WISC.: Brown 17.0, Calumet 2.7, Door 2.7, Fond du Lac 8.8, Green Lake 2.0, Kewaunee 2.0, Manitowoc 8.6, Marinette 4.2, Menominee 0.2, Oconto 3.0, Outagamie 12.5, Shawano 3.8, Waupaca 4.6, Waushara 1.8, Winnebago 13.7. Tot. Hslds.: 327,900.

GREENSBORO-WINSTON SALEM-HIGH POINT, N.C.— Alamance 8.8, Alleghany 0.9, Caswell 1.5, Davidson 9.0, Davie 2.0, Forsyth 20.7, Guilford 26.7, Randolph 7.5, Rockingham 6.7, Stokes 2.5, Surry 5.0, Wilkes 4.7, Yadkin 2.5, VA.: Patrick 1.4. Tot. Hslds.: 402,900.

GREENVILLE-NEW BERN-WASHINGTON, N.C.— Beaufort 7.9, Bertie 4.0, Carteret 7.7, Craven 12.5, Edgecombe 10.1, Greene 2.6, Hyde 1.1, Jones 1.7, Lenoir 11.6, Martin 4.7, Onslow 16.7, Pamlico 2.1, Pitt 14.7, Washington 2.6. Tot. Hslds.: 173,800.

GREENVILLE-SPARTANBURG-ASHEVILLE, S.C.— GA.: Elbert 1.2, Franklin 0.9, Hart 1.1, Madison 1.0, Oglethorpe 0.5, Stephens 1.6, N.C.: Buncombe 11.0, Graham 0.4, Haywood 3.0, Henderson 3.8, Jackson 1.5, McDowell 2.3, Macon 1.4, Madison 1.1, Mitchell 0.9, Polk 0.9, Rutherford 3.4, Swain 0.7, Transylvania 1.3, Yancey 0.9, S.C.: Abbeville 1.4, Anderson 8.1, Cherokee 2.8, Greenville 17.8, Greenwood 3.5, Laurens 3.1, Newberry 2.0, Oconee 3.1, Pickens 4.3, Spartanburg 12.3, Union 2.1. Tot. Hslds.: 528,700.

GREENWOOD-GREENVILLE, MISS.— Bolivar 31.3, Carroll 5.9, Leflore 29.3, Sunflower 21.1, Tallahatchie 12.5. Tot. Hslds.: 44,100.

HARRISBURG-YORK-LANCASTER-LEBANON, PA.— Adams 4.4, Cumberland 13.1, Dauphin 18.5, Juniata 1.3, Lancaster 26.3, Lebanon 7.5, Mifflin 3.5, Perry 2.6, York 22.8. Tot. Hslds.: 462,100.

HARTFORD-NEW HAVEN, CONN.— Hartford 37.4, Litchfield 7.1, Middlesex 5.7, New Haven 34.9, New London 10.5, Tolland 4.4. Tot. Hslds.: 771,000.

HELENA, MONT.— Lewis and Clark 100.0. Tot. Hslds.: 14,900.

HOUSTON, TEX.— Austin 0.6, Brazoria 4.1, Calhoun 0.5, Chambers 0.5, Colorado 0.6, Fayette 0.7, Fort Bend 2.4, Galveston 6.5, Grimes 0.4, Harris 73.6, Jackson 0.4, Liberty 1.4, Matagorda 1.0, Montgomery 3.1, Polk 0.6, San Jacinto 0.3, Trinity 0.3, Walker 0.9, Waller 0.4, Washington 0.7, Wharton 1.1. Tot. Hslds.: 1,087,700.

HUNTSVILLE-DECATUR-FLORENCE, ALA.— Colbert 9.1, Franklin 5.2, Lauderdale 13.3, Lawrence 4.8, Limestone 7.2, Madison 29.8, Marshall 11.1, Morgan 15.1, TENN.: Lincoln 4.5. Tot. Hslds.: 199,200.

IDAHO FALLS-POCATELLO, IDA.— Bannock 22.7, Bingham 11.9, Bonneville 22.1, Butte 1.0, Cassia 7.1, Clark 0.6, Custer 1.3, Fremont 3.8, Jefferson 5.2, Lemhi 2.6, Madison 4.6, Minidoka 7.2, Power 2.4, Teton 0.8, WYO.: Lincoln 4.3, Teton 2.6. Tot. Hslds.: 89,100.

INDIANAPOLIS, IND.— Bartholomew 2.8, Blackford 0.7, Boone 1.6, Brown 0.5, Carroll 0.8, Cass 1.8, Clinton 1.5, Decatur 1.1, Delaware 5.6, Fountain 0.9, Grant 3.8, Hamilton 3.4, Hancock 1.9, Hendricks 2.8, Henry 2.5, Howard 4.1, Jennings 0.8, Johnson 3.1, Madison 6.4, Marion 36.1, Miami 1.7, Monroe 4.2, Montgomery 1.6, Morgan 2.1, Owen 0.7, Putnam 1.2, Randolph 1.4, Rush 0.9, Shelby 1.8, Tipton 0.7, Warren 0.3, White 1.1. Tot. Hslds.: 755,600.

JACKSON, MISS.— Adams 4.8, Attala 2.7, Claiborne 1.3, Copiah 3.2, Franklin 1.1, Hinds 30.2, Holmes 2.6, Humphreys 1.5, Issaquena 0.3, Jefferson 0.9, Jefferson Davis 1.6, Lawrence 1.5, Leake 2.5, Lincoln 3.6, Madison 8.8, Pike 4.6, Rankin 7.0, Scott 2.8, Sharkey 0.9, Simpson 2.7, Smith 1.8, Warren 6.5, Washington 8.6, Yazoo 3.5. Tot. Hslds.: 258,600.

JACKSON, TENN.— Carroll 20.2, Hardin 14.5, Henderson 14.3, Madison 51.1. Tot. Hslds.: 51,100.

JACKSONVILLE, FLA.— Baker 1.1, Bradford 1.6, Clay 5.4, Columbia 3.1, Duval 60.2, Nassau 3.1, Putnam 4.9, St. Johns 4.8, Suwannee 2.1, Union 0.7, GA.: Brantley 0.8, Camden 1.1, Charlton 0.6, Clinch 0.6, Glynn 4.9, Pierce 1.1, Ware 3.8. Tot. Hslds.: 332,200.

JOHNSTOWN-ALTOONA, PA.— Bedford 6.0, Blair 18.4, Cambria 24.8, Cameron 1.0, Centre 12.9, Clearfield 10.8, Clinton 5.0, Elk 4.5, Forest 0.7, Huntingdon 5.0, Somerset 11.0. Tot. Hslds.: 263,700.

JONESBORO, ARK.— Clay 11.8, Craighead 33.9, Greene 17.3, Lawrence 11.7, Randolph 9.7, Sharp 7.6, MO.: Ripley 8.0. Tot. Hslds.: 86,000.

JOPLIN-PITTSBURG, MO.— ARK.: Benton 14.6, KANS.: Allen 3.8, Bourbon 4.3, Cherokee 5.5, Crawford 9.4, Labette 6.3, Neosho 4.5, Wilson 3.1, Woodson 1.1, MO.: Barton 2.8, Jasper 20.1, McDonald 3.6, Newton 8.6, Vernon 4.5, OKLA.: Ottawa 7.8. Tot. Hslds.: 161,[illegible].

KANSAS CITY, MO.— KANS.: Anderson 0.5, Atchison 1.0, Brown 0.7, Doniphan 0.5, Douglas 3.4, Franklin 1.2, Jefferson 0.8, Johnson 12.8, Leavenworth 2.6, Linn 0.6, Miami 1.2, Wyandotte 9.9, MO.: Andrew 0.8, Bates 1.0, Caldwell 0.6, Carroll 0.7, Cass 2.5, Clay 7.1, Clinton 0.8, Daviess 0.5, De Kalb 0.4, Gentry 0.5, Grundy 0.7, Henry 1.2, Jackson 37.5, Johnson 1.7, Lafayette 1.7, Linn 1.0, Livingston 0.9, Platte 2.1, Ray 1.0, St. Clair 0.6, Saline 1.3. Tot. Hslds.: 657,700.

KNOXVILLE, TENN.— KY.: Bell 3.0, Clay 1.7, Harlan 3.8, Knox 2.6, Laurel 3.0, Leslie 1.1, McCreary 1.3, Wayne 1.5, Whitley 3.0, TENN.: Anderson 6.2, Blount 7.1, Campbell 3.1, Claiborne 2.4, Cocke 2.5, Cumberland 2.4, Fentress 1.2, Grainger 1.6, Hamblen 4.2, Hancock 0.6, Jefferson 2.7, Knox 28.7, Loudon 2.6, Monroe 2.4, Morgan 1.3, Roane 4.2, Scott 1.5, Sevier 3.5, Union 1.0. Tot. Hslds.: 368,900.

LA CROSSE-EAU CLAIRE, WISC.— MINN.: Houston 3.9, Winona 10.2, WISC.: Buffalo 3.3, Chippewa 10.4, Crawford 3.7, Eau Claire 16.9, Jackson 3.7, Juneau 4.8, La Crosse 20.3, Monroe 7.6, Rusk 3.5, Trempealeau 5.8, Vernon 5.9. Tot. Hslds.: 150,800.

LAFAYETTE, IND.— Benton 9.1, Tippecanoe 90.9. Tot. Hslds.: 40,700.

LAFAYETTE, LA.— Acadia 10.9, Allen 4.1, Evangeline 6.9, Iberia 12.9, Jefferson Davis 6.2, Lafayette 26.8, St. Landry 16.0, St. Martin 6.5, Vermilion 9.7. Tot. Hslds.: 157,300.

LAKE CHARLES, LA.— Beauregard 14.1, Calcasieu 81.2, Cameron 4.7. Tot. Hslds.: 64,500.

LANSING, MICH.— Clinton 8.7, Eaton 13.5, Hillsdale 7.2, Ingham 45.8, Jackson 24.7. Tot. Hslds.: 203,800.

LAREDO, TEX.— Webb 93.0, Zapata 7.0. Tot. Hslds.: 27,000.

LAS VEGAS, NEV.— Clark 99.2, Lincoln 0.8. Tot. Hslds.: 137,400.

LAUREL-HATTIESBURG, MISS.— Covington 6.2, Forrest 28.6, Jasper 6.9, Jones 27.3, Lamar 8.8, Marion 10.7, Perry 4.1, Wayne 7.4. Tot. Hslds.: 75,800.

LEXINGTON, KY.— Anderson 1.9, Bath 1.5, Bourbon 3.1, Boyle 3.8, Breathitt 2.3, Casey 2.1, Clark 4.3, Estill 2.1, Fayette 30.1, Fleming 1.9, Garrard 1.5, Jackson 1.5, Jessamine 3.0, Lee 1.1, Lincoln 2.9, Madison 6.9, Menifee 0.6, Mercer 2.9, Montgomery 2.8, Nicholas 1.1, Owsley 0.8, Powell 1.3, Pulaski 7.2, Rockcastle 1.8, Rowan 2.1, Russell 1.9, Scott 3.1, Wolfe 1.0, Woodford 2.8. Tot. Hslds.: 220,800.

LIMA, OHIO— Allen 100.0. Tot. Hslds.: 36,200.

LINCOLN-HASTINGS-KEARNEY, NEB.— KANS.: Cloud 2.2, Jewell 1.0, Phillips 1.4, Republic 1.5, Smith 1.0, Washington 1.6, NEB.: Adams 4.9, Antelope 1.5, Boone 1.3, Brown 0.6, Buffalo 5.0, Chase 0.7, Clay 1.4, Custer 2.3, Dawson 3.6, Fillmore 1.3, Franklin 0.8, Frontier 0.6, Furnas 1.1, Garfield 0.5, Gosper 0.3, Greeley 0.5, Hall 7.5, Hamilton 1.4, Harlan 0.8, Hayes 0.2, Holt 2.0, Howard 1.1, Jefferson 1.8, Kearney 1.1, Lancaster 28.9, Loup 0.2, Merrick 1.3, Nance 0.8, Nuckolls 1.0, Perkins 0.6, Phelps 1.7, Platte 4.2, Polk 1.0, Rock 0.3, Saline 2.3, Sherman 0.7, Thayer 1.3, Valley 1.0, Webster 1.0, Wheeler 0.1, York 2.4. Tot. Hslds.: 230,900.

LITTLE ROCK, ARK.— Arkansas 2.0, Bradley 1.2, Calhoun 0.5, Clark 2.0, Cleburne 1.5, Cleveland 0.7, Conway 2.2, Dallas 0.9, Desha 1.4, Drew 1.4, Faulkner 3.2, Garland 6.7, Grant 1.1, Hot Spring 2.2, Independence 2.4, Jackson 2.0, Jefferson 7.0, Johnson 1.5, Lincoln 0.9, Logan 1.7, Lonoke 2.7, Monroe 1.3, Montgomery 0.7, Ouachita 2.6, Perry 0.7, Pike 0.8, Polk 1.5, Pope 3.2, Prairie 1.3, Pulaski 30.0, Saline 3.9, Searcy 0.8, Stone 0.7, Van Buren 1.0, White 4.3, Woodruff 1.0, Yell 1.6. Tot. Hslds.: 396,700.

LOS ANGELES, CALIF.— Inyo 0.2, Kern (eastern portion) 0.5, Los

ALPHABETICAL LISTING OF S&MM TV MARKETS
With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

Angeles 87.5, Orange 16.8, Riverside (western portion) 4.3, San Bernardino (western portion) 6.8, Ventura 4.0. Tot. Hslds.: 4,102,800.

LOUISVILLE, KY.— IND.: Clark 6.1, Crawford 0.7, Floyd 4.2, Harrison 1.8, Jackson 2.5, Jefferson 1.9, Lawrence 3.1, Orange 1.3, Scott 1.3, Washington 1.4. KY.: Breckinridge 1.2, Bullitt 2.4, Franklin 2.9, Grayson 1.5, Green 0.8, Hardin 4.3, Hart 1.2, Henry 0.9, Jefferson 50.1, Larue 0.9, Marion 1.0, Meade 1.1, Nelson 1.5, Oldham 1.4, Shelby 1.5, Spencer 0.4, Taylor 1.4, Trimble 0.4, Washington 0.7. Tot. Hslds.: 477,700.

LUBBOCK, TEX.— N.M.: De Baca 0.7, Roosevelt 4.3, TEX.: Bailey 1.6, Borden 0.3, Cochran 1.0, Crosby 1.9, Dawson 3.9, Dickens 1.0, Floyd 2.6, Gaines 2.5, Garza 1.4, Hale 8.2, Hockley 4.8, Kent 0.3, Lamb 4.3, Lubbock 49.0, Lynn 2.1, Motley 0.5, Scurry 4.5, Terry 3.2, Yoakum 1.8. Tot. Hslds.: 145,400.

MACON, GA.— Bibb 38.8, Bleckley 3.0, Crawford 1.6, Dodge 4.7, Dooly 3.0, Houston 18.9, Jones 4.3, Laurens 9.6, Peach 5.1, Pulaski 2.4, Twiggs 1.9, Washington 4.4, Wilkinson 2.5. Tot. Hslds.: 124,000.

MADISON, WISC.— Columbia 8.6, Dane 64.5, Green 6.1, Iowa 3.7, Lafayette 3.3, Marquette 2.3, Richland 3.2, Sauk 8.2. Tot. Hslds.: 176,400.

MANKATO, MINN.— IOWA: Emmet 13.5, MINN.: Blue Earth 46.6, Jackson 14.0, Martin 25.9. Tot. Hslds.: 37,100.

MARQUETTE, MICH.— Baraga 5.3, Houghton 24.8, Iron 12.0, Keweenaw 2.3, Marquette 45.3, Ontonagon 7.9, WISC.: Florence 2.4. Tot. Hslds.: 53,200.

MCALLEN-BROWNSVILLE, TEX.— Cameron 42.2, Hidalgo 50.3, Starr 4.0, Willacy 3.5. Tot. Hslds.: 129,700.

MEDFORD, ORE.— CALIF.: Siskiyou 13.6, ORE.: Jackson 44.2, Josephine 20.2, Klamath 19.7, Lake 2.4. Tot. Hslds.: 108,200.

MEMPHIS, TENN.— ARK.: Crittenden 2.8, Cross 1.1, Lee 1.0, Mississippi 3.7, Phillips 2.2, Poinsett 1.6, St. Francis 1.8, MISS.: Alcorn 2.0, Benton 0.4, Coahoma 2.2, De Soto 2.9, Lafayette 1.6, Marshall 1.3, Panola 1.6, Pontotoc 1.3, Quitman 0.8, Tate 1.1, Tippah 1.3, Tunica 0.6, Union 1.4, Yalobusha 0.8, MO.: Dunklin 2.5, Pemiscot 1.6, TENN.: Chester 0.8, Crockett 1.0, Dyer 2.2, Fayette 1.2, Gibson 3.2, Hardeman 1.2, Haywood 1.2, Lauderdale 1.4, McNairy 1.4, Shelby 46.9, Tipton 1.8. Tot. Hslds.: 541,400.

MERIDIAN, MISS.— ALA.: Choctaw 9.0, Marengo 11.7, Sumter 7.7, MISS.: Clarke 8.1, Kemper 4.6, Lauderdale 38.0, [illegible] 11.5, Newton 9.5. Tot. Hslds.: 67,700.

MIAMI, FLA.— Broward 38.8, Dade 59.3, Monroe 1.9. Tot. Hslds.: 944,100.

MILES CITY-GLENDIVE, MONT.— Custer 45.7, Dawson 36.2, Fallon 12.4, Prairie 5.7. Tot. Hslds.: 10,500.

MILWAUKEE, WISC.— Dodge 3.8, Jefferson 3.4, Milwaukee 54.7, Ozaukee 3.3, Racine 9.2, Sheboygan 5.4, Walworth 3.5, Washington 3.9, Waukesha 12.9. Tot. Hslds.: 655,700.

MINNEAPOLIS-ST. PAUL, MINN.— Anoka 5.9, Benton 0.7, Brown 1.0, Carver 1.2, Chippewa 0.6, Chisago 0.8, Cottonwood 0.6, Dakota 5.9, Goodhue 1.4, Hennepin 33.5, Isanti 0.7, Kanabec 0.5, Kandiyohi 1.2, Le Sueur 0.8, Lyon 0.8, McLeod 1.0, Meeker 0.8, Mille Lacs 0.7, Morrison 0.9, Nicollet 0.7, Pine 0.7, Ramsey 16.0, Redwood 0.7, Renville 0.8, Rice 1.4, Scott 1.3, Sherburne 1.0, Sibley 0.6, Stearns 2.9, Steele 1.1, Wabasha 0.7, Waseca 0.6, Washington 3.4, Watonwan 0.5, Wright 1.7, Yellow Medicine 0.5, WISC.: Barron 1.4, Burnett 0.5, Dunn 1.1, Pepin 0.3, Pierce 1.0, Polk 1.1, St. Croix 1.3. Tot. Hslds.: 986,100.

MINOT-BISMARCK-DICKINSON, N.D.— MONT.: Daniels 1.1, McCone 0.7, Richland 2.9, Roosevelt 2.7, Sheridan 1.7, Wibaux 0.4, N.D.: Adams 1.1, Billings 0.3, Bottineau 2.1, Burke 1.1, Burleigh 13.9, Divide 1.2, Dunn 1.1, Emmons 1.5, Golden Valley 0.6, Grant 1.3, Hettinger 1.3, Kidder 1.0, Logan 1.0, McHenry 2.3, McIntosh 1.5, McKenzie 1.4, McLean 3.4, Mercer 1.9, Morton 6.3, Mountrail 2.2, Oliver 0.7, Pierce 1.7, Renville 1.0, Rolette 2.8, Sheridan 0.9, Sioux 0.6, Slope 0.3, Stark 4.6, Ward 15.8, Wells 1.9, Williams 5.5, S.D.: Campbell 0.7, Corson 1.0, Dewey 1.5, McPherson 1.2, Perkins 1.4, Walworth 2.1. Tot. Hslds.: 125,900.

MISSOULA-BUTTE, MONT.— Beaverhead 3.1, Broadwater 1.3, Deer Lodge 4.8, Flathead 16.2, Gallatin 14.1, Granite 1.0, Jefferson 2.3, Lake 6.3, Madison 2.1, Mineral 1.5, Missoula 23.1, Powell 2.5, Ravalli 7.2, Silver Bow 14.6. Tot. Hslds.: 103,100.

MOBILE-PENSACOLA, ALA.— Baldwin 7.0, Clarke 2.7, Conecuh 1.5, Escambia 3.4, Mobile 33.1, Monroe 2.0, Washington 1.5, FLA.: Escambia 21.9, Okaloosa 9.7, Santa Rosa 4.9, MISS.: George 1.3, Greene 0.9, Jackson 10.1. Tot. Hslds.: 349,100.

MONROE-EL DORADO, LA.— ARK.: Ashley 5.2, Chicot 3.4, Union 10.1, LA.: Caldwell 1.9, Catahoula 2.2, Concordia 3.9, East Carroll 2.1, Franklin 4.5, Jackson 3.6, La Salle 3.3, Lincoln 7.0, Madison 2.9, Morehouse 6.5, Ouachita 27.7, Richland 4.2, Tensas 1.6, Union 3.9, West Carroll 2.7, Winn 3.5. Tot. Hslds.: 164,900.

MONTGOMERY, ALA.— Autauga 6.0, Bullock 2.3, Butler 4.7, Covington 8.7, Crenshaw 3.6, Elmore 8.5, Lowndes 2.5, Macon 5.6, Montgomery 41.2, Pike 5.5, Tallapoosa 8.5, Wilcox 2.8. Tot. Hslds.: 152,100.

NASHVILLE, TENN.— KY.: Allen 0.9, Barren 1.9, Butler 0.7, Christian 3.7, Clinton 0.5, Cumberland 0.4, Logan 1.4, Monroe 0.7, Muhlenberg 2.0, Simpson 1.0, Todd 0.7, Trigg 0.5, TENN.: Bedford 1.6, Benton 0.8, Cannon 0.7, Cheatham 1.0, Clay 0.4, Coffee 2.2, Davidson 28.8, Decatur 0.6, De Kalb 0.8, Dickson 1.7, Franklin 1.7, Giles 1.5, Henry 1.8, Hickman 0.9, Houston 0.4, Humphreys 0.9, Jackson 0.6, Lawrence 2.1, Lewis 0.6, Macon 0.9, Marshall 1.2, Maury 2.8, Montgomery 4.4, Moore 0.3, Overton 1.0, Perry 0.4, Pickett 0.2, Putnam 2.6, Robertson 2.1, Rutherford 4.3, Smith 0.9, Stewart 0.6, Sumner 4.5, Trousdale 0.3, Van Buren 0.2, Warren 1.9, Wayne 0.8, White 1.1, Williamson 2.9, Wilson 3.0. Tot. Hslds.: 576,200.

NEW ORLEANS, LA.— Jefferson 26.5, Lafourche 4.1, Orleans 39.1, Plaquemines 1.4, St. Bernard 3.6, St. Charles 1.9, St. James 0.9, St. John the Baptist 1.4, St. Tammany 5.6, Tangipahoa 4.4, Terrebonne 4.8, Washington 2.7, MISS.: Hancock 1.2, Pearl River 1.8, Walthall 0.8. Tot. Hslds.: 530,600.

NEW YORK, N.Y.— CONN.: Fairfield 4.4, N.J.: Bergen 4.6, Essex 4.6, Hudson 3.2, Hunterdon 0.4, Middlesex 2.7, Monmouth 2.4, Morris 1.9, Ocean 1.7, Passaic 2.5, Somerset 1.0, Sussex 0.5, Union 2.7, N.Y.: Bronx 7.4, Dutchess 1.2, Kings 13.5, Nassau 6.8, New York (Manhattan) 10.7, Orange 1.3, Putnam 0.4, Queens 11.8, Richmond 1.7, Rockland 1.1, Suffolk 5.9, Sullivan 0.4, Ulster 0.8, Westchester 4.4, PA.: Pike 0.1. Tot. Hslds.: 6,541,600.

NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON, VA.— N.C.: Camden 0.4, Chowan 0.9, Currituck 0.8, Dare 0.9, Gates 0.6, Hertford 1.6, Northampton 1.6, Pasquotank 2.2, Perquimans 0.6, Tyrrell 0.3, VA.: Chesapeake 8.0, Franklin city 0.6, Gloucester 1.5, Hampton 9.6, Isle of Wight 1.4, James City 1.4, Mathews 0.7, Middlesex 0.6, Newport News 10.7, Norfolk 20.1, Northampton 1.3, Poquoson 0.7, Portsmouth 8.5, Southampton 1.3, Suffolk 3.5, Surry 0.4, Virginia Beach 16.6, Williamsburg 0.7, York 2.3. Tot. Hslds.: 443,800.

NORTH PLATTE, NEB.— Arthur 1.3, Blaine 1.9, Hooker 1.9, Lincoln 89.2, Logan 1.9, McPherson 1.3, Thomas 2.5. Tot. Hslds.: 15,700.

ODESSA-MIDLAND, TEX.— N.M.: Lea (southern portion) 2.2, TEX.: Andrews 3.6, Brewster 2.2, Crane 1.3, Crockett 1.3, Culberson 0.8, Ector 33.3, Glasscock 0.3, Howard 10.9, Jeff Davis 0.4, Loving 0.1, Martin 1.3, Midland 23.2, Pecos 4.0, Presidio 1.3, Reagan 1.1, Reeves 4.1, Terrell 0.4, Upton 1.5, Ward 3.6, Winkler 3.0. Tot. Hslds.: 113,000.

OKLAHOMA CITY, OKLA.— Alfalfa 0.7, Beckham 1.4, Blaine 1.0, Caddo 2.4, Canadian 3.5, Cleveland 7.5, Custer 1.8, Dewey 0.5, Garfield 5.0, Garvin 2.1, Grady 3.1, Grant 0.6, Greer 0.7, Harper 0.4, Kay 4.2, Kingfisher 1.1, Lincoln 1.8, Logan 1.8, McClain 1.6, Major 0.7, Murray 0.8, Noble 0.9, Oklahoma 41.9, Payne 4.6, Pottawatomie 4.2, Seminole 2.3, Washita 1.1, Woods 0.8, Woodward 1.4. Tot. Hslds.: 498,000.

OMAHA, NEB.— IOWA: Adams 0.7, Audubon 1.0, Cass 1.9, Crawford 2.1, Fremont 1.0, Harrison 1.8, Mills 1.4, Montgomery 1.6, Page 2.3, Pottawattamie 8.8, Shelby 1.5, Taylor 1.0, MO.: Atchison 1.0, NEB.: Burt 1.0, Butler 1.0, Cass 2.2, Colfax 1.2, Cuming 1.3, Dodge 3.9, Douglas 43.6, Gage 2.5, Johnson 0.6, Nemaha 0.9, Otoe 1.8, Pawnee 0.4, Richardson 1.3, Sarpy 7.0, Saunders 2.0, Seward 1.5, Washington 1.7. Tot. Hslds.: 334,900.

ORLANDO-DAYTONA BEACH, FLA.— Brevard 17.3, Flagler 0.6, Lake 7.7, Marion 7.8, Orange 32.1, Osceola 3.4, Seminole 10.9, Sumter 1.5, Volusia 18.8. Tot. Hslds.: 480,000.

OTTUMWA-KIRKSVILLE, IOWA— Davis 11.5, Jefferson 18.8, Van Buren 11.8, MO.: Adair 30.9, Putnam 9.4, Schuyler 7.3, Sullivan 10.4. Tot. Hslds.: 26,800.

PADUCAH-CAPE GIRARDEAU-HARRISBURG, KY.— ILL.: Alexander 1.8, Franklin 6.3, Hamilton 1.2, Hardin 0.7, Jackson 6.5, Johnson 1.2, Massac 1.9, Pope 0.6, Pulaski 1.3, Saline 4.0, Union 2.2, Williamson 7.2, KY.: Ballard 1.2, Caldwell 1.8, Calloway 3.8, Carlisle 0.8, Crittenden 1.3, Fulton 1.2, Graves 4.3, Hickman 0.8, Livingston 1.2, Lyon 0.7, McCracken 8.0, Marshall 3.0, MO.: Bollinger 1.6, Butler 4.9, Cape Girardeau 6.4, Carter 0.6, Mississippi 1.9, New Madrid 2.8, Scott 4.5, Stoddard 3.7, Wayne 1.4, TENN.: Lake 0.8, Obion 4.5, Weakley 3.9. Tot. Hslds.: 288,900.

PALM SPRINGS, CALIF.— Riverside (central portion) 100.0. Tot. Hslds.: 48,300.

PANAMA CITY, FLA.— Bay 59.1, Calhoun 5.3, Franklin 5.2, Gulf 6.2, Liberty 2.7, Walton 12.8, Washington 8.7. Tot. Hslds.: 56,300.

PARKERSBURG, W.VA.— Wood 100.0. Tot. Hslds.: 31,700.

PEORIA, ILL.— Cass 2.5, Fulton 7.6, Logan 4.5, McLean 18.8, Marshall 2.2, Mason 3.4, Peoria 33.7, Putnam 1.0, Stark 1.3, Tazewell 20.2, Woodford 4.7. Tot. Hslds.: 223,500.

PHILADELPHIA, PA.— DEL.: Kent 1.3, New Castle 5.7, N.J.: Atlantic 3.0, Burlington 4.3, Camden 6.6, Cape May 1.2, Cumberland 1.9, Gloucester 2.6, Mercer 4.5, Salem 0.9, Warren 1.2, PA.: Berks 4.7, Bucks 6.2, Chester 4.0, Delaware 8.0, Lehigh 4.0, Monroe 0.9, Montgomery 8.8, Northampton 3.3, Philadelphia 26.9. Tot. Hslds.: 2,425,300.

PHOENIX, ARIZ.— Gila 2.0, Greenlee 0.7, Maricopa 81.6, Mohave 2.6, Navajo 2.8, Pinal 4.8, Yavapai 3.8, CALIF.: Riverside (eastern portion) 1.2, San Bernardino (eastern portion) 0.5. Tot. Hslds.: 579,000.

PITTSBURGH, PA.— MD.: Garrett 0.8, PA.: Allegheny 45.7, Armstrong 2.3, Beaver 6.1, Butler 4.0, Clarion 1.2, Fayette 4.7, Greene 1.2, Indiana 2.4, Jefferson 1.5, Lawrence 3.1, Venango 1.9, Washington 6.6, Westmoreland 11.3, W.VA.: Brooke 0.9, Hancock 1.2, Marion 2.1, Monongalia 2.1, Preston 0.8. Tot. Hslds.: 1,153,900.

PORTLAND, ORE.— Benton 3.1, Clackamas 10.8, Clatsop 1.7, Columbia 1.7, Crook 0.7, Deschutes 2.7, Gilliam 0.1, Harney 0.4, Hood River 0.8, Jefferson 0.5, Lincoln 1.7, Linn 4.3, Marion 9.4, Multnomah 31.2, Polk 2.2, Sherman 0.1, Tillamook 1.0, Wasco 1.1, Washington 10.4, Wheeler 0.1, Yamhill 2.4, WASH.: Clark 8.6, Cowlitz 3.7, Klickitat 0.7, Skamania 0.3, Wahkiakum 0.2. Tot. Hslds.: [illegible].

PORTLAND-POLAND SPRING, MAINE— Androscoggin 11.6, Cumberland 25.0, Franklin 3.0, Kennebec 12.2, Lincoln 3.2, Oxford 5.7, Sagadahoc 3.3, York 15.4, N.H.: Belknap 4.9, Carroll 3.2, Coos 4.3, Grafton 7.3, VT.: Essex 0.8. Tot. Hslds.: 287,800.

PRESQUE ISLE, MAINE— Aroostook 100.0. Tot. Hslds.: 30,000.

PROVIDENCE, R.I.— CONN.: Windham 6.4, MASS.: Bristol 32.1, R.I.: Bristol 2.9, Kent 9.7, Newport 5.1, Providence 38.7, Washington 5.1. Tot. Hslds.: 521,400.

QUINCY-HANNIBAL, ILL.— Adams 22.0, Brown 2.2, Hancock 7.1, McDonough 10.4, Pike 6.6, Schuyler 2.7, Scott 2.2, IOWA: Lee 13.2, MO.: Clark 2.7, Knox 1.8, Lewis 3.4, Macon 5.8, Marion 9.6, Monroe 3.2, Ralls 2.8, Scotland 2.0, Shelby 2.7. Tot. Hslds.: 116,100.

RALEIGH-DURHAM, N.C.— Chatham 2.2, Cumberland 14.6, Durham 10.9, Franklin 1.9, Granville 2.0, Halifax 3.6, Harnett 3.9, Hoke 1.1, Johnston 4.8, Lee 2.4, Moore 3.0, Nash 4.7, Orange 5.0, Person 1.9, Sampson 3.3, Vance 2.4, Wake 20.9, Warren 1.2, Wayne 6.0, Wilson 4.2. Tot. Hslds.: 482,200.

RAPID CITY, S.D.— MONT.: Carter 0.7, Powder River 1.1, NEB.: Box Butte 4.9, Garden 1.7, Grant 0.5, Sheridan 3.2, Sioux 0.8, N.D.: Bowman 1.4, S.D.: Bennett 1.2, Butte 3.8, Custer 2.6, Fall River 4.1, Haakon 1.4, Harding 0.7, Jackson 0.7, Lawrence 7.6, Meade 7.0, Pennington 30.8, Shannon 2.5, Washabaugh 0.6, Ziebach 1.1, WYO.: Campbell 8.2, Crook 2.2, Sheridan 11.1. Tot. Hslds.: 83,200.

RENO, NEV.— CALIF.: Alpine 0.2, El Dorado (eastern portion) 8.1, Lassen 6.1, Mono 2.4, Placer (eastern portion) 2.4, NEV.: Carson City 8.9, Churchill 3.7, Douglas 4.5, Esmeralda 0.2, Humboldt 2.1, Lander 1.0, Lyon 3.0, Mineral 2.0, Nye 1.7, Pershing 1.0, Storey 0.2, Washoe 52.2. Tot. Hslds.: 123,100.

RICHMOND, VA.— Amelia 0.8, Brunswick 1.4, Buckingham 1.1, Caroline 1.6, Charles City 0.5, Chesterfield 11.8, Colonial Heights 2.0, Cumberland 0.7, Dinwiddie 1.9, Emporia 0.6, Essex 0.8, Fluvanna 1.0, Goochland 1.0, Greene 0.7, Greensville 1.0, Hanover 5.1, Henrico 19.2, Hopewell 2.6, King and Queen 0.6, King William 0.8, Lancaster 1.1, Louisa 1.7, Lunenburg 1.2, New Kent 0.7, Northumberland 1.1, Nottoway 1.4, Orange 1.8, Petersburg 4.5, Powhatan 1.0, Prince Edward 1.5, Prince George 1.6, Richmond 0.7, Richmond city 25.5, Sussex 1.0. Tot. Hslds.: 332,200.

ROANOKE-LYNCHBURG, VA.— Alleghany 1.2, Amherst 2.4, Appomattox 1.1, Bath 0.6, Bedford 3.1, Bedford city 0.7, Botetourt 2.3, Buena Vista 0.6, Campbell 4.4, Carroll 2.5, Charlotte 1.2, Clifton Forge 0.6, Covington 1.0, Craig 0.5, Danville 4.9, Floyd 1.1, Franklin 3.0, Galax 0.8, Giles 1.8, Grayson 1.7, Halifax 2.7, Henry 5.4, Highland 0.3, Lexington 0.8, Lynchburg 6.8, Martinsville 1.7, Mecklenburg 2.9, Montgomery 5.8, Nelson 1.1, Pittsylvania 5.9, Pulaski 3.2, Radford 1.2, Roanoke 7.0, Roanoke city 11.5, Rockbridge 1.6, Salem 2.5, South Boston 0.8, Wythe 2.4, W.VA.: Pocahontas 1.0. Tot. Hslds.: 342,900.

ALPHABETICAL LISTING OF S&MM TV MARKETS
With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

ROCHESTER, N.Y.— Livingston 5.6, Monroe 76.6, Ontario 9.1, Wayne 8.6. Tot. Hslds.: 330,100.

ROCHESTER-MASON CITY-AUSTIN, MINN.— IOWA: Cerro Gordo 13.3, Floyd 5.6, Hancock 3.9, Howard 3.0, Kossuth 5.9, Mitchell 3.0, Winnebago 3.9, Worth 2.4, MINN.: Dodge 3.3, Faribault 5.4, Fillmore 6.2, Freeborn 10.1, Mower 10.8, Olmsted 23.3. Tot. Hslds.: 134,500.

ROCKFORD, ILL.— Boone 5.5, Ogle 8.6, Stephenson 9.8, Winnebago 49.7, WISC.: Rock 26.4. Tot. Hslds.: 174,000.

ROSWELL, N.M.— Chaves 35.0, Eddy 32.7, Lea (northern portion) 32.3. Tot. Hslds.: 50,800.

SACRAMENTO-STOCKTON, CALIF.— Amador 1.0, Calaveras 1.0, Colusa 0.7, Contra Costa (eastern portion) 4.7, El Dorado (western portion) 2.7, Nevada 2.5, Placer (western portion) 4.8, Plumas 0.8, Sacramento 38.2, San Joaquin 14.6, Sierra 0.2, Solano (eastern portion) 5.1, Stanislaus 12.3, Sutter 2.5, Tuolumne 1.6, Yolo 5.2, Yuba 2.2. Tot. Hslds.: 722,400.

ST. JOSEPH, MO.— Buchanan 67.1, Harrison 8.6, Holt 6.1, Nodaway 15.5, Worth 2.7. Tot. Hslds.: 48,900.

ST. LOUIS, MO.— ILL.: Bond 0.5, Calhoun 0.2, Clinton 1.0, Fayette 0.8, Greene 0.6, Jefferson 1.4, Jersey 0.7, Macoupin 1.8, Madison 8.6, Marion 1.6, Monroe 0.6, Montgomery 1.2, Perry 0.8, Randolph 1.2, St. Clair 9.7, Washington 0.6, MO.: Crawford 0.6, Franklin 2.2, Gasconade 0.5, Iron 0.4, Jefferson 4.0, Lincoln 0.7, Madison 0.4, Montgomery 0.4, Perry 0.6, Pike 0.7, Reynolds 0.2, St. Charles 3.9, Ste. Genevieve 0.5, St. Francois 1.5, St. Louis 32.0, St. Louis city 19.1, Warren 0.5, Washington 0.5. Tot. Hslds.: 992,600.

SALINAS-MONTEREY, CALIF.— Monterey 52.3, San Benito 4.7, Santa Cruz 43.0. Tot. Hslds.: 163,200.

SALISBURY, MD.— DEL.: Sussex 39.6, MD.: Somerset 8.3, Wicomico 26.2, Worcester 11.6, VA.: Accomack 14.3. Tot. Hslds.: 84,400.

SALT LAKE CITY, UTAH— IDA.: Bear Lake 0.6, Caribou 0.6, Franklin 0.7, Oneida 0.3, MONT.: Park 1.1, NEV.: Elko 1.3, Eureka 0.1, White Pine 0.7, UTAH: Beaver 0.3, Box Elder 2.2, Cache 3.6, Carbon 1.7, Daggett 0.1, Davis 7.3, Duchesne 0.9, Emery 0.7, Garfield 0.2, Grand 0.5, Iron 1.1, Juab 0.4, Kane 0.2, Millard 0.6, Morgan 0.4, Piute 0.1, Rich 0.1, Salt Lake 40.0, San Juan 0.7, Sanpete 1.1, Sevier 1.1, Summit 0.5, Tooele 1.7, Uintah 1.3, Utah 11.5, Wasatch 0.5, Washington 1.4, Wayne 0.1, Weber 10.1, WYO.: Hot Springs 0.5, Sweetwater 3.1, Uinta 0.7. Tot. Hslds.: 444,200.

SAN ANGELO, TEX.— Irion 1.3, Schleicher 3.0, Sterling 1.3, Tom Green 94.4. Tot. Hslds.: 30,500.

SAN ANTONIO, TEX.— Atascosa 1.5, Bandera 0.6, Bexar 69.8, Comal 2.6, De Witt 1.7, Dimmit 0.7, Edwards 0.2, Frio 0.9, Gillespie 1.0, Goliad 0.4, Gonzales 1.4, Guadalupe 3.2, Karnes 1.0, Kendall 0.8, Kerr 2.2, Kimble 0.4, Kinney 0.2, La Salle 0.4, Lavaca 1.6, Live Oak 0.6, McMullen 0.1, Maverick 1.4, Medina 1.6, Real 0.2, Uvalde 1.5, Val Verde 2.3, Wilson 1.1, Zavala 0.7. Tot. Hslds.: 425,900.

SAN DIEGO, CALIF.— San Diego 100.0. Tot. Hslds.: 667,000.

SAN FRANCISCO, CALIF.— Alameda 23.0, Contra Costa (western portion) 10.0, Lake 0.7, Marin 4.5, Mendocino 1.2, Napa 1.9, San Francisco 16.4, San Mateo 11.9, Santa Clara 23.1, Solano (western portion) 1.9, Sonoma 5.4. Tot. Hslds.: 1,910,600.

SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO, CALIF.— San Luis Obispo 33.8, Santa Barbara 66.2. Tot. Hslds.: 160,800.

SAVANNAH, GA.— Appling 3.3, Bacon 2.0, Bryan 1.8, Bulloch 7.5, Candler 1.5, Chatham 41.9, Effingham 3.3, Evans 1.9, Jeff Davis 2.4, Liberty 4.4, Long 0.7, McIntosh 1.8, Montgomery 1.2, Tattnall 3.2, Toombs 4.8, Wayne 4.1, Wheeler 1.2, S.C.: Beaufort 10.3, Jasper 2.7. Tot. Hslds.: 152,600.

SEATTLE-TACOMA, WASH.— Clallam 1.7, Grays Harbor 2.6, Island 1.5, Jefferson 0.6, King 50.2, Kitsap 5.0, Kittitas (western portion) 0.2, Lewis 2.1, Mason 1.0, Pacific 0.7, Pierce 16.4, San Juan 0.3, Skagit 2.2, Snohomish 11.0, Thurston 4.4. Tot. Hslds.: 914,700.

SELMA, ALA.— Dallas 100.0. Tot. Hslds.: 18,200.

SHREVEPORT-TEXARKANA, LA.— ARK.: Columbia 2.3, Hempstead 1.9, Howard 1.3, Lafayette 0.9, Little River 1.0, Miller 3.1, Nevada 1.0, Sevier 1.2, LA.: Bienville 1.5, Bossier 6.0, Caddo 21.9, Claiborne 1.4, De Soto 2.0, Natchitoches 2.9, Red River 0.8, Sabine 1.7, Webster 3.7, OKLA.: McCurtain 3.3, TEX.: Bowie 7.1, Camp 0.8, Cass 2.5, Gregg 8.1, Harrison 4.1, Marion 0.7, Morris 1.2, Nacogdoches 3.7, Panola 1.8, Red River 1.4, Rusk 3.7, San Augustine 0.8, Shelby 2.0, Titus 1.9, Upshur 2.4. Tot. Hslds.: 387,000.

SIOUX CITY, IOWA— Buena Vista 5.1, Cherokee 3.8, Clay 4.7, Dickinson 3.4, Ida 2.1, Monona 3.1, O'Brien 4.2, Palo Alto 3.1, Plymouth 5.4, Sac 3.9, Sioux 6.3, Woodbury 24.4, NEB.: Cedar 2.4, Dakota 3.8, Dixon 1.8, Knox 2.6, Madison 7.2, Pierce 2.1, Stanton 1.6, Thurston 1.5, Wayne 2.0, S.D.: Clay 2.9, Union 1.6. Tot. Hslds.: 151,800.

SIOUX FALLS-MITCHELL, S.D.— IOWA: Lyon 2.2, Osceola 1.4, MINN.: Lincoln 1.5, Murray 2.1, Nobles 3.9, Pipestone 2.2, Rock 2.0, NEB.: Boyd 0.6, Cherry 1.2, Keya Paha 0.2, S.D.: Aurora 0.7, Beadle 3.5, Bon Homme 1.5, Brookings 3.6, Brown 6.6, Brule 0.9, Buffalo 0.3, Charles Mix 1.8, Clark 1.1, Codington 3.6, Davison 3.2, Day 1.6, Deuel 0.9, Douglas 0.6, Edmunds 0.9, Faulk 0.5, Grant 1.5, Gregory 1.3, Hamlin 1.2, Hand 0.9, Hanson 0.6, Hughes 2.6, Hutchinson 1.7, Hyde 0.4, Jerauld 0.5, Jones 0.3, Kingsbury 1.2, Lake 1.9, Lincoln 2.5, Lyman 0.6, McCook 1.2, Marshall 1.0, Mellette 0.3, Miner 0.6, Minnehaha 17.5, Moody 1.2, Potter 0.6, Roberts 1.8, Sanborn 0.5, Spink 1.7, Stanley 0.3, Sully 0.4, Todd 0.9, Tripp 1.4, Turner 1.9, Yankton 2.8. Tot. Hslds.: 202,800.

SOUTH BEND-ELKHART, IND.— Elkhart 17.7, Fulton 2.4, Kosciusko 7.2, La Grange 2.8, Marshall 5.0, Pulaski 1.7, St. Joseph 30.9, Starke 2.8, MICH.: Berrien 23.4, Cass 6.1. Tot. Hslds.: 258,900.

SPOKANE, WASH.— IDA.: Benewah 0.9, Bonner 2.7, Boundary 0.8, Clearwater 1.2, Idaho 1.5, Kootenai 6.3, Latah 3.2, Lewis 0.6, Nez Perce 3.9, Shoshone 2.2, MONT.: Lincoln 1.8, Sanders 1.2, ORE.: Union 2.9, Wallowa 0.9, WASH.: Adams 1.6, Asotin 1.8, Chelan 5.4, Columbia 0.5, Douglas 2.3, Ferry 0.7, Garfield 0.3, Grant 5.4, Lincoln 1.3, Okanogan 3.5, Pend Oreille 1.0, Spokane 39.1, Stevens 2.9, Whitman 4.1. Tot. Hslds.: 303,900.

SPRINGFIELD, MASS.— Franklin 10.7, Hampden 71.3, Hampshire 18.0. Tot. Hslds.: 226,500.

SPRINGFIELD, MO.— ARK.: Baxter 4.1, Boone 3.6, Carroll 2.3, Fulton 1.3, Izard 1.6, Madison 1.5, Marion 1.9, Newton 1.0, MO.: Barry 3.5, Benton 2.1, Camden 3.0, Cedar 1.7, Christian 3.2, Dade 1.3, Dallas 1.9, Dent 1.8, Douglas 1.7, Greene 25.2, Hickory 1.1, Howell 4.4, Laclede 3.5, Lawrence 4.3, Oregon 1.7, Ozark 1.2, Polk 2.9, Pulaski 3.5, Shannon 1.1, Stone 2.2, Taney 3.0, Texas 3.3, Webster 2.8, Wright 2.4. Tot. Hslds.: 253,800.

SPRINGFIELD-DECATUR-CHAMPAIGN, ILL.— Champaign 19.2, Christian 4.7, Coles 5.8, De Witt 2.2, Douglas 2.4, Ford 1.8, Macon 16.3, Menard 1.4, Morgan 4.2, Moultrie 1.6, Piatt 2.0, Sangamon 22.8, Shelby 3.0, Vermilion 12.7. Tot. Hslds.: 297,100.

SYRACUSE, N.Y.— Cayuga 7.7, Cortland 4.9, Madison 6.0, Oneida (western portion) 8.5, Onondaga 46.9, Oswego 10.4, Schuyler 1.9, Seneca 3.2, Tompkins 8.3, Yates 2.1. Tot. Hslds.: 346,600.

TALLAHASSEE, FLA.— Gadsden 7.4, Hamilton 2.4, Jefferson 2.4, Lafayette 1.0, Leon 35.4, Madison 3.7, Taylor 3.7, Wakulla 2.4, GA.: Brooks 3.7, Decatur 6.1, Echols 0.5, Grady 5.2, Lowndes 16.5, Thomas 9.8. Tot. Hslds.: 130,900.

TAMPA-ST. PETERSBURG, FLA.— Citrus 1.9, De Soto 0.7, Hardee 0.6, Hernando 1.5, Highlands 1.8, Hillsborough 24.4, Manatee 6.4, Pasco 7.3, Pinellas 35.5, Polk 11.4, Sarasota 8.6. Tot. Hslds.: 896,700.

TERRE HAUTE, IND.— ILL.: Clark 3.9, Clay 3.4, Crawford 5.0, Cumberland 2.4, Edgar 5.1, Effingham 6.3, Jasper 2.5, Lawrence 4.0, Richland 3.7, IND.: Clay 5.5, Daviess 5.4, Greene 6.4, Knox 8.8, Martin 2.2, Parke 3.4, Sullivan 4.7, Vermillion 3.9, Vigo 23.4. Tot. Hslds.: 165,900.

TOLEDO, OHIO— MICH.: Lenawee 7.3, OHIO: Defiance 3.0, Fulton 3.1, Hancock 5.7, Hardin 3.2, Henry 2.5, Lucas 45.2, Ottawa 3.5, Putnam 2.4, Sandusky 5.3, Seneca 4.9, Williams 3.1, Wood 8.9, Wyandot 1.9. Tot. Hslds.: 391,000.

TOPEKA, KANS.— Clay 2.9, Coffey 2.5, Geary 7.9, Jackson 3.5, Lyon 9.3, Marshall 4.2, Morris 2.1, Nemaha 2.9, Osage 4.0, Pottawatomie 3.8, Riley 13.4, Shawnee 41.6, Wabaunsee 1.9. Tot. Hslds.: 136,200.

TRAVERSE CITY-CADILLAC, MICH.— Antrim 4.1, Benzie 2.7, Charlevoix 5.0, Cheboygan 5.1, Chippewa 9.3, Crawford 2.4, Emmet 5.2, Grand Traverse 11.3, Kalkaska 2.7, Lake 2.0, Leelanau 3.3, Luce 1.7, Mackinac 3.0, Manistee 6.1, Mason 6.7, Missaukee 2.6, Montmorency 2.1, Osceola 5.0, Oscoda 1.9, Otsego 3.6, Presque Isle 3.4, Roscommon 4.7, Wexford 5.9. Tot. Hslds.: 135,900.

TUCSON, ARIZ.— Apache (southern portion) 0.9, Cochise 12.1, Graham 3.0, Pima 79.8, Santa Cruz 2.7, N.M.: Catron 0.4, Hidalgo 1.0. Tot. Hslds.: 209,900.

TULSA, OKLA.— KANS.: Chautauqua 0.6, Montgomery 4.3, OKLA.: Adair 1.6, Cherokee 2.5, Craig 1.5, Creek 5.2, Delaware 2.2, Haskell 1.0, Hughes 1.5, Latimer 0.9, McIntosh 1.4, Mayes 3.0, Muskogee 6.6, Nowata 1.1, Okfuskee 1.2, Okmulgee 3.7, Osage 3.6, Pawnee 1.5, Pittsburg 3.5, Rogers 3.5, Tulsa 42.4, Wagoner 2.9, Washington 4.3. Tot. Hslds.: 385,400.

TUSCALOOSA, ALA.— Tuscaloosa 100.0. Tot. Hslds.: 39,800.

TWIN FALLS, IDA.— Gooding 13.9, Jerome 19.0, Lincoln 4.8, Twin Falls 62.2. Tot. Hslds.: 29,400.

TYLER, TEX.— Angelina 24.4, Cherokee 15.3, Houston 7.8, Smith 52.4. Tot. Hslds.: 79,000.

UTICA, N.Y.— Herkimer 23.5, Oneida (eastern portion) 57.6, Otsego 18.8. Tot. Hslds.: 104,100.

VICTORIA, TEX.— Victoria 100.0. Tot. Hslds.: 19,900.

WACO-TEMPLE, TEX.— Bell 29.2, Brazos 14.3, Burleson 2.2, Coryell 6.3, Falls 3.3, Lampasas 2.4, Leon 2.0, McLennan 31.5, Madison 1.6, Milam 4.3, Robertson 3.0. Tot. Hslds.: 185,500.

WASHINGTON, D.C.— District of Columbia 20.1, MD.: Allegany 2.2, Calvert 0.7, Charles 1.4, Frederick 2.5, Montgomery 14.3, Prince Georges 15.9, St. Marys 1.1, Washington 2.8, PA.: Franklin 2.6, Fulton 0.3, VA.: Alexandria 3.3, Arlington 4.9, Clarke 0.2, Culpeper 0.5, Fairfax 12.4, Fairfax city 0.5, Falls Church 0.3, Fauquier 0.7, Frederick 0.8, Fredericksburg 0.4, King George 0.2, Loudoun 1.3, Madison 0.3, Manassas 0.3, Manassas Park 0.2, Page 0.5, Prince William 2.5, Rappahannock 0.1, Shenandoah 0.7, Spotsylvania 0.7, Stafford 0.8, Warren 0.5, Westmoreland 0.4, Winchester 0.6, W.VA.: Berkeley 1.0, Hampshire 0.4, Jefferson 0.6, Mineral 0.6, Morgan 0.2. Tot. Hslds.: 1,394,000.

WATERTOWN-CARTHAGE, N.Y.— Jefferson 42.0, Lewis 10.8, St. Lawrence 47.2. Tot. Hslds.: 77,900.

WAUSAU-RHINELANDER, WISC.— Adams 3.2, Clark 8.0, Forest 2.0, Langlade 5.2, Lincoln 6.6, Marathon 25.5, Oneida 8.3, Portage 11.7, Price 4.2, Taylor 4.5, Vilas 4.2, Wood 16.6. Tot. Hslds.: 138,800.

WEST PALM BEACH, FLA.— Indian River 7.1, Martin 7.5, Okeechobee 2.3, Palm Beach 72.8, St. Lucie 10.3. Tot. Hslds.: 266,100.

WHEELING-STEUBENVILLE, W.VA.— OHIO: Belmont 21.7, Guernsey 10.2, Harrison 4.5, Jefferson 23.0, Monroe 3.9, Noble 3.1, W.VA.: Marshall 10.3, Ohio 15.6, Tyler 2.6, Wetzel 5.2. Tot. Hslds.: 139,300.

WICHITA-HUTCHINSON, KANS.— Barber 0.7, Barton 2.9, Butler 4.0, Chase 0.3, Cheyenne 0.4, Clark 0.3, Comanche 0.3, Cowley 3.4, Decatur 0.5, Dickinson 2.1, Edwards 0.5, Elk 0.4, Ellis 2.2, Ellsworth 0.6, Finney 2.1, Ford 2.2, Gove 0.3, Graham 0.4, Grant 0.6, Gray 0.5, Greeley 0.2, Greenwood 1.1, Hamilton 0.3, Harper 0.9, Harvey 2.7, Haskell 0.4, Hodgeman 0.2, Kearny 0.3, Kingman 1.0, Kiowa 0.5, Lane 0.3, Lincoln 0.5, Logan 0.4, McPherson 2.4, Marion 1.4, Meade 0.5, Mitchell 0.8, Ness 0.5, Norton 0.7, Osborne 0.7, Ottawa 0.7, Pawnee 0.7, Pratt 1.0, Rawlins 0.4, Reno 6.3, Rice 1.2, Rooks 0.8, Rush 0.5, Russell 0.9, Saline 4.5, Scott 0.6, Sedgwick 31.7, Seward 1.6, Sheridan 0.3, Sherman 0.8, Stafford 0.7, Stanton 0.2, Stevens 0.4, Sumner 2.3, Thomas 0.9, Trego 0.4, Wallace 0.2, Wichita 0.2, NEB.: Dundy 0.3, Hitchcock 0.5, Red Willow 1.3, OKLA.: Beaver 0.6. Tot. Hslds.: 397,300.

WICHITA FALLS-LAWTON, TEX.— OKLA.: Comanche 22.6, Cotton 1.7, Harmon 1.2, Jackson 7.8, Jefferson 2.4, Kiowa 3.2, Stephens 9.9, Tillman 2.8, TEX.: Archer 1.5, Baylor 1.2, Clay 2.1, Foard 0.5, Hardeman 1.7, Knox 1.3, Montague 4.1, Throckmorton 0.5, Wichita 27.3, Wilbarger 3.6, Young 1.6. Tot. Hslds.: 161,700.

WILKES BARRE-SCRANTON, PA.— Carbon 4.3, Columbia 4.7, Lackawanna 19.4, Luzerne 27.5, Lycoming 8.9, Montour 1.1, Northumberland 8.4, Schuylkill 13.1, Snyder 2.2, Sullivan 0.4, Susquehanna 3.0, Union 2.1, Wayne 2.8, Wyoming 2.0. Tot. Hslds.: 446,400.

WILMINGTON, N.C.— Bladen 6.1, Brunswick 7.5, Columbus 10.9, Duplin 8.6, New Hanover 24.8, Pender 4.6, Robeson 18.1, S.C.: Horry 19.2. Tot. Hslds.: 155,400.

YAKIMA, WASH.— ORE.: Morrow 1.6, Umatilla 13.8, WASH.: Benton 21.9, Franklin 6.9, Kittitas (eastern portion) 4.8, Walla Walla 11.0, Yakima 40.1. Tot. Hslds.: 142,200.

YOUNGSTOWN, OHIO— Columbiana 15.5, Mahoning 37.7, Trumbull 30.4, PA.: Mercer 16.4. Tot. Hslds.: 258,400.

ZANESVILLE, OHIO— Muskingum 100.0. Tot. Hslds.: 28,700.

Guide to using S&MM'S SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1978										
	POPULATION—12/31/78			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM/ARB TV (ADI) MARKET	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)	Buying Power Index
1	2			3	4	5					6

1 The *Survey*'s **TV markets** are the American Research Bureau's Areas of Dominant Influence (ADI). ARB (better known in the industry as Arbitron) studies each county for its measurable viewing patterns. The hours of viewing accorded each TV station whose signal reaches the county are totalled; then each station's percentage share of total viewing hours is calculated. The market of origin of the TV stations with the largest share of viewing hours becomes the ADI name of that market, and all counties whose largest viewing share is given to stations of that same market of origin are grouped within the ADI. (For its purposes, ARB splits certain counties, treating each portion as if it were a separate county.) Each county (or portion) is allocated exclusively to a single ADI, thus eliminating overlap. All of the U.S. is covered except for Hawaii and part of Alaska.

2 Population is the number of persons living in the ADI on 12/31/78. It includes those living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes tourists and transients. **Households** are units made up of all the people occupying a single housing unit under 1970 census rules—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household.

All persons who are not members of households are regarded as living in group quarters: institutions, college dormitories, military barracks, etc. Caution: Although a county's population total will include all the people in the area, the household total will not do so because it excludes those living in group quarters. Thus if you calculate average Effective Buying Income per household, it must be recognized that this indicator will include the income of people not living in households. A further refinement of total population is the number of **black persons** living in the ADI as of 12/31/78.

3 Effective Buying Income (EBI), a classification developed exclusively by Sales & Marketing Management, is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Market Statistics, the research division of Bill Communications that prepares the *Survey* data, removes from this figure compensation paid to military and diplomatic personnel stationed overseas to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income groups, as reported in the July 23rd *Survey of Buying Power*, should be considered.

4 Total retail sales are net sales (minus refunds and allowances for returns) of establishments engaged primarily in retail trade. Sales taxes collected from the customer and receipts from repairs and other services are also included. On the other hand, retail sales by such nonretailers as wholesalers and service establishments are not counted. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas as well as by purchases by nonhousehold units such as businesses and the inhabitants of group quarters. They are actually a measure of the drawing power of local retail establishments.

The Total Retail Sales figure includes sales of store types not listed in the 1979 *Survey*. Thus the arithmetic difference between Total Retail Sales and the aggregate sales of the major store types detailed in the *Survey* represents sales of "All Other Stores," so to speak. The "All Other Stores" category includes liquor, sporting goods, book, stationery, jewelry, hobby and toy, photographic, and gift stores, as well as nonstore retailers.

5 Individual **retail store groups** are considered as channels of distribution in local markets. Thus the retail sales total of the particular store group through which your product moves is useful in analyzing the relative importance of that distribution channel. Bear in mind that the retail sales total of a store type represents the cumulative sales of all products and/or services handled by the store, and not just the type of products associated with the store type. That is, food stores sell more than food products, and drugstores sell more than health and beauty aids.

Separate sales totals are provided for (1) *food stores*, which sell food primarily for home consumption; (2) *general merchandise stores*, which include department, limited-price variety, and general merchandise stores; (3) *furniture, home furnishings*, and *appliance stores (FHA)*; (4) *automotive dealers*; which include those selling domestic and imported cars, new and used; and stores selling tires, batteries, and accessories; and (5) *drugstores*, which include *proprietary stores*.

6 Buying Power Index (BPI) is a weighted index that converts three basic elements—population, Effective Buying Income, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the U.S. potential. It is calculated by giving a weight of 5 to the market's percent of the U.S. Effective Buying Income, 3 to its percent of U.S. retail sales, and 2 to its percent of U.S. population. The total of those weighted percents is then divided by 10 to arrive at the BPI. However, depending upon what your research has revealed about buyers of your product, you can construct your own customized BPI by using any of the factors contained in the tables and assigning to them what you think are relevant weights.

NOTE: Bellingham, Wash., ADI—After Section E's TV markets were compiled, the *Survey* was informed by Arbitron that it will eliminate Bellingham from its list of ADIs in 1980. Whatcom County, which comprised the Bellingham ADI, will be put into the Seattle-Tacoma ADI. Hence, the Whatcom totals shown on page 160 should be added to the Seattle-Tacoma totals.

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARB TV (ADI) MARKET	S&MM ESTIMATES 1978										Buying Power Index
	POPULATION—12/31/78			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop (Thous.)	Total House-holds (Thous.)	Black Pop (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)	
ARIZONA											
FLAGSTAFF	71.8	20.9	1.7	328,458	309,994	68,036	38,887	4,101	43,984	5,836	.0294
PHOENIX	1,660.7	579.0	54.2	10,505,831	6,437,643	1,484,387	904,383	352,277	1,274,785	197,068	.7521
TUCSON	607.7	209.9	18.7	3,595,151	2,233,839	508,349	374,071	101,882	419,929	53,831	.2623
ARKANSAS											
FT. SMITH	312.5	110.8	12.1	1,666,136	1,069,272	219,789	173,572	42,491	251,429	33,526	.1252
JONESBORO	180.2	66.0	3.2	915,430	486,917	117,194	68,827	20,474	102,069	13,502	.0660
LITTLE ROCK	1,130.5	396.7	206.1	6,355,849	3,978,384	828,495	489,256	177,891	1,020,569	126,774	.4697
CALIFORNIA											
BAKERSFIELD	310.8	104.0	21.1	1,780,788	1,231,184	270,398	159,908	63,549	236,640	41,361	.1353
CHICO-REDDING	308.8	118.5	4.8	1,942,682	1,116,476	280,705	69,140	44,298	191,934	67,003	.1363
EL CENTRO-YUMA	166.3	54.2	6.2	874,407	646,206	178,171	72,960	22,773	138,619	21,081	.0693
EUREKA	140.2	52.4	.6	929,610	490,675	115,977	37,264	11,757	92,980	23,463	.0630
FRESNO	970.0	329.7	48.8	5,382,584	3,480,354	768,198	470,997	202,578	702,620	177,791	.4029
LOS ANGELES	10,785.1	4,102.8	961.1	81,321,346	45,136,449	9,440,198	6,170,442	2,314,913	8,434,025	1,507,309	5.4619
PALM SPRINGS	127.8	48.3	7.5	790,277	481,354	106,118	64,628	19,366	89,321	16,364	.0567
SACRAMENTO-STOCKTON	1,995.5	722.4	99.3	13,458,124	7,934,221	1,848,396	1,123,352	408,166	1,532,631	330,618	.9404
SALINAS-MONTEREY	484.8	163.2	17.6	3,011,669	1,843,106	406,716	176,026	84,067	319,866	82,164	.2164
SAN DIEGO	1,783.0	667.0	100.0	12,241,144	7,243,673	1,430,850	1,093,237	377,743	1,394,429	263,757	.8532
SAN FRANCISCO	4,933.3	1,910.6	399.7	41,977,967	20,295,183	4,504,581	2,935,167	973,983	3,393,587	862,886	2.6514
SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO	441.3	160.8	13.9	2,974,698	1,628,016	337,814	145,463	100,761	283,565	67,117	.2031
COLORADO											
COLORADO SPRINGS-PUEBLO	536.4	185.5	22.7	2,903,265	2,075,382	366,653	299,308	110,168	480,643	45,974	.2262
DENVER	2,074.3	749.4	61.3	14,374,548	8,536,366	1,550,088	1,060,381	423,349	1,867,233	234,549	1.0013
GRAND JUNCTION	117.9	44.2	.1	651,098	460,213	91,563	43,063	19,433	105,625	13,984	.0501

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S&MM's SURVEY OF TELEVISION MARKETS

S&MM ESTIMATES 1978

STATE S&MM/ARB TV (ADI) MARKET	POPULATION—12/31/78 Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	Buying Power Index
CONNECTICUT											
HARTFORD-NEW HAVEN	2,222.8	771.0	140.4	15,483,648	7,903,536	1,777,753	1,009,257	356,219	1,340,231	249,704	1.0301
DISTRICT OF COLUMBIA											
WASHINGTON	3,983.6	1,394.0	918.8	31,602,695	15,410,057	3,126,864	2,001,173	756,417	2,949,093	716,863	2.0251
FLORIDA											
FT. MYERS-NAPLES	334.4	135.0	34.0	2,106,058	1,572,433	331,091	173,158	163,835	321,313	49,885	.1721
GAINESVILLE	162.7	55.4	32.3	819,877	744,673	162,380	102,615	26,750	129,705	19,611	.0708
JACKSONVILLE	970.6	332.2	214.4	5,205,052	3,733,178	711,558	421,007	167,111	908,722	159,283	.4058
MIAMI	2,429.3	944.1	339.9	17,588,833	11,855,639	2,322,249	1,841,606	763,794	2,416,362	353,474	1.2669
ORLANDO-DAYTONA BEACH	1,302.6	480.0	173.9	7,488,517	6,655,391	1,236,966	969,848	328,583	1,510,181	185,597	.6232
PANAMA CITY	161.5	56.3	25.5	725,853	578,690	134,751	56,625	26,376	135,042	16,854	.0611
TALLAHASSEE	398.4	130.9	135.4	1,963,435	1,456,295	329,700	144,932	65,173	304,283	53,775	.1583
TAMPA-ST. PETERSBURG	2,175.3	896.7	230.5	13,214,057	9,610,494	2,055,121	1,489,668	615,741	1,941,718	296,604	1.0096
WEST PALM BEACH	687.1	266.1	106.8	4,906,217	3,581,409	720,225	493,030	276,642	770,806	102,101	.3641
GEORGIA											
ALBANY	344.1	112.2	116.8	1,620,991	1,170,319	294,528	100,384	53,257	279,777	39,016	.1305
ATLANTA	2,732.9	928.3	568.2	17,474,173	10,491,860	1,820,462	1,557,814	538,730	2,383,587	281,535	1.2402
AUGUSTA	520.4	163.6	193.9	2,530,756	1,539,283	374,648	154,428	66,866	387,989	46,480	.1917
COLUMBUS	497.1	161.5	179.4	2,443,217	1,489,514	351,973	190,603	63,171	288,778	39,274	.1847
MACON	382.5	124.0	134.0	1,960,050	1,284,300	274,322	178,606	54,132	287,088	37,168	.1497
SAVANNAH	486.1	152.6	163.2	2,323,352	1,571,116	344,977	153,735	80,599	343,223	57,280	.1824
IDAHO											
BOISE	367.6	128.2	1.6	2,047,777	1,317,158	280,232	99,147	53,714	327,505	92,549	.1529
IDAHO FALLS-POCATELLO	285.2	89.1	.8	1,592,930	907,894	182,867	72,770	35,950	240,184	44,776	.1144
TWIN FALLS	81.1	29.4	.0	457,432	271,789	45,273	29,616	12,027	66,077	7,051	.0333

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S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARB TV (ADI) MARKET	S&MM ESTIMATES 1978										Buying Power Index
	POPULATION—12/31/78			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop (Thous.)	Total House-holds (Thous.)	Black Pop (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	
ILLINOIS											
CHICAGO	8,352.0	2,862.9	1,452.8	63,370,150	35,577,788	6,523,320	4,549,836	1,722,211	7,045,399	1,254,860	4.2662
PEORIA	627.6	223.5	27.7	4,434,332	2,341,341	440,740	343,176	111,229	583,248	64,067	.2973
QUINCY-HANNIBAL	316.3	116.1	8.3	1,858,713	954,505	202,937	89,702	41,821	250,004	30,148	.1283
ROCKFORD	494.9	174.0	27.8	3,527,824	2,014,626	407,667	312,107	99,450	447,117	51,264	.2412
SPRINGFIELD-DECATUR-CHAMPAIGN	817.8	297.1	51.8	5,711,791	3,239,179	588,793	451,192	145,041	727,280	122,475	.3919
INDIANA											
EVANSVILLE	634.8	222.7	29.1	3,751,040	2,284,658	514,719	284,501	96,098	533,975	78,534	.2720
FT. WAYNE	597.8	203.5	24.0	3,880,022	2,202,079	401,602	283,984	122,803	586,195	65,388	.2698
INDIANAPOLIS	2,200.7	755.6	179.9	14,938,417	8,703,186	1,578,780	1,249,641	369,480	2,052,815	263,264	1.0381
LAFAYETTE	125.5	40.7	1.5	807,251	457,675	81,267	83,630	22,608	100,249	19,652	.0563
SOUTH BEND-ELKHART	754.6	258.9	53.8	4,575,732	2,812,113	554,602	340,983	118,808	770,011	78,721	.3309
TERRE HAUTE	451.7	165.9	8.9	2,710,765	1,748,132	338,668	207,631	67,208	361,489	52,563	.1995
IOWA											
CEDAR RAPIDS-WATERLOO	765.9	260.4	11.7	4,781,561	2,499,332	468,806	340,837	102,163	608,343	66,414	.3277
DAVENPORT-ROCK ISLAND-MOLINE	858.6	305.0	23.7	5,837,847	3,093,196	641,112	371,337	136,595	732,497	96,242	.39[illegible]3

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S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARB TV (ADI) MARKET	S&MM ESTIMATES 1978										Buying Power Index
	POPULATION—12/31/78			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop (Thous.)	Total House-holds (Thous.)	Black Pop (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)	
IOWA (cont.)											
DES MOINES	960.8	347.1	18.5	6,428,307	3,505,980	663,041	474,323	133,659	836,448	92,172	.4392
DUBUQUE	97.3	28.8	4	596,613	416,821	65,559	90,343	21,124	87,912	14,307	.0449
OTTUMWA-KIRKSVILLE	76.3	28.8	4	405,922	236,065	41,649	25,481	5,865	66,479	4,977	.0298
SIOUX CITY	434.4	151.8	1.5	2,619,152	1,452,739	259,773	158,585	61,018	348,772	49,795	.1832
KANSAS											
TOPEKA	385.2	136.2	22.4	2,322,383	1,467,699	256,591	198,766	69,317	320,706	32,818	.1693
WICHITA-HUTCHINSON	1,081.3	397.3	42.4	7,082,614	4,140,552	709,274	498,600	227,785	1,092,132	109,172	.4965
KENTUCKY											
BOWLING GREEN	99.3	33.7	6.7	521,473	346,454	83,869	37,279	9,325	60,651	10,188	.0400
LEXINGTON	659.5	220.8	45.6	3,499,046	2,183,072	499,688	344,585	58,025	417,499	69,483	.2621
LOUISVILLE	1,415.9	477.7	128.0	8,949,253	5,000,223	1,047,950	828,540	168,444	1,120,493	162,786	.6226
PADUCAH-CAPE GIRARDEAU-HARRISBURG	776.9	288.9	57.8	4,031,003	2,781,735	616,564	294,357	125,896	654,060	89,229	.3128
LOUISIANA											
ALEXANDRIA	223.3	67.3	56.6	1,026,847	603,054	149,118	93,641	21,689	146,244	15,592	.0782
BATON ROUGE	643.4	202.6	213.1	3,806,750	1,964,279	505,484	285,669	79,948	459,176	56,484	.2628
LAFAYETTE	505.9	157.3	139.0	2,423,644	1,542,117	434,625	161,550	53,406	324,840	48,453	.1868
LAKE CHARLES	195.7	64.5	42.7	1,109,511	697,700	132,715	107,293	21,342	176,276	27,570	.0820
MONROE-EL DORADO	500.4	164.9	175.7	2,428,868	1,504,581	396,920	147,008	57,629	377,212	53,459	.1852
NEW ORLEANS	1,606.2	530.6	455.4	9,980,419	5,618,229	1,347,521	714,533	236,428	1,116,624	199,396	.6992
SHREVEPORT-TEXARKANA	1,114.3	387.0	328.9	5,779,736	3,773,377	890,450	391,766	151,421	932,527	112,255	.4404
MAINE											
BANGOR	342.0	116.8	.9	1,786,046	1,192,199	305,421	127,574	35,069	254,109	30,600	.1370
PORTLAND-POLAND SPRING	827.5	287.8	3.4	4,791,504	3,262,608	798,079	373,022	102,627	648,354	78,390	.3614
PRESQUE ISLE	98.5	30.0	1.3	446,823	305,262	80,376	38,585	9,104	63,895	8,444	.0357
MARYLAND											
BALTIMORE	2,338.9	802.1	559.7	14,530,547	7,380,129	1,760,150	1,032,077	327,810	1,260,464	271,602	.9885
SALISBURY	230.8	84.4	62.5	1,246,975	922,341	242,140	80,923	41,610	156,209	29,455	.0983
MASSACHUSETTS											
BOSTON	5,286.6	1,828.5	172.5	36,534,997	20,165,424	4,601,845	2,530,804	887,721	3,438,310	443,949	2.4899
SPRINGFIELD	655.5	226.5	30.1	4,112,051	2,081,490	429,999	258,725	93,780	355,758	53,398	.2788
MICHIGAN											
ALPENA	34.3	11.2	4	169,963	155,379	33,095	16,186	11,305	36,051	3,389	.0148
DETROIT	4,810.6	1,617.2	756.0	38,102,290	19,276,548	3,985,151	2,388,180	1,040,439	4,503,197	781,890	2.4684
FLINT-SAGINAW-BAY CITY	1,236.7	406.7	102.1	8,384,743	4,881,426	1,065,455	522,455	254,077	1,239,819	155,006	.5831
GRAND RAPIDS-KALAMAZOO-BATTLE CREEK	1,540.2	517.6	90.7	8,772,393	5,382,579	1,299,084	405,313	274,496	1,409,640	127,230	.6419
LANSING	602.8	203.8	30.4	4,234,015	2,271,175	398,266	331,235	126,020	591,509	56,752	.2853
MARQUETTE	154.9	53.2	2.4	692,795	467,032	105,692	23,907	23,745	115,413	9,352	.0550
TRAVERSE CITY-CADILLAC	389.6	135.0	3.6	1,777,511	1,547,118	388,274	119,031	56,336	285,355	37,774	.1539
MINNESOTA											
ALEXANDRIA	245.2	85.6	0	1,195,164	744,438	150,625	53,934	28,417	131,451	22,969	.0913
DULUTH-SUPERIOR	472.9	171.3	1.4	2,657,327	1,770,120	331,766	252,509	63,204	305,519	43,450	.2007
MANKATO	108.6	37.1	.4	688,811	378,042	69,852	59,912	17,629	92,252	10,494	.0475
MINNEAPOLIS-ST. PAUL	2,931.6	996.1	33.5	19,393,579	11,441,371	2,062,951	1,721,011	489,914	2,304,247	266,237	1.3600
ROCHESTER-MASON CITY-AUSTIN	383.9	134.5	1.1	2,436,872	1,327,882	243,392	187,884	60,626	304,666	38,287	.1683

S&MM's SURVEY OF TELEVISION MARKETS

S&MM ESTIMATES 1978

STATE S&MM/ARB TV (ADI) MARKET	POPULATION—12/31/78			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						Buying Power Index
	Total Pop (Thous.)	Total House-holds (Thous.)	Black Pop (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)	
MISSISSIPPI											
BILOXI-GULFPORT-PASCAGOULA	160.8	50.1	29.2	845,248	628,523	119,024	103,359	27,894	124,923	18,555	0671
COLUMBUS-TUPELO	412.9	137.3	127.1	1,990,863	1,311,714	335,372	161,630	47,888	326,933	35,828	1548
GREENWOOD-GREENVILLE	148.7	44.1	89.1	577,273	327,548	98,810	23,171	12,899	83,282	13,557	0456
JACKSON	810.0	258.6	356.7	4,041,456	2,786,651	658,259	427,705	97,131	675,225	75,650	3160
LAUREL-HATTIESBURG	228.9	75.8	64.4	1,085,454	810,678	200,053	122,569	38,416	175,321	28,893	0886
MERIDIAN	201.4	67.7	77.1	925,193	596,833	149,314	82,816	24,947	117,785	17,412	0723
MISSOURI											
COLUMBIA-JEFFERSON CITY	393.2	137.0	22.3	2,124,515	1,384,508	260,612	168,571	63,826	325,665	33,764	1605
JOPLIN-PITTSBURG	417.9	161.4	6.6	2,178,734	1,450,171	285,048	214,569	60,183	353,303	40,474	1673
KANSAS CITY	1,791.8	657.7	171.1	12,616,763	7,441,889	1,377,778	1,253,608	345,545	1,779,720	188,356	8740

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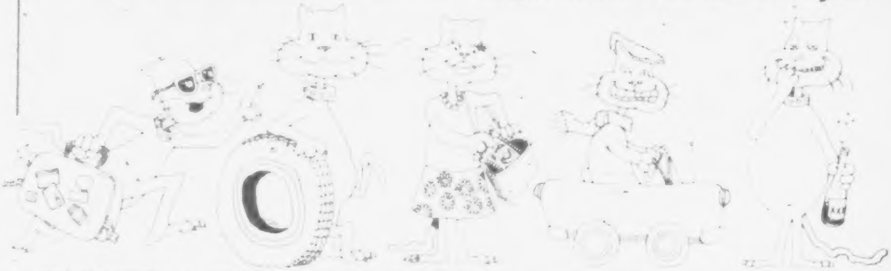

TARGET	TARGET	TARGET	TARGET	TARGET
Kansas Citians holding a current passport	Adults, shopped for tires past 12 months	Females, $20,000 + Income Households	Males, 25-54 years old, who purchased new cars in the past year.	Heavy liquor users (purchase 3 fifths or more per month) 132,000
ANSWER	**ANSWER**	**ANSWER**	**ANSWER**	**ANSWER**
115,000 13% of SMSA • 78% read Sunday K.C. STAR	124,000 61% Male 39% Female • 61% read K.C. Times/STAR	158,000 33% of SMSA females • Target represents 36% of daily Times/STAR female readers	• 26% of SMSA Males • One Times/Star ad generates: 100 GRPS 1.6 Average Frequency	• 65% regularly read STAR magazine in the Sunday K.C. STAR

S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1978										
	POPULATION—12/31/78			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM ARB TV (ADI) MARKET	Total Pop (Thous.)	Total Households (Thous.)	Black Pop (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	Buying Power Index
MO. (cont.)											
ST. JOSEPH	130.6	48.9	3.7	752,811	478,687	102,111	81,387	20,676	104,877	13,073	.0557
ST. LOUIS	2,901.1	992.6	369.2	18,999,863	10,394,376	2,185,246	1,543,548	409,589	2,454,174	268,560	1.3051
SPRINGFIELD	690.9	253.8	8.6	3,281,963	2,244,382	430,521	290,461	103,529	528,567	53,648	.2592
MONTANA											
BILLINGS	176.7	63.0	.3	987,077	603,067	117,768	73,306	26,427	118,468	18,920	.0723
GREAT FALLS	188.6	66.0	1.9	1,083,061	629,327	156,609	50,054	19,086	153,700	22,774	.0776
HELENA	40.8	14.9	.1	237,290	167,416	45,889	11,793	3,900	29,385	4,539	.0182
MILES CITY-GLENDIVE	30.8	10.5	.0	181,256	111,864	27,945	5,316	3,362	20,787	3,878	.0134
MISSOULA-BUTTE	290.6	103.1	.8	1,540,147	990,244	274,984	74,178	36,839	164,080	28,64[illegible]	.1162
NEBRASKA											
LINCOLN-HASTINGS-KEARNEY	626.4	230.9	4.1	3,879,349	2,230,441	395,618	261,950	114,922	516,411	59,340	.2731
NORTH PLATTE	43.0	15.7	.0	267,922	182,275	23,606	21,211	6,353	36,576	9,844	.0200
OMAHA	958.6	334.9	47.6	6,094,515	3,349,271	602,457	528,484	189,567	710,467	122,010	.4220
NEVADA											
LAS VEGAS	380.0	137.4	39.1	2,736,567	1,706,027	344,970	194,001	76,831	345,555	51,877	.1921
RENO	324.0	123.1	4.8	2,427,787	1,418,320	324,567	120,829	50,765	269,695	36,380	.1659
NEW MEXICO											
ALBUQUERQUE	878.8	290.4	11.9	4,651,735	3,135,559	658,309	395,488	140,565	650,295	96,406	.3565
FARMINGTON	75.6	23.6	.3	391,077	294,417	72,538	23,164	12,555	77,260	3,109	.0312
ROSWELL	147.4	50.8	6.4	878,988	556,300	133,812	53,810	24,104	123,119	14,939	.0644
NEW YORK											
ALBANY-SCHENECTADY-TROY	1,260.2	449.7	56.4	8,024,855	4,380,497	1,104,537	565,784	179,433	802,116	115,458	.5540
BINGHAMTON	423.2	148.8	9.9	2,306,364	1,323,018	353,592	140,973	58,397	288,803	53,351	.1671
BUFFALO	1,784.9	635.0	147.9	10,953,398	5,607,671	1,371,230	915,817	238,642	1,061,687	183,420	.7490
ELMIRA	240.2	83.8	9.8	1,358,191	855,661	187,237	126,142	51,403	161,917	28,391	.1005
NEW YORK	18,206.3	6,541.6	2,766.0	137,144,627	61,819,356	15,420,800	8,018,775	3,264,826	8,895,207	1,663,038	8.6881
ROCHESTER	934.7	330.1	77.0	6,780,298	3,174,007	781,247	408,370	152,838	721,076	102,433	.4369
SYRACUSE	1,018.6	346.6	51.8	6,210,992	3,001,338	762,875	382,909	115,005	641,346	132,139	.4186
UTICA	295.7	104.1	11.0	1,597,123	923,296	231,349	122,847	31,348	179,953	34,494	.1164
WATERTOWN-CARTHAGE	235.9	77.9	2.3	1,203,226	610,151	181,330	63,039	17,899	131,234	29,777	.0855
NORTH CAROLINA											
CHARLOTTE	1,629.0	552.2	315.4	9,707,372	5,606,802	1,327,257	758,590	238,419	1,276,993	188,862	.6915
GREENSBORO-WINSTON SALEM-HIGH POINT	1,149.0	402.9	204.7	7,142,680	3,824,262	847,213	406,571	192,446	921,719	125,469	.4922
GREENVILLE-NEW BERN-WASHINGTON	562.0	173.8	179.6	2,706,173	1,550,386	370,287	189,325	78,035	338,631	41,943	.2023
RALEIGH-DURHAM	1,462.1	482.2	436.5	8,029,337	4,456,203	1,019,081	612,284	228,369	996,928	135,116	.5752
WILMINGTON	467.5	155.4	134.0	2,290,886	1,478,653	360,134	159,829	69,075	323,793	44,527	.1763
NORTH DAKOTA											
FARGO	596.6	202.9	1.3	3,391,884	2,074,465	343,244	189,558	97,963	489,720	59,690	.2482
MINOT-BISMARCK-DICKINSON	386.6	125.9	1.6	2,087,022	1,211,203	214,743	140,767	52,586	322,712	34,630	.1518

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S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM ARB TV (ADI) MARKET	S&MM ESTIMATES 1978 POPULATION—12/31/78 Total Pop (Thous.)	Total House-holds (Thous.)	Black Pop (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	Buying Power Index
OHIO											
CINCINNATI	1,893.8	652.1	179.8	12,342,719	6,740,136	1,548,797	1,031,048	334,780	1,330,831	208,095	.8484
CLEVELAND	3,975.7	1,365.6	451.1	27,399,190	15,610,019	3,305,872	2,287,935	702,442	3,670,079	480,325	1.8861
COLUMBUS	1,527.7	527.0	140.5	9,809,090	5,929,593	1,148,827	1,011,288	295,555	1,398,010	141,346	.6973
DAYTON	1,338.6	458.7	123.7	8,787,382	4,714,303	940,955	734,276	272,310	1,121,786	99,433	.5999
LIMA	106.6	36.2	10.0	700,108	439,774	75,697	104,650	14,586	80,683	9,846	.0502
TOLEDO	1,117.4	391.0	67.4	7,708,476	4,477,552	939,772	698,638	184,802	1,069,925	123,027	.5336
YOUNGSTOWN	785.7	258.4	66.1	4,837,659	2,806,956	554,031	483,121	153,572	677,864	70,860	.3426
ZANESVILLE	82.2	28.7	4.6	444,492	286,303	61,845	44,824	9,847	58,466	8,051	.0334
OKLAHOMA											
ARDMORE-ADA	172.0	65.8	12.1	859,973	488,908	120,912	41,903	18,509	109,955	14,487	.0636
OKLAHOMA CITY	1,341.8	498.0	100.6	8,342,451	5,239,977	1,072,170	551,959	239,417	1,368,490	129,149	.6042
TULSA	1,030.5	385.4	88.9	6,227,959	3,819,427	832,462	350,583	179,194	1,007,534	117,678	.4500
OREGON											
EUGENE	408.0	146.5	1.4	2,500,957	1,416,678	323,803	163,903	67,651	328,206	42,724	.1760
MEDFORD	280.0	106.2	1.7	1,612,500	957,603	179,513	86,575	57,177	207,462	29,954	.1166
PORTLAND	1,924.1	709.5	28.3	12,933,417	6,550,122	1,769,626	646,849	315,668	1,366,581	179,857	.8647
PENNSYLVANIA											
ERIE	404.0	134.9	15.2	2,308,029	1,544,957	298,623	173,882	58,811	297,688	39,233	.1737
HARRISBURG-YORK-LANCASTER-LEBANON	1,312.3	462.1	56.6	8,967,996	4,785,524	964,945	724,658	242,467	970,294	125,007	.6067
JOHNSTOWN-ALTOONA	768.8	263.7	14.0	4,310,365	2,543,107	568,103	331,404	120,941	510,701	74,666	.3129
PHILADELPHIA	7,012.7	2,425.3	1,083.7	50,037,664	25,510,632	5,827,034	3,537,034	1,327,316	4,594,807	703,028	3.3119
PITTSBURGH	3,296.7	1,153.9	210.5	20,879,544	11,060,191	2,398,451	1,770,352	514,713	2,301,273	350,418	1.4309
WILKES BARRE-SCRANTON	1,248.7	446.4	16.7	6,868,143	4,149,848	992,856	541,879	235,052	736,539	125,969	.5042
RHODE ISLAND											
PROVIDENCE	1,496.1	521.4	36.2	9,387,104	4,885,266	1,103,163	620,666	215,683	958,817	134,345	.6414
SOUTH CAROLINA											
CHARLESTON	517.2	157.6	193.9	2,515,954	1,583,668	451,835	245,272	66,774	331,408	36,823	.1927
COLUMBIA	665.2	199.1	242.3	3,495,369	2,135,994	463,730	260,847	99,056	525,318	46,552	.2604
FLORENCE	279.9	87.3	112.6	1,317,703	865,476	222,130	74,365	44,845	205,789	28,190	.1029
GREENVILLE-SPARTANBURG-ASHEVILLE	1,515.5	528.7	260.6	8,354,536	4,902,029	1,174,005	533,375	219,488	1,074,912	145,886	.6083
SOUTH DAKOTA											
RAPID CITY	242.3	83.2	1.7	1,412,164	825,376	163,635	89,186	34,304	183,730	24,128	.1016
SIOUX FALLS-MITCHELL	587.4	202.8	.6	3,181,778	1,784,347	347,948	159,343	79,861	412,749	74,697	.2296
TENNESSEE											
BRISTOL-KINGSPORT-JOHNSON CITY	741.8	251.3	26.5	3,472,746	2,236,027	523,295	281,732	93,892	414,825	61,424	.2704
CHATTANOOGA	812.3	295.4	80.3	4,415,212	2,780,156	676,798	320,434	116,480	656,769	88,038	.3298
JACKSON	145.0	51.1	31.5	732,138	505,143	111,345	68,536	19,735	119,717	13,933	.0571
KNOXVILLE	1,086.4	368.9	54.2	5,367,695	3,621,313	936,356	441,726	132,680	710,707	112,026	.4180
MEMPHIS	1,657.3	541.4	592.8	8,577,299	5,480,545	1,317,642	746,872	223,965	1,371,464	144,488	.6497
NASHVILLE	1,660.1	576.2	214.1	9,269,344	5,761,674	1,388,873	726,124	202,981	1,335,067	170,737	.6844
TEXAS											
ABILENE-SWEETWATER	278.9	105.3	13.9	1,611,049	964,310	202,598	133,661	39,473	214,602	30,389	.1166
AMARILLO	457.2	163.7	19.1	2,982,976	1,751,623	384,662	193,434	74,341	414,766	53,822	.2100
AUSTIN	581.0	195.3	67.2	3,624,362	2,284,439	513,499	201,583	108,483	453,928	53,020	.2627
BEAUMONT-PORT ARTHUR	428.5	152.7	92.7	2,907,042	1,740,704	430,165	214,696	60,024	391,412	49,843	.2036

S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1978										
	POPULATION—12/31/78			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM ARB TV (ADI) MARKET	Total Pop (Thous.)	Total House-holds (Thous.)	Black Pop (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)	**Buying Power Index**
TEXAS (cont.)											
CORPUS CHRISTI	441.6	138.3	20.6	2,301,302	1,797,273	442,566	175,307	69,774	400,217	52,919	.1861
DALLAS-FT. WORTH	3,284.3	1,173.8	465.9	23,409,920	14,223,780	2,845,859	1,767,164	595,264	3,153,629	469,192	1.6332
EL PASO	592.0	177.1	21.0	3,030,049	2,242,013	415,434	391,618	113,869	445,154	52,286	.2413
HOUSTON	3,129.7	1,087.7	629.7	23,436,325	15,381,289	3,314,112	2,569,164	622,243	3,399,091	387,074	1.6633
LAREDO	94.8	27.0	2.4	350,835	460,496	113,141	59,255	32,951	50,126	7,576	.0377
LUBBOCK	423.1	145.4	29.4	2,575,900	1,420,431	326,934	160,798	57,305	330,193	37,686	.1800
MCALLEN-BROWNSVILLE	471.2	129.7	7.0	1,709,235	1,456,910	315,316	263,316	65,659	257,638	32,160	.1557
ODESSA-MIDLAND	336.0	113.0	21.0	2,178,377	1,498,722	289,490	220,412	51,974	338,359	39,825	.1616
SAN ANGELO	83.0	30.5	4.1	492,675	309,549	56,295	41,531	11,915	74,815	7,914	.0360
SAN ANTONIO	1,340.3	425.9	89.9	7,400,574	4,672,207	1,057,442	715,436	189,534	919,335	105,467	.5506
TYLER	222.2	79.0	54.5	1,276,164	959,552	218,090	102,502	32,119	215,110	31,827	.0998
VICTORIA	62.7	19.9	5.6	363,087	237,605	51,177	38,332	8,305	55,264	6,463	.0270
WACO-TEMPLE	553.6	185.5	91.2	2,987,544	1,940,546	476,008	266,775	63,159	396,300	35,125	.2251
WICHITA FALLS-LAWTON	453.4	161.7	37.0	2,622,711	1,634,729	313,813	203,244	80,921	444,493	43,288	.1924
UTAH											
SALT LAKE CITY	1,442.9	444.2	10.9	8,020,248	5,012,483	1,091,167	526,051	217,330	1,068,134	286,443	.5940
VERMONT											
BURLINGTON-PLATTSBURGH	583.7	196.0	6.8	3,047,388	1,960,601	532,100	179,798	79,022	400,674	38,557	.2311
VIRGINIA											
CHARLOTTESVILLE-HARRISONBURG	284.1	96.9	26.0	1,548,340	952,704	229,022	127,521	37,134	174,447	34,292	.1146
NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON	1,389.7	443.8	396.5	7,751,922	4,341,992	955,170	640,412	210,926	937,707	159,802	.5556
RICHMOND	974.1	332.2	293.5	5,994,739	3,317,728	735,860	452,935	157,866	689,494	151,988	.4188
ROANOKE-LYNCHBURG	990.7	342.9	172.7	5,235,593	3,165,984	762,215	419,558	141,877	600,866	114,338	.3881
WASHINGTON											
BELLINGHAM	95.3	34.3	.3	605,588	373,600	90,765	39,072	21,601	57,155	8,276	.0434
SEATTLE-TACOMA	2,476.3	914.7	72.6	18,550,522	10,594,148	2,528,253	1,220,013	445,258	1,925,948	357,571	1.2586
SPOKANE	845.5	303.9	5.5	5,215,654	2,878,954	682,457	293,368	130,847	587,841	119,543	.3638
YAKIMA	405.1	142.2	4.9	2,612,258	1,423,845	330,234	163,590	55,465	269,311	61,348	.1798
WEST VIRGINIA											
BLUEFIELD-BECKLEY-OAK HILL	379.7	129.3	35.1	1,955,916	1,182,325	271,698	145,767	70,183	272,580	35,164	.1456
CHARLESTON-HUNTINGTON	1,435.6	483.8	39.5	7,440,596	4,489,646	1,182,898	542,819	221,285	959,787	137,321	.5539
CLARKSBURG-WESTON	235.0	83.1	2.1	1,130,247	640,302	187,012	59,958	27,112	125,544	24,251	.0840
PARKERSBURG	90.4	31.7	1.0	579,483	348,120	69,421	68,256	16,214	78,273	9,179	.0411
WHEELING-STEUBENVILLE	393.4	139.3	13.3	2,283,001	1,439,939	335,503	188,797	83,510	297,136	33,040	.1677
WISCONSIN											
GREEN BAY	984.8	327.9	1.4	5,680,065	3,454,633	756,779	473,647	147,492	797,039	71,720	.4139
LA CROSSE-EAU CLAIRE	446.3	150.6	.7	2,387,160	1,559,543	321,217	172,632	72,163	315,547	38,157	.1811
MADISON	499.0	176.4	4.8	3,438,230	2,010,536	409,187	234,168	72,538	494,399	46,168	.2385
MILWAUKEE	1,902.5	655.7	120.0	13,620,553	7,376,748	1,425,283	1,180,559	371,095	1,611,467	189,525	.9168
WAUSAU-RHINELANDER	418.1	138.8	.2	2,407,575	1,450,873	316,707	140,108	52,038	327,314	26,485	.1744
WYOMING											
CASPER-RIVERTON	152.1	52.8	.8	1,021,447	602,060	120,913	52,485	26,735	128,858	16,555	.0715
CHEYENNE	134.7	48.2	2.1	870,928	520,380	89,671	55,414	18,592	135,864	14,939	.0617
UNITED STATES (ADI AREAS)	218,660.3	76,586.9	25,478.5	1,431,686,752	813,389,051	176,713,676	108,213,918	38,448,680	167,404,694	25,194,033	99.4784

Section F

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's Canadian Metropolitan Market Projections to 1983

By THAYER C. TAYLOR
Editorial Director
Survey of Buying Power

U.S. marketers who traditionally look to Canada for additional business can't count on the same growth that has buoyed sales in the recent past. According to the *Survey of Buying Power—Part II*, Canada's population in the 1978–83 forecast period will expand only 4.1%, less than the U.S.'s anticipated 5.1%. In 1973–78 the opposite pattern prevailed as Canada's 5.9% gain eclipsed the U.S.'s 4.2%.

Even so, marketers who pick their local market targets carefully will find promising sales-building opportunities. The West will continue to set a sizzling pace, more than doubling the all-Canada rate with a robust 9.7% population gain.

Surprisingly, the Atlantic region, long known as the country's depressed area, will offer marketers brighter prospects in the years ahead. There, population growth, at 4.2%, will top the national average. However, the growth will be highly centralized in Newfoundland, where it will be 5.8%. The region's three other provinces—New Brunswick, Nova Scotia, and Prince Edward Island—will continue to grow at below-average rates.

The reaction against bigness has not taken as firm a hold in Canada as it has in the U.S. As a result, Canada's 10 largest metro markets will, in the aggregate, top the national average with a 4.2% population gain between now and 1983.

Still, there will be striking contrasts among the country's top 10. Toronto, the No. 1 market, will enjoy a strong 6.0% gain, enabling it to put more distance between itself and second-place Montreal. That unhappy metropolis, wracked by the bitter "two cultures" dispute, will experience a 1.3% increment.

Alberta's two metropolises, spurred by the influx of business hoping to ride its energy boom, will score the healthiest advances among Canada's biggest markets. Calgary is expected to register a robust 15.3% gain, and Edmonton will be close behind with 12.2%. Elsewhere, the most impressive performance will occur in Ottawa, up 7.1%, helped along by the federal government's increasing role in Canadian affairs.

In fact, the seven markets expected to grow fastest in the forecast period are all from the western half of the country: Kelowna, B.C., up 35%; Prince George, B.C., 17%; Calgary, Alta., and Kamloops, B.C., 15% each; Edmonton, Alta., 12%; Regina, Sask., 11%, and Saskatoon, Sask., 10%.

A decelerating economic tempo will accompany the population growth slowdown forecast by *Survey II*. A new report by the Conference Board in Canada, *Reassessing Canada's Potential Economic Growth*, states that "Canada is in the midst of a period of adjustment to a lower sustainable rate of economic expansion compared to earlier periods." Contributing elements: "A significant productivity slowdown, which began during the 1974–75 recession and has not been reversed, a slowing down in the growth rate of the population of labor force age, and continuation of the trend towards shorter average weekly hours worked."

Over the near future,

SURVEY HIGHLIGHT

Canadian slowdown sets in

	1983 Projected Estimates	% Change 1978-83	% Change 1973-78
POPULATION (Thous.)			
Canada	**24,566.6**	**+4.1%**	**+5.9%**
Metro	16,190.2	+4.2	+16.6
Nonmetro	8,376.4	+3.8	10.0
HOUSEHOLDS (Thous.)			
Canada	**8,494.2**	**+9.7%**	**+20.5%**
Metro	5,764.1	+9.4	+33.6
Nonmetro	2,730.1	+10.3	0.4
EFFECTIVE BUYING INCOME ($000)			
Canada	**$266,257,543**	**+64.0%**	**+114.5%**
Metro	187,592,792	+63.8	+173.6
Nonmetro	78,664,751	+64.6	+41.3
AVG. EBI PER HOUSEHOLD			
Canada	**$31,346**	**+49.6%**	**+78.0%**
Metro	32,545	+49.8	+104.8
Nonmetro	28,814	+49.2	+41.9
RETAIL SALES ($000)			
Canada	**$116,722,999**	**+57.0%**	**+84.7%**
Metro	81,381,044	+56.5	+128.7
Nonmetro	35,341,955	+58.1	+27.6
AVG. RETAIL SALES PER HOUSEHOLD			
Canada	**$13,741**	**+43.1%**	**+53.3%**
Metro	14,119	+43.1	+71.2
Nonmetro	12,945	+43.4	+28.1

Note: Unusual rate of growth rate in metro EBI and retail sales totals in 1973-78 period partly due to creation of several new metro areas as result of the 1976 population census.
Source: *Sales & Marketing Management's 1979 Survey of Buying Power—Part II*
Sales & Marketing Management.

Caution:
1983 EBI projections for Canada

Effective Buying Income (EBI) estimates for Canadian counties are based on Census Economic Characteristics and Taxation Statistics reports, published by the Canadian government. Although the 1976 Census of Population redefined the legal boundaries of counties and cities, Taxation Statistics has not yet made this change and therefore does not provide the basic information required for making income projections to 1983. Nor has Canada yet released the Economic Characteristics report from the 1976 census.

Market Statistics, the research subsidiary of Bill Communications that prepares S&MM's *Survey of Buying Power* and *Survey II*, has tried to compensate for this lack of information by using the provincial totals provided by Taxation Statistics. Therefore, in projecting EBI per household to 1983 it makes *the assumption that every metropolitan area within the province will follow the same trend as the province itself.* The projected income per household of the metropolitan area is then multiplied by the projected number of households of the area to arrive at the projected 1983 total EBI. As a result, the 1983 EBI per household and total EBI data for the metropolitan areas are not directly comparable with last year's figures for plotting growth rates.

Canada will be buffeted by the fallout from the U.S.'s recessionary woes. Growth of real GNP (1971 $) is expected to drift down from a 3.4% gain in 1978 to 2.4% this year and 1.5% in 1980, says the Conference Board's latest quarterly forecast. Most economists in Canada put 1979 growth in the 2%-3% range and 1980 at 1.0%-2.5%.

Fortunately for marketers, the drop-off in consumer spending, if it occurs, won't be as steep. Consumer spending gains, in real terms, will recede from 3.1% in 1979 to 2.7% in 1980, says the Conference Board, adding that the impact will be felt most keenly in durable goods.

A more optimistic outlook is projected by Merrill Lynch Economics. A spokesman says that the firm expects Canadians to increase their spending from a 2.4% growth rate in 1979 to 2.7% in 1980. He notes that surveys show Canadians to be more optimistic about their economic future than their U.S. counterparts.

Industrial marketers, too, may find cheer in near-term prospects. Lawrence B. Krause, international economic consultant with the Goldman Sachs investment company, points out that "the most encouraging element in the Canadian situation is the revival in plant and equipment investment. The combination of much higher business profits and higher capacity utilization has encouraged significant expansion and modernization in many industries, despite the rather higher interest rates necessary to protect the [Canadian] dollar. The momentum of the investment boom will continue for a while, but it is bound to ease as final demand weakens at home and abroad."

In short, there will be plenty of marketing opportunities north of the border during the next few years. But in Canada as in the U.S., picking the right sales targets will determine whether a marketer ends up a hero or a goat. S&MM

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[Frankly, an advertisement]

Yes, frankly, this is an ad. Our objective? If we can reflect to you the uniqueness of our Bill Communications' properties, then you can judge us even better as a reader, perhaps an advertiser, and maybe even a future fellow employee.

John Hartman
Chairman of the Board
Bill Communications, Inc.

Opportunity, to put it in a word, is what I've found at Bill and is what I value most about my experience here. Opportunity comes from working with people who will help you learn and grow and who will give you that extra push to discover the limits of the talents you have to offer. And opportunity also comes from working within an organization flexible and personal enough to allow you room to pursue a creative impulse in your work or even to try out new work arrangements at your job.

I think what I've been describing is something more important to providing job satisfaction than just comfortable surroundings or an office with a view. When I came to Bill, fresh out of school, I had no idea whether business journalism would be the place for me. Now, six-and-a-half years later, it may seem like a long time to have stayed at one job in the publishing business; but in reality, I've had four different job titles in my tenure here, and each has involved different responsibilities and challenges. In a real sense, I've been able to define my job for myself at every step of the way. And now that my position involves day-to-day responsibility for other people, it's all the more clear to me why an organization must protect its most important investment—its people. The payoff is commitment.

Matt Naitove
Plastics Technology Magazine
Managing Editor

With Bill: 7 years

Personally rewarding! Bill has been, and is, a place where self-motivation, determination, hard work and the sincere contributions of my associates' expertise have "opened doors" for personal growth.

I felt the impact of this statement recently when having lunch with very good friends of mine from another publishing company. As I listened to their comments, it became obvious that working with Bill Communications continues to be a refreshing way to do business.

We have the latitude to call upon our own abilities in choosing the methodology for our accomplishments. Therefore, false security is nonexistent; in its place is self-satisfaction. Within the company we have complete accessibility to all levels of management and information sources for assistance and answers. You only have to ask. To say I'm excited and proud to work for Bill Communications is putting it mildly. The open communication that is apparent within Bill, and the willingness and congeniality of all the people I have dealt with, provide an environment in which I enjoy working.

Enjoying your work puts one in an elite class, and I must conclude that Bill has most of the members!

Chris Ayers
Jobber/Retailer Magazine
Eastern Sales Manager
and Marketing Manager

With Bill: 6½ years

Approximately one-third of my day is spent at my job; therefore, I really want to be happy doing what I'm doing. Certainly with the warm, friendly, professional, and intelligent people at Bill Communications, this goal is achievable.

The idea of working in the publishing field seemed very exciting when the opportunity came along to be a part of Bill Communications. Starting in the Sales/Advertising Department of Sales & Marketing Management magazine as a secretary was a great way to begin. It gave me the opportunity to see, up close, one of the important areas of publishing.

One of the things that always impresses me is that people in this company are given the opportunity to improve their position by moving on to other areas. Getting that opportunity myself, I moved on to the Sales Builders Division and received training as assistant to the Art Director.

What better proof of happiness in your work than actual, honest job satisfaction? To discover what type of work appeals to you, to be trained in that field, to take an active interest in things associated with it, to do it to the best of your ability—culminating in the material and mental rewards of a job well done—all these constitute my idea of job happiness. This is why I like my job, and why I like working at Bill.

Lucille Desiano
Sales Builders Division
Art/Production Coordinator

With Bill: 3 years

*BILL COMMUNICATIONS, INC. *PUBLICATION DIVISION:* INCENTIVE MARKETING ☐ INSTITUTIONAL DISTRIBUTION ☐ JOBBER/RETAILER ☐ MODERN TIRE DEALER ☐ PLASTICS TECHNOLOGY ☐ RESTAURANT BUSINESS ☐ RUBBER WORLD ☐ SUCCESSFUL MEETINGS ☐ SALES & MARKETING MANAGEMENT ☐ *INFORMATION DIVISION:* BILLCOM BOOKS & DIRECTORIES ☐ INTEGRATED FOODSERVICES ☐ MARKET STATISTICS ☐ SALES BUILDERS ☐ SM DATA BANK ☐ SEMINAR DIVISION

Guide to using S&MM's CANADIAN METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
PROVINCE S&MM Metropolitan Area	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
	1		2	3	4	5	6	7		8	9	10		11	

1 Updated from 1976 population census. **Total Population** is a head-count estimate of all **persons** living in the market at the end of the year. Includes the institutional population living in group quarters such as colleges and hospitals, and armed forces personnel (and their dependents) permanently stationed in the area; excludes tourists and transients. The 1983 projection is a straight-line projection based on the assumption that trends of recent years will continue.

2 Percent change between 12/31/78 and 12/31/83. The earlier year is the base period. A minus sign indicates a decline.

3 Households are units made up of families or unrelated individuals occupying a house, an apartment or other group of rooms, or a room regarded as a housing unit under the 1976 population census rules. The members of a household need not be related, and a single person living alone is also counted as a household. The 12/31/83 projection is based on population trends that will affect household size. After estimating average household size in 1983, this figure is divided into projected population to get expected number of households.

4 Percent change in the number of households between 12/31/78 and 12/31/83. The earlier year is the base period. A minus sign indicates a decline.

5 Expressed in **Canadian dollars, Effective Buying Income (EBI)** is a classification exclusively developed by Sales & Marketing Management. It is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, provincial, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Market Statistics, the research division of Bill Communications that prepares the *Survey* data, removes from this figure compensation paid to military, diplomatic, and business personnel stationed overseas to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying income groups, as reported in the July 23rd *Survey of Buying Power*, should be considered.

6 Percent change in total EBI between 1978 and 1983, with 1978 as the base year, of a market's total EBI. A minus sign indicates a decline.

7 Average Household Effective Buying Income is calculated by dividing the number of households into the total (EBI). Often used as an indicator of market quality, but it can be misleading, particularly in areas where there is a disproportionate share of college, military, and other types of institutional population housed in group quarters not considered households. Because the EBI of the institutional population is included in a market's total EBI, and such persons are not included in the household count, this in effect makes the average artificially higher than the average income of the actual households.

8 Total retail sales, updated from the 1971 retail trade census, are expressed in **Canadian dollars** and are net sales (minus refunds and allowances for returns) of stores engaged primarily in retail trade. Sales taxes collected from customers and receipts from repairs or other services are included. On the other hand, retail sales by such nonretailers as wholesalers and service establishments are not counted. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas, as well as by the purchases by nonhousehold units such as businesses and by the inhabitants of group quarters. They are actually a measure of the drawing power of local retail establishments.

9 Percent change between 1978 and 1983, with 1978 as the base year, of a market's total retail sales. A minus sign indicates a decline.

10 Retail Sales Per Household is a mathematical average calculated by dividing the market's total households into total retail sales. However, it should be used with caution because retail sales can include purchases by nonhousehold units within the market (such as businesses and residents of group quarters) as well as by households not domiciled within the market.

11 Buying Power Index (BPI) is a weighted index that converts three basic elements—population, EBI, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the Canadian potential. It is calculated by giving a weight of 5 to the market's share of total Canadian EBI, 3 to its share of total Canadian retail sales, and 2 to its share of total Canadian population. The total of those weighted percents is then divided by 10 to arrive at the BPI. However, depending upon what your research has revealed about buyers of your products, you can construct your own customized BPI by using any of the factors contained in the tables and assigning to them what you think are relevant weights.

If the *Survey of Buying Power* is important to your work, you owe it to yourself to see and evaluate the new 1979 *Survey of Buying Power* DATA SERVICE. For more information, see the brochure in this magazine.

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BECAUSE Trois-Rivières Shawinigan Metro Area is the 3rd largest market in Quebec in the 3 following major sectors

POPULATION RETAIL SALES DISPOSABLE INCOME

	Population	Households	Retail sales (millions)	Retail sales P.C.	Total personal disp. income (millions)
MONTREAL	2 822 900	924 635	8 196 1	2900	20 069
QUEBEC	556 800	164 600	1 860 3	3340	3 744
TROIS-RIVIERES SHAWINIGAN	152 300	47 795	455 4	2995	937 8
CHICOUTIMI JONQUIERE	129 800	33 850	365 5	2820	842 3
SHERBROOKE	106 900	33 320	354 1	3310	646 8*

Sales Management's 1978 Canadian Survey of Buying power reveals: Quebec has five metro areas which are, in alphabetical order: Chicoutimi Jonquière, Montreal, Quebec, Sherbrooke, Trois-Rivières Shawinigan

ABC PUBLISHER'S STATEMENT 6 MONTHS ENDING MARCH 31 1979 SHOWS TOTAL AVERAGE PAID CIRCULATION OF LE NOUVELLISTE 52 567

the big 3 is your best buy

ALWAYS THINK

le nouvelliste

the top in its field, if you want your share of this growing market

S&MM's CANADIAN PROVINCIAL PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
Province	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
Alberta	1,992.1	2,218.0	11.3	765.6	17.4	25,636,884	81.8	21,617	33,486	12,174,436	67.2	11,167	15,902	8.9700	9.7491
British Columbia	2,548.3	2,761.1	8.4	984.2	9.8	30,216,740	60.9	20,962	30,702	14,058,329	55.0	10,122	14,284	11.6043	11.5353
Manitoba	1,030.2	1,023.7	-.6	368.4	6.4	10,215,501	46.5	20,142	27,729	4,819,233	60.8	8,653	13,082	4.2307	3.9904
New Brunswick	700.6	726.8	3.7	229.0	9.6	5,921,433	62.3	17,453	25,858	2,937,213	55.6	9,034	12,826	2.4791	2.4586
Newfoundland	571.8	605.1	5.8	160.7	12.9	4,301,015	62.5	18,588	26.764	2,190,729	58.3	9,720	13,632	1.8584	1.8634
Nova Scotia	844.9	876.1	3.7	291.6	11.8	7,986,060	69.8	18,022	27,387	3,391,214	42.6	9,118	11,630	3.1243	3.0846
Ontario	8,489.1	8,797.5	3.6	3,028.2	6.8	100,790,567	58.8	22,384	33,284	42,657,524	56.0	9,642	14,087	37.7860	37.0533
Prince Edward Island	122.3	126.3	3.3	38.5	7.2	949,132	61.9	16,332	24,653	557,100	56.4	9,921	14,470	.4279	.4242
Quebec	6,287.1	6,375.3	1.4	2,231.9	9.7	68,699,483	68.8	20,005	30,781	28,049,822	52.2	9,057	12,568	25.3042	25.3004
Saskatchewan	951.2	992.1	4.3	378.5	20.6	10,995,174	77.7	19,722	29.049	5,544,184	83.2	9,644	14,648	3.9336	4.2975
Yukon - N.W. Territories	65.1	64.6	-.8	17.6	1.7	545,554	14.1	27,638	30,997	343,215	75.2	11.321	19,501	.2815	.2432
ALL CANADA TOTAL	**23,602.7**	**24,566.6**	**4.1**	**8,494.2**	**9.7**	**266,257,543**	**64.0**	**20,956**	**31,346**	**116,722,999**	**57.0**	**9,600**	**13,741**	**100.0000**	**100.0000**

Dimanche-Matin

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1

Recent Quebec Government Survey Chart 69 gives Dimanche-Matin

42% Region No. 6—Montreal
43% Region No. 1—Lower St. Lawrence-Gaspesia
39% Region No. 5—Eastern Townships
38% Region No. 3—Quebec
36% Region No. 4—Trois-Rivieres
15% Region No. 7—Ottwaw-Hull
12% Region No. 8—North West
9% Region No. 9—North Shore

Multi-Reso Inc. for the "Quebec Department of Communications" Comparison made with all other weekly or week-end newspapers

CIRCULATION:
ABC 12 months ending
March 31, 1979

221,114

S&MM's CANADIAN METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
PROVINCE S&MM Metropolitan Area	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
ALBERTA															
Calgary	587.3	677.4	15.3	243.3	21.5	8,251,811	88.0	21,908	33,916	3,904,371	66.4	11,713	16,048	2.7961	3.1046
Edmonton	677.6	760.6	12.2	268.8	18.2	9,000,369	83.0	21,629	33,484	4,552,056	69.6	11,805	16,935	3.1724	3.4792
TOTAL ABOVE AREAS	**1,264.9**	**1,438.0**	**13.7**	**512.1**	**19.7**	**17,252,180**	**85.4**	**21,760**	**33,689**	**8,456,427**	**68.1**	**11,762**	**16,513**	**5.9685**	**6.5838**
PROVINCE TOTALS	**1,992.1**	**2,218.0**	**11.3**	**765.6**	**17.4**	**25,636,884**	**81.8**	**21,617**	**33,486**	**12,174,436**	**67.2**	**11,167**	**15,902**	**8.9700**	**9.7491**
BRITISH COLUMBIA															
Kamloops	93.7	108.0	15.3	35.9	17.3	1,251,472	72.9	23,656	34,860	634,346	67.9	12,347	17,670	.4548	.4859
Kelowna	79.4	106.9	34.6	38.1	37.1	1,068,781	102.0	19,036	28,052	430,544	67.2	9,263	11,300	.3343	.3983
Prince George	83.4	97.8	17.3	30.7	19.5	1,051,196	76.0	23,236	34,241	563,529	65.1	13,278	18,356	.3924	.4219
Vancouver	1,099.2	1,099.0	.0	411.6	1.7	13,251,019	49.8	21,847	32,194	6,284,669	50.0	10,349	15,269	5.3460	4.9984
Victoria	230.6	246.0	6.7	97.1	8.5	2,852,919	59.9	19,938	29,381	1,289,943	57.3	9,164	13,285	1.0760	1.0677
TOTAL ABOVE AREAS	**1,586.3**	**1,657.7**	**4.5**	**613.4**	**6.1**	**19,475,387**	**56.1**	**21,574**	**31,750**	**9,203,031**	**53.7**	**10,349**	**15,003**	**7.6035**	**7.3722**
PROVINCE TOTALS	**2,548.3**	**2,761.1**	**8.4**	**984.2**	**9.8**	**30,216,740**	**60.9**	**20,962**	**30,702**	**14,058,329**	**55.0**	**10,122**	**14,284**	**11.6043**	**11.5353**
MANITOBA															
Winnipeg	568.8	570.9	.4	221.0	7.5	5,987,512	47.6	19,725	27,093	3,058,680	60.2	9,288	13,840	2.5019	2.3754
TOTAL ABOVE AREAS	**568.8**	**570.9**	**.4**	**221.0**	**7.5**	**5,987,512**	**47.6**	**19,725**	**27,093**	**3,058,680**	**60.2**	**9,288**	**13,840**	**2.5019**	**2.3754**
PROVINCE TOTALS	**1,030.2**	**1,023.7**	**–.6**	**368.4**	**6.4**	**10,215,501**	**46.5**	**20,142**	**27,729**	**4,819,233**	**60.8**	**8,653**	**13,082**	**4.2307**	**3.9904**

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S&MM's CANADIAN METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
PROVINCE S&MM Metropolitan Area	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total House-holds (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
NEW BRUNSWICK															
Moncton	129.4	139.8	8.0	46.3	14.0	1,216,544	68.7	17,763	26,275	647,798	59.5	10,003	13,991	.4957	.5089
St. John	141.9	149.2	5.1	49.6	10.5	1,345,236	63.9	18,280	27,122	606,693	48.2	9,117	12,232	.5383	.5300
TOTAL ABOVE AREAS	**271.3**	**289.0**	**6.5**	**95.9**	**12.2**	**2,561,780**	**66.1**	**18,035**	**26,713**	**1,254,491**	**53.8**	**9,538**	**13,081**	**1.0340**	**1.0389**
PROVINCE TOTALS	**700.6**	**726.8**	**3.7**	**229.0**	**9.6**	**5,921,433**	**62.3**	**17,453**	**25,858**	**2,937,213**	**55.6**	**9,034**	**12,826**	**2.4791**	**2.4586**
NEWFOUNDLAND															
St. John's	233.7	246.3	5.4	69.2	12.3	1,911,874	61.4	19,232	27,628	992,319	54.4	10,436	14,340	.8223	.8146
TOTAL ABOVE AREAS	**233.7**	**246.3**	**5.4**	**69.2**	**12.3**	**1,911,874**	**61.4**	**19,232**	**27,628**	**992,319**	**54.4**	**10,436**	**14,340**	**.8223**	**.8146**
PROVINCE TOTALS	**571.8**	**605.1**	**5.8**	**160.7**	**12.9**	**4,301,015**	**62.5**	**18,588**	**26,764**	**2,190,729**	**58.3**	**9,720**	**13,632**	**1.8584**	**1.8634**
NOVA SCOTIA															
Halifax-Dartmouth	285.9	300.1	5.0	105.1	13.0	3,423,207	71.5	21,461	32,571	1,298,790	43.2	9,751	12,358	1.2230	1.2209
Sydney-Glace Bay	127.0	124.3	-2.1	36.9	5.4	969,766	60.0	17,316	26,281	458,767	38.9	9,436	12,433	.4275	.4011
TOTAL ABOVE AREAS	**412.9**	**424.4**	**2.8**	**142.0**	**10.9**	**4,392,973**	**68.8**	**20,327**	**30,936**	**1,757,557**	**42.1**	**9,665**	**12,377**	**1.6505**	**1.6220**
PROVINCE TOTALS	**844.9**	**876.1**	**3.7**	**291.6**	**11.8**	**7,986,060**	**69.8**	**18,022**	**27,387**	**3,391,214**	**42.6**	**9,118**	**11,630**	**3.1243**	**3.0846**

The incredible steam clock in Vancouver's Gastown area

Make time in Vancouver with the basic media buy

If you're taking a hard look at advertising costs and trying to eliminate non-essential media, you'll find a clear choice in Vancouver. Because here in the West's biggest market, one media buy effectively covers every segment of the population. That buy is the Sun and the Province. Together, these two great newspapers reach 74% of the 376,100 households in the metropolitan Vancouver area. That means solid penetration of every age and income level, every interest group, every corner of this vast and complex market. To sell anything to anyone in Vancouver, make sure you start with the Sun and Province. They're the basic media buy.

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S&MM's CANADIAN METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES PROVINCE S&MM Metropolitan Area	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/78 Total Pop (Thous.)	12/31/83 Total Pop (Thous.)	% Change 1978–1983	12/31/83 Total Households (Thous.)	% Change 1978–1983	1983 Total EBI ($000)	% Change 1978–1983	Average Household EBI 1978	Average Household EBI 1983	1983 Total Retail Sales ($000)	% Change 1978–1983	Retail Sales Per Household 1978	Retail Sales Per Household 1983	1978	1983
ONTARIO															
Brantford	104.1	101.9	-2.1	35.7	1.1	1,196,586	49.9	22,620	33,518	422,655	44.9	8,262	11,839	.4519	.4163
Guelph	126.7	137.7	8.7	46.6	12.3	1,540,479	66.4	22,309	33,057	601,265	63.8	8,843	12,903	.5407	.5560
Hamilton	412.5	402.2	-2.5	145.8	.8	4,297,234	49.3	19,890	29,473	1,960,918	51.6	8,937	13,449	1.7578	1.6385
Kingston	110.5	112.2	1.5	39.4	4.8	1,260,048	55.3	21,582	31,981	586,262	53.3	10,172	14,880	.4979	.4787
Kitchener-Cambridge	299.8	325.3	8.5	112.8	12.1	3,828,274	66.2	22,904	33,939	1,636,141	71.3	9,495	14,505	1.3493	1.4042
London	313.2	322.3	2.9	116.9	6.4	3,820,596	57.6	22,056	32,683	1,634,860	54.9	9,602	13,985	1.4380	1.4000
North Bay	81.2	80.4	-1.0	25.8	2.4	766,049	51.7	20,038	29,692	418,206	56.3	10,617	16,210	.3324	.3168
Oshawa	278.0	302.3	8.7	96.6	12.3	3,334,220	66.4	23,293	34,516	1,187,498	47.8	9,339	12,293	1.1766	1.1775
Ottawa	760.9	815.1	7.1	293.5	11.9	9,867,227	67.4	22,475	33,619	3,873,394	55.2	9,520	13,197	3.4673	3.5120
Peterborough	100.9	104.2	3.3	36.2	6.8	1,024,739	58.2	19,104	28,308	531,588	56.4	10,024	14,685	.4221	.4138
St. Catherines-Niagara	372.9	374.8	.5	129.9	3.8	3,979,847	53.9	20,676	30,638	1,770,571	54.3	9,170	13,630	1.5756	1.5075
Sarnia	125.6	126.6	.8	43.0	4.1	1,417,178	54.3	22,242	32,958	555,314	50.8	8,918	12,914	.5380	.5120
Sault Ste. Marie	130.8	125.9	-3.7	39.9	-.5	1,331,687	47.4	22,524	33,376	543,045	42.0	9,538	13,610	.5434	.4922
Sudbury	168.9	160.1	-5.2	51.3	-2.1	1,715,988	45.1	22,574	33,450	846,514	44.2	11,205	16,501	.7444	.6701
Thunder Bay	154.3	152.7	-1.0	50.3	2.2	1,704,941	51.5	22,875	33,895	751,995	51.4	10,094	14,950	.6779	.6378
Toronto	2,991.4	3,170.5	6.0	1,101.2	8.6	40,731,654	61.6	24,847	36,988	16,155,370	58.9	10,024	14,671	14.3995	14.3823
Windsor	313.6	303.5	-3.2	105.5	0	3,440,590	48.2	22,009	32,612	1,486,622	50.9	9,339	14,091	1.3785	1.2753
TOTAL ABOVE AREAS	**6,845.3**	**7,118.0**	**4.0**	**2,470.4**	**7.2**	**85,257,337**	**59.6**	**23,183**	**34,512**	**34,962,218**	**56.2**	**9,713**	**14,152**	**31.2913**	**30.7910**
PROVINCE TOTALS	**8,489.1**	**8,797.5**	**3.6**	**3,028.2**	**6.8**	**100,790,567**	**58.8**	**22,384**	**33,284**	**42,657,524**	**56.0**	**9,642**	**14,087**	**37.7860**	**37.0533**
PRINCE EDWARD ISLAND															
PROVINCE TOTALS	**122.3**	**126.3**	**3.3**	**38.5**	**7.2**	**949,132**	**61.9**	**16,332**	**24,653**	**557,100**	**56.4**	**9,921**	**14,470**	**.4279**	**.4242**
QUEBEC															
Chicoutimi-Jonquière	165.0	162.0	-1.8	49.1	6.7	1,415,879	63.5	18,820	28,837	654,150	49.5	9,512	13,323	.5830	.5659
Montréal	2,914.0	2,951.0	1.3	1,102.9	8.9	34,541,976	67.3	20,380	31,319	13,865,430	51.4	9,042	12,572	12.5258	12.4526
Québec	567.1	593.7	4.7	208.7	13.7	6,900,480	74.2	21,576	33,064	3,070,385	52.9	10,934	14,712	2.5106	2.5684
Sherbrooke	112.6	117.6	4.4	43.3	13.6	1,302,973	74.1	19,640	30,092	580,918	52.0	10,031	13,416	.4800	.4898
Trois Rivières-Shawinigan	216.5	208.1	-3.9	73.2	4.4	1,969,916	60.2	17,543	26,911	884,434	49.3	8,452	12,082	.8013	.7666
TOTAL ABOVE AREAS	**3,975.2**	**4,032.4**	**1.4**	**1,477.2**	**9.3**	**46,131,224**	**68.0**	**20,321**	**31,229**	**19,055,317**	**51.5**	**9,313**	**12,900**	**16.9007**	**16.8433**
PROVINCE TOTALS	**6,287.1**	**6,375.3**	**1.4**	**2,231.9**	**9.7**	**68,699,483**	**68.8**	**20,005**	**30,781**	**28,049,822**	**52.2**	**9,057**	**12,568**	**25.3042**	**25.3004**
SASKATCHEWAN															
Regina	198.1	219.1	10.6	86.0	28.0	2,486,152	89.4	19,534	28,909	1,382,476	86.9	11,008	16,075	.8707	1.0007
Saskatoon	177.5	194.4	9.5	76.9	26.7	2,176,373	87.5	19,124	28,301	1,258,528	84.4	11,243	16,366	.7833	.8902
TOTAL ABOVE AREAS	**375.6**	**413.5**	**10.1**	**162.9**	**27.4**	**4,662,525**	**88.5**	**19,339**	**28,622**	**2,641,004**	**85.7**	**11,119**	**16,212**	**1.6540**	**1.8909**
PROVINCE TOTALS	**951.2**	**992.1**	**4.3**	**378.5**	**20.6**	**10,995,174**	**77.7**	**19,722**	**29,049**	**5,544,184**	**83.2**	**9,644**	**14,648**	**3.9336**	**4.2975**
YUKON - N.W. TERRITORIES															
PROVINCE TOTALS	**65.1**	**64.6**	**-.8**	**17.6**	**1.7**	**545,554**	**14.1**	**27,638**	**30,997**	**343,215**	**75.2**	**11,321**	**19,501**	**.2815**	**.2432**

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When you've got something to say to Toronto, say it in The Star

If you haven't considered Toronto as a prime target market for your product, consider this. Toronto is the largest city in Canada with a population of 2.9 million people, and still growing. It's Canada's commercial and financial centre. In 1978, it generated 8.8 billion dollars in retail sales — that's about 13.1 per cent of Canada's total retail business activity.

In fact, Metro Toronto ranks 12th in the importance as a North American target market*. And that should mean a lot to you.

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All other	94,635	201,416	82,753
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*Source: Sales & Marketing Management, 1978 Survey of Buying Power.

**(Based on ABC Publisher's statement — 6 months ending March 31, 1979)

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TWO DOLLARS

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On your mark. Olympic promotions are off and running. Page 16.

Hirsch U.S.A. secures its hold on a choice segment of the watchband market by using systems selling and a mostly female sales force. Page 39.

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Rebuilding American Biltrite

By systematically tracking all aspects of his operations, Fred Piermattei, general manager of Biltrite's Boston Industrial Products Div. (l.), meets monthly profit goals set by company president George Safiol. Now the two want to upgrade selling. Page 35.

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Selling by celebrities. You see them in ads, but some of the best work by sports personalities and others is being done at sales meetings. Some even go on customer calls. Feb. 4.

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41 Sales compensation: **There has to be a better way**
A shocking number of managers don't like the sales compensation plans they use, but they won't change them.

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47 Sales meetings for profit (and fun)
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Black Flag's success, notes Roach Motel assistant product manager Wayne Shealy, is largely because it, too, treats the product with humor—the motel variety. A TV commercial, created by C.T. Clyne Co., New York City, shows a husband reassuring his roach-weary mate that roaches that check into a Roach Motel "don't check out!" Similarly, transit ads show a male roach leading a female companion into a Roach Motel, a leer on his face. The humorous possibilities of Roach Motel have been played on by TV's *The Tonight Show* and *Saturday Night Live*, further building consumer awareness.

This year, the dozen or so companies marketing the traps will reap about $10 million in sales. Shealy notes that his product will soon be sold in Canada and possibly in other countries. But he refuses to predict what will happen to Black Flag's roach sprays as Roach Motel makes it big.

MEDIA

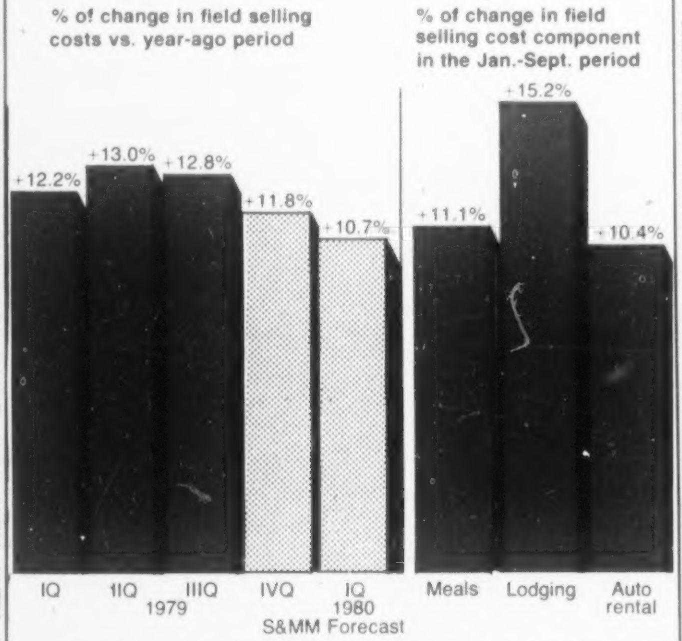
A pitch to conventioneers

The double whammy of recession and inflation will make more business travellers tie their vacation plans to their convention activities, claims Robert Simon, publisher of *Westword*, Denver's popular (circulation: 50,000) "alternative weekly (S&MM, March). Sensing an opportunity for sales, 22-year-old Simon will introduce in December a quarterly magazine, *The Conventioneer,* aimed exclusively at those attending Denver's conventions.

Because trade shows held in Denver must be booked two years in advance, gauging the number of attendees each quar-

S&MM BAROMETER

At long last, A 'down' trend in field selling costs



For a change, here's some good news: the rise in the aggregate cost of meals, lodging, and car rentals will recede slightly from an estimated 12.8% in the third quarter to 11.8% in the fourth quarter. What's more, the aggregate rise will drop to 10.7% in 1980's first quarter.

The reversal is indeed welcome. In the first nine months of 1979, field selling costs shot upwards by 12.6%. Lodging was the biggest culprit as hotel rates surged ahead by 15%. The costs of restaurant meals, up 11%, and car rentals, up 10%, were almost as hyperactive from January through September.

The "down" trend in field selling costs increases was predicted in S&MM's August Barometer, although its pace has been slower than hoped for. But in a year like this one, even the smallest favor is appreciated.

Note: Data shown are not directly comparable with the August Barometer because that Barometer was based on both seasonally adjusted and unadjusted indexes; this Barometer uses seasonally adjusted indexes only.
Sources: S&MM estimates, Bureau of Labor Statistics
Sales & Marketing Management

MANAGERS ON COMPENSATION PLANS

There has to be a better way

A survey of S&MM readers shows that a significant number—one in three—of the people who create or administer sales compensation plans are still looking for The Answer. Consultants John Barry and Porter Henry, who conducted this survey, report that those managers admit that their compensation plans come up short in such basics as guaranteeing maximum profitability or sales force performance. But despite open dissatisfaction or serious doubts about the merits of their pay practices, many of those managers are unwilling or unable to do much to change the situation, say Barry and Henry.

Studied were 449 questionnaires from manufacturers, wholesalers, distributors, independent sales representatives, and service companies. The results, which will also appear in a forthcoming book, *Effective Sales Incentive Compensation*, being completed by Barry and Henry for McGraw-Hill Book Co., appear here:

MANUFACTURERS

Plan Being Used	*% Using It*	*% Of Users Satisfied With Plan*	*% Dis-satisfied*	*% Uncertain Or No Answer*
Salary plus incentive	66.3%	53.1%	32.2%	14.7%
Commission with draw	0.8	82.6*	17.4*	—
Commission only	14.2	80.0	8.6	11.4
Straight salary	18.6	50.0	43.5	6.5

Number responding: 249.

*Indicates a small sample—a breakdown of 10 or fewer.

Reasons most frequently given for satisfaction or dissatisfaction:

Salary plus incentive

Reasons for satisfaction: improved performance (18% of respondents), fairness to both sides (17%), ease of budgeting (12%), secure income, fixed costs, better control of salespeople.

Reasons for dissatisfaction: incentive payments not large enough to motivate (18%), hard to administer, not tied to profit, low income in a bad year.

Commission

Reasons for satisfaction: known costs, no ceiling on salespeople's income, fair to both parties.

Reasons for dissatisfaction: little control over salespeople, uncertain income, "they won't travel in dull times," take on other lines, difficulty of starting a new salesperson.

Straight salary

Reasons for satisfaction: regular income for salespeople (38.8%), fixed sales costs (16.7%), better control of salespeople (11.1%), ease of budgeting, understandability of plan, ease of administration.

Reasons for dissatisfaction: lack of motivation (57.9%), inflexibility, absence of performance yardsticks, incomes not tied to profits.

SERVICE COMPANIES

Plan Being Used	*% Using It*	*% Of Users Satisfied With Plan*	*% Dis-satisfied*	*% Uncertain Or No Answer*
Salary plus incentive	52.0%	65.4%	34.6%	—
Commission with draw	10.0	80.0*	—	20.0%*
Commission only	14.0	71.4*	28.6*	—
Straight salary	24.0	41.7	58.3	—

Number responding: 50.

*Indicates a small sample—a breakdown of 10 or fewer.

Salary plus incentive

Reasons for satisfaction: high pay for good performance (37%), motivation (21%), combines security with motivation (19%).

Reasons for dissatisfaction: incentive not large enough to motivate, unfairness caused by variations in territories and accounts.

Commission

Reasons for satisfaction: high earnings for good salespeople, motivation, simple, lower sales costs.

Reasons for dissatisfaction: lack of control, "short-range viewpoint" by salespeople, turnover, difficulty with new hires.

Straight salary

Reasons for satisfaction: stable income for sales force, ease of administration, easier recruiting.

Reasons for dissatisfaction: lack of motivation (almost unanimous).

WHOLESALERS AND DISTRIBUTORS

Plan Being Used	*% Using It*	*Users Satisfied With Plan*	*% Dis-satisfied*	*% Uncertain Or No Answer*
Salary plus incentive	43.2%	72.7%	22.7%	4.6%
Commission with draw	25.8	62.5	31.2	6.3
Commission only	13.3	76.7	17.6	—
Straight salary	7.3	55.6*	44.4*	—

Number responding: 124.

*Indicates a small sample—a breakdown of 10 or fewer.

Salary plus incentive

Reasons for satisfaction: motivates salespeople (27% of respondents), salespeople can make large earnings (25%), salespeople stress the profitable products (7%), security, easy to understand, low turnover.

Reasons for dissatisfaction: ceiling on earnings reduces motivation (21%), keyed to volume instead of profits (15%), administrative costs (9%), difficulty of setting quotas or objectives, fluctuations in income.

Commission

Reasons for satisfaction: motivation (38%), large or unlimited earnings (29%), controlled sales costs (11%), increased profits, salespeople more profitminded, low producers cost little.

Reasons for dissatisfaction: lack of control (25%), differences in territories cause unfairness (17%), inadequate income in bad times (16%), inadequate income to marginal producers, difficulty with new hires.

Straight salary

Reasons for satisfaction: known costs to company and known income to salespeople.

Reasons for dissatisfaction: lack of motivation (almost unanimous), high sales costs when sales are low.

What the authors say . . .

It is surprising that more than one-third of the responding companies are either dissatisfied with their compensation plans or undecided about their merits. (About three-fourths of those using commission plans are satisfied with them, compared with 65.2% satisfied with their salary-plus-incentive plans and only 45% with straight salary plans.)

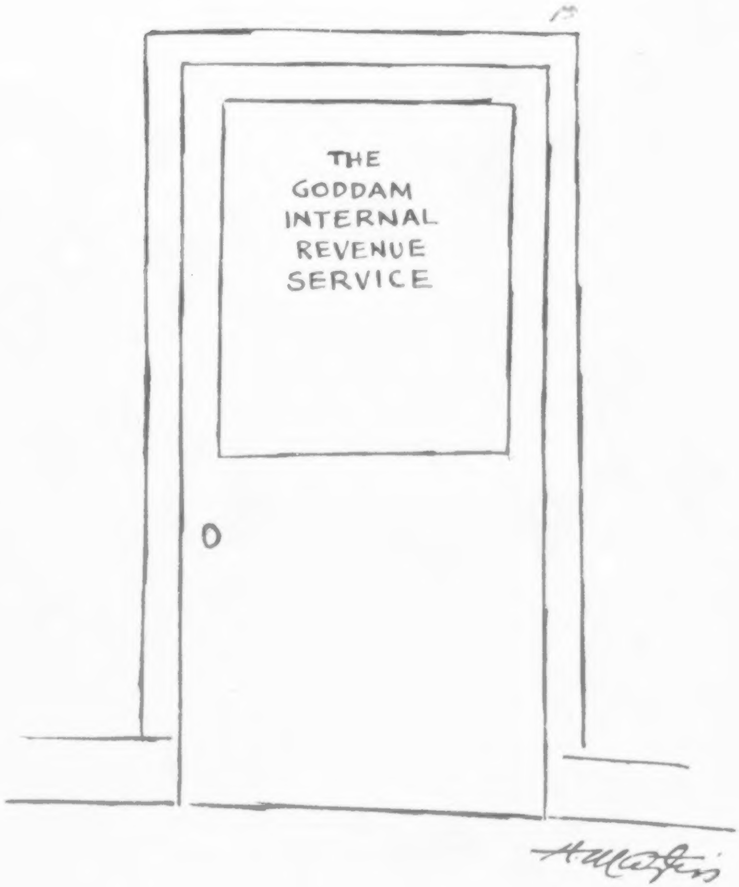
Why aren't those who are unhappy doing something about it? Some probable answers are:

1. The plan is entrenched in industry tradition, thus hard to buck.
2. There is difficulty in assigning credit for a sale when various salespeople, sales offices, or company departments participate in making it.
3. There are complicated financial or product-line considerations.
4. There is a failure to recognize that an *appropriate* compensation plan can enhance profits.

We discovered that although nearly every company's compensation plan can be designed to improve the profitability of the product-mix being sold, one-third of the respondents have never asked themselves seriously if some change in how they reimburse salespeople could actually increase profits.

Some further conclusions drawn from the survey:

- It is noteworthy that 12 respondents say that their salary-plus-incentive plan promotes the sale of their profitable items or encourages full-line selling. Note: That is true only if the plan is designed with such objectives in



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mind—an incentive based on dollar volume alone will encourage emphasis on the products easiest to sell.

- The disadvantage in a salary-plus-incentive plan for many is that the incentive payments are usually too low to motivate the sales force to additional effort. Even some who are satisfied overall with their salary-plus-incentive plans admit that their incentives are probably too low to achieve the desired degree of motivation. (See above for the reasons why these companies are not changing that situation.)
- There is evidence that as inflation pushes incomes into higher tax brackets while reducing purchasing power, some incentives that may have been adequate only a few years ago aren't doing the job today. One respondent's observation is applicable here: incentive payments that don't produce results are "simply an added expense."
- A significant number of respondents are unhappy because their incentive payments are not related to the profitability of the products sold.
- A traditional advantage of straight salary plans remains true today: the high degree of control over the sales force that they allow. Because their incomes are not affected, salespeople are willing to follow instructions to attain the company's immediate as well as long-range goals, perform desired selling functions, and carry out nonselling support activities.
- Another "rule" of compensation supported by the survey: Salespeople paid straight salary simply tend to lack motivation. "Lack of incentive" afflicts salespeople in this compensation category far more than in any of the others.
- There is a strong tendency to overuse sales contests to bolster straight salary plans.
- Managers using commission plans say they like them because, naturally, sales costs decrease when sales do, and because they tend to generate the greatest motivation.
- Those disliking commission plans cite as a major reason the lack of control over the sales force. Respondents also criticize them because they encourage concentration on immediate orders, resulting in over-selling, and they prompt the salesperson to sell what is easiest to sell. Another disadvantage: the sales force is likely to "high spot" territories for the quickest or biggest sales. ■

Adapted from the forthcoming work by John Barry and Porter Henry, *Effective Sales Incentive Compensation*, to be published by McGraw-Hill Book Co. © 1980. Used with permission.

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S&MM
SALES & MARKETING MANAGEMENT
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EIGHT DOLLARS

S&MM SALES & MARKETING MANAGEMENT SPECIAL REPORT

The Marketer's Complete Guide To The 1980s

- How to sell
- Where to sell
- Who to sell
- When to sell

For marketers, the new decade will be one of the most challenging, and it could be one of the most prosperous (albeit after a slow start). That's why S&MM devotes the feature section of this issue to a **Special Report** on changes that spell opportunity in the 1980s.

Inside Out

Promotional takeoff. The latest phase of deregulation could mean that airlines will (1) drop their one-commission-fits-all policy for travel agents and (2) jump into cooperative advertising. Pages 10 and 69.

Industrial distribution. Globe Albany Belting sets out to cut the number of its distributors from 550 to 120. Object: profits. Page 10.

Buxton gets with it. The leather-goods marketer expands its marketing department to make the most of the information from its sales force. Page 13.

Viceroy's class. Brown & Williamson introduces a sweepstakes designed to popularize the cigarette's "rich taste." Page 19.

French? Cheap? Somerset Wine Co. launches a line named for wine expert Alexis Lichine. Target: the $4-a-bottle crowd. Page 21.

Latino market. The number of Latino families in the middle- and upper-income brackets has more than doubled. Page 63.

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S&MM's ANNUAL AWARDS

Companies will be honored for outstanding sales and marketing achievements in our next issue and at a luncheon on Jan. 17. Special guest: media maverick Ted Turner. Page 23.

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Test marketing. A list of the favorite test markets used by major consumer-goods companies—and why. Also, case histories demonstrating how testing is carried out. Mar. 17.

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S&MM SPECIAL REPORT

The Marketer's Complete Guide to the 1980s

How to sell □ Who to sell □ Where to sell □ When to sell

Introduction: A cautious decade ahead
Features: We the people: Older, smarter, liberated, richer
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SALES COMMUNICATIONS

The Darome Connection

Each boost in travel costs makes Susan Pereyra's job easier. Pereyra directs the Darome Connection, a service that lets companies get together with their far-flung employees via a single telephone call. Sales have increased significantly since June 1978 when Roche Laboratories was the first to use the Connection to allow 800 salespeople scattered at six regional sites to "attend" the same "meeting."

Executives at Darome, Inc., a Harvard, Ill., sound-systems manufacturer, insist that their idea is an improvement over AT&T's conference call service that requires that all parties be connected beforehand. With Darome, companies reserve a regular time slot, but individuals can patch in at any time by dialling direct. Also, "a regular call can get unwieldy even with six or seven persons," Pereyra says. "We can accommodate up to 60 speakers because the system is voice-activated. Only one person can speak at a time." The claimed advantages

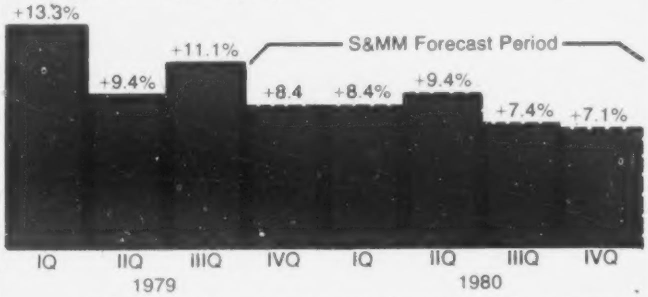
Keeping callers in line: Darome's director Susan Pereyra.

NEW NEW NEW NEW NEW NEW NEW NEW NEW NEW

S&MM BAROMETER

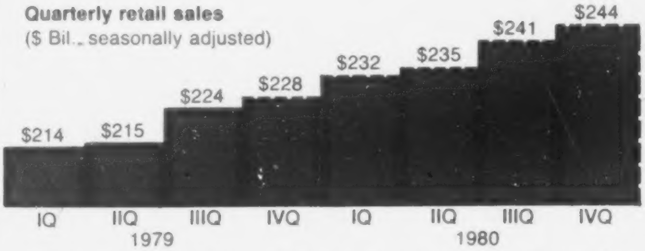
A disappointing curtain raiser for a strong act to come

Retail sales vs. year-ago quarter



Source: S&MM est., Census Bureau, *Monthly Retail Trade Report.*

Quarterly retail sales
($ Bil., seasonally adjusted)



Source: S&MM retail sales estimates based upon forecasts of personal-consumption expenditures done by Chase Econometrics, Data Resources, Evans Economics, Merrill Lynch Economics, and Wharton Econometric Forecasting Associates.
© Sales & Marketing Management.

Marketers who are hoping for steady growth in the economy (it's in the cards for the 1980s; see this issue's Special Report) won't find many signs of it at retail checkout counters anytime soon. Retail outlets will show only a modest 8.1% rise, to $952 billion next year, vs. the 10.3% gain that is expected this year. Moreover, that increase is actually a decline in real terms because most economists expect that the consumer price index will cling to a 10% level.

As a result, inflation will continue to seriously erode purchasing power into 1980. Because new-car sales are sensitive to personal income levels, volume will fall 14%. That will affect retail totals because, next to food, the automotive sector siphons off the biggest chunk of consumer spending. Also, housing starts will drop 18% to 1.4 million. The victims: the general merchandise, home-furnishings, and major appliances sectors.

SPECIAL
REPORT

The Marketer's Complete Guide To The 1980s

- How to sell
- Where to sell
- Who to sell
- When to sell

MARKETING IN THE 1980s

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JAUNDICED EYE
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A cautious decade ahead

Each decade puts its hallmark on the marketing environment. The somnolent 1950s, the soaring 1960s, the troubled 1970s—each had its own tempo and character. The 1980s will be no different. The decade, of course, will be made up of continued trends from earlier decades and the emergence of new ones, but its character will be mostly shaped by conservatism fed by fear of inflation, energy shortages, and other crises. Call it the Cautious 1980s.

Despite the poor advance billing the 1980s have already been given, they will in fact offer marketers more than the usual number of opportunities. What it will take is shrewdness to sight those opportunities in advance, agility in changing marketing strategies accordingly, and skill in exploiting them as they come into play. Equally important, the marketer who is armed with knowledge of the individual problems to be faced in the 1980s will be in a stronger position to blunt their impact by using the correct countermeasures.

Specifically, what changes will occur in the next decade? The 1980s will see major—and varied—demographic alterations; the U.S. population is in flux, both in its migratory habits and its mix of age groups (as people move through the stages of the life cycle, their buying power changes, as well as their wants and needs). New markets will emerge as others decline or disappear completely (an example of the former is home video products, an example of the latter are many segments of today's youth market). There are major changes ahead in consumer sentiment and behavior, and important innovations in retailing.

Also, rising costs will dictate new trends in sales meetings, shows, and conventions (some are already evident). Time and territory practices will be revamped, sometimes completely, as companies try to cope with costs and energy constraints. Regardless of which candidate wins next year's presidential election, startling events will take place in Washington affecting consumerism, individual industries, product safety, and those who want to sell abroad. New assignments are in store for the computer. Another arena of sweeping changes: the media and, possibly, co-op allowances. Population changes will also affect the availability of sales personnel and the career paths of managers themselves.

Those and many other coming changes are examined in the pages that follow. Virtually every aspect of sales and marketing is covered.

Armed with advance knowledge of what is in store for them and how they can best respond to it, marketers thus will have an advantage against the future, and the best chance for ensuring consistent, strong growth in both sales and profits.

—THE EDITORS

MARKETING IN THE 1980s

We the people: Older, smarter, liberated, richer

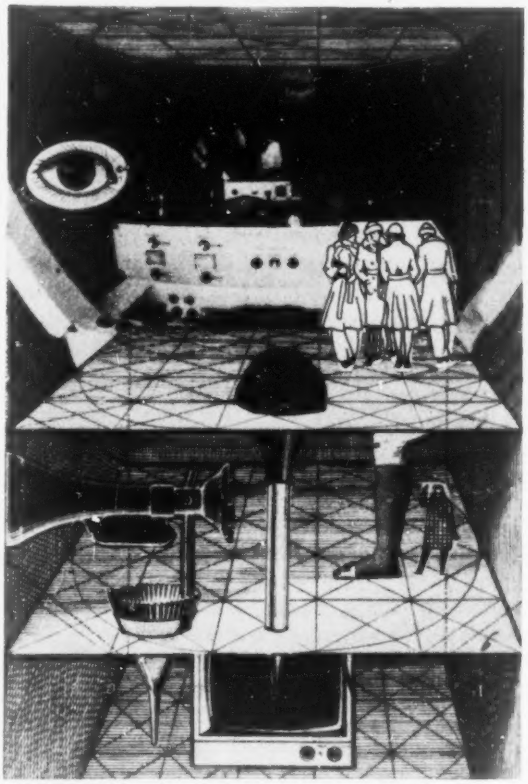
By THAYER C. TAYLOR
Senior Editor/Management Sciences

Markets in the 1980s will be reshaped by the reverberations of the postwar baby boom, the same powerful creator of growth that largely determined marketing opportunities for the last 30 years. The generation that created mass markets for goods and services oriented to infants in the 1950s, teenagers in the 1960s, and young adults in the 1970s, will become the middle-aged in the 1980s and one of the most important sales targets ever.

Overall, the total population will increase by some 25 million, or 11%, between 1978 and 1990, according to the Census Bureau's baseline projection. That's slightly more new consumers than currently live in the three biggest metropolitan markets—New York, Chicago, and Los Angeles-Long Beach—and it dwarfs the 14 million increase that has occurred since the start of the 1970s. On an annual basis, growth will edge up slightly, to 0.9% in the 1978–90 period, compared with 0.8% between 1970 and 1978.

Of significance to marketers scanning the horizon for growth markets will be the dramatic shifts among the age groups. Those are the critical planning inputs to marketers because as people move through the age cycle their buying power, wants, and needs change. The most significant age group changes that will dominate the 1980s are:

- **The middle-aged 35–44 year olds,** a high-income, free-spending group, which will be the fastest-growing market throughout the decade. Its numbers will expand by 5.8 million, or 50%, vs. an all-U.S. gain of 11%. The group's meteoric growth will signal the end to the youth-oriented marketing that has held center-stage throughout the postwar years. "Don't trust anyone over 30," the rebel cry of yesteryear, will be replaced by "Don't trust anyone under 40."
- **The elderly,** those 65 and older, whose ranks will swell by 5.8 million, or 24%. However, marketers should note that the two distinctive segments of that market will increase at different rates—the 75 and older up 32%, the 65–74 year olds 19%.
- **Teens and young adults,** whose numbers will dwindle dramatically, reflecting the long slide in birth rates since the late 1950s. The 14–17-year-old group will suffer a loss of around 3.9 million, or 23%, between now and 1990, the 18–24-year-olds a similar drop-off of 3.8 million, or 13%.



Other age groups will experience various twists and turns during the upcoming decade, emphasizing the need to continually monitor demographic shifts:

- The 25–34 year olds will register strong gains—5.3 million, or 16%—in the 1978–84 period, then decelerate to a 1.9 million gain, or 5%, for the balance of the decade.
- The 45–54 year olds will become a smaller market in the first half of the decade—shrinking by 0.7 million, or 3%—before expanding 2.9 million, or 13%, in the second half.
- The number of children under 14 will post a middling 0.8 million gain, or 2%, between now and 1984, then surge ahead with a 4.4 million increment, or 9%, in the decade's balance. That, of course, assumes a baby boom will develop in the mid-1980s, a forecast that doesn't have universal support.

The key household trends that will affect markets in the 1980s are:

- **A slower overall growth,** reflecting the numerical decline in the 18–24 age group, the primary years when new households are formed. Compared with an average annual increase of 2.5% since 1970, household growth in the years ahead will dip slightly to 2.4% a year in the 1978–84 period, then slow down even more to 1.9% in the remainder of the decade. Even so, there'll be 20.7 million more households to sell to in 1990 than today.

- **Nonfamily units will grow** at a faster rate than the conventional family unit, mirroring the greater interest in alternative living arrangements. They'll expand 52%, or by 9.8 million, compared to only 19%, or 10.9 million, for the family households.
- **Within the family sector, the one-spouse home will grow** more than three times as fast as the conventional husband-wife unit—45%, or 4.3 million, vs. 14%, or 6.5 million. That will be a byproduct of the greater willingness of unhappily married couples to separate.
- **The feminist drive for greater self-fulfillment will strongly color** the future household profile. Female-headed households, including both family and nonfamily types, will increase by 4.5 million, representing a 43% growth vs. 27% for all households.

Here is a closer look at those broad trends and related demographic shifts.

The changes in households

Despite the slower overall household growth in store for marketers, the shifting age makeup of households during the 1980s will provide a strong underpinning for booming sales. The two household age groups that will chalk up the most impressive growth rates in the 1978–90 period—62% by the 35–44-year-old bracket, 36% by the 25–34 segment—rank high on the income and spending scales.

Households in the 35–44 range have a median income that's 25% over the all-household average and is second only to the 45–54-year-old group. Furthermore, 21.3% of all personal income is located in these consumer units.

Median income of the 25–34-year-old households is just about average. However, because of their sheer numbers they pull down a slightly bigger 22.3% of total personal income. Together, these two age groups account for 44% of household money income.

The importance of the changing age makeup of households to marketers is even more significant when it comes to buying goods and services. The 35–44 and 45–54 year olds are the most lavish spenders, each ladling out 27% more on goods and services than the typical domicile. Significantly, the 25–34-year-old segment, despite its average income, is the next biggest buying unit, an achievement largely due to its free use of credit.

Altered lifestyles

Changes in types of living arrangement, reflecting the emphasis on "do your own thing," will affect target markets in the 1980s. Nonfamily domiciles, which increased their proportion of all households from 19% to 25% during the 1970s, will continue to widen their share in the next decade. According to Census Bureau projections, family-type units will recede from a 75% share currently to 70% of all households in 1990.

The U.S. family

Even so, the family, representing some 68 million buying units by 1990, will remain the dominant market target.

With married couples preferring fewer children, and young adults putting off marriage to a later period, households will continue to shrink in size. Government projections see the average family size slimming from 3.3 persons in 1978 to 3.0 in 1990, the average household from 2.8 to 2.5 persons.

One-person domiciles and unmarried couples, which experienced meteoric growth in the 1970s, will increase in relative importance but at a sharply reduced pace because of unfavorable prospects of the two age groups most commonly associated with the two types. The 18–24 year olds will decline from 13.3% of the population to 10.4% between 1980 and 1990 while the 25–34 year olds will only increase their share from 16.3% to 17.0%.

Within the family sector itself, the one-spouse household will cut a wider swath, upping its share to one out of five such consumer units as against 13% at the start of the 1970s. However, its growth rate will decelerate sharply, from an annual 5.3% between 1970 and 1978 to 3.6% in the 1978–84 period and 3.4% in the 1984–90 time frame.

Women at the helm

Another nontypical household that will become a much more important market target in the next decade is the female-headed consumer unit. Its share of all households climbed from 21% in 1970 to 25.4% in 1978, and, according to Census Bureau projections, will continue to escalate to 28.5% by 1990. And there's a good chance the ratio may pass 30% if women continue to put off marriage to a later year or if divorce rates, which levelled off recently, begin to rise again.

Inasmuch as a large number of female householders will be combining jobs and parenting, they'll be an especially attractive market. A report by Management Horizons, Columbus, Ohio, a leading consultant in the retailing field, notes that retailers will have to extend store hours, as well as experiment with home delivery of bulky merchandise, to capture this market.

Household incomes

Helped along by the rapid growth of the 35–44 year olds who are nearing their career and income peaks, household income levels will move up handsomely in the 1980s. "The aging of the baby boom generation," a report by Data Resources (DRI), Lexington, Mass., a leading econometrics consultant firm, notes, "will mean fewer youths with their lower earnings and more adult consumers in the high earning age groups."

According to the Bureau of Labor Statistics, real disposable income (1972$), which is roughly equivalent to the *Survey of Buying Power*'s Effective Buying Income indicator, will rise 4.1% per year in the first half of the upcoming decade, 3.7% in the last half. That means that per capita real disposable personal income, which was $4,300 in 1977, will increase to $5,500 in 1985 and $6,300 in 1990.

An equally bright projection is made by the Joint Economic Committee, which sees median household income leaping from $15,191 in 1978 to $32,600 in 1988 (current $). That's a 115% rise, or slightly better than 11% per year, which is significantly above the 9% annual rate of the 1970–77 period.

According to DRI's long-term projections, the number of consumer units with incomes over $25,000 (1972$) will increase from 5.3% of all consumer units in the late 1970s to 7.3% in the late 1980s; the $15,000–$24,999 group's share will rise from 18.0% to 21.3%, and the $10,000–$14,999 group's ratio will show little change, 21.3% to 21.8%. The ranks of the under-$10,000 unit will drop from 54.8% to 49.6%.

Obviously, the steady march of households into the upper income brackets through the 1980s will make mass markets out of many of the "class" goods and services—such as exotic travel, expensive jewelry, and high fashion apparel—formerly affordable only by the rich. Also, while the aging of the population suggests a less hospitable environment for new products, the higher household incomes should be an offsetting factor.

A baby 'boomlet'?

Marketers of infant goods who have watched tumbling birth rates with dismay since the late 1950s can look for a happy turnabout in the upcoming decade. While there is considerable disagreement as to whether a baby boom will occur, there are powerful potentials in its favor.

Theodore J. Gordon, president of The Futures Group, Glastonbury, Conn., a forecasting company specializing in long-range studies, reasons: "It seems likely that almost as many babies will be born annually in the mid-1980s as at the peak of the first baby boom in 1960 (4.3 million) for two reasons.

"First, the fertility rate will rise slightly above its 1976 low because many women who have been delaying having children will decide 'now or never.' From a low of 1.8 births per woman in 1976, the rate appears to be increasing slightly to 2.1 or so.

Three population paths in the 1980s

	Total U.S. Population (000)		
	1980	*1990*	*% Growth*
Series I	**224,066**	**254,715**	**13.7%**
Series II	**222,159**	**243,513**	**9.6%**
Series III	**220,732**	**236,264**	**7.1**

In developing its population projections, the Census Bureau relies mostly on assumptions of future levels of "completed cohort fertility" (average number of lifetime births per woman). In Series I, it assumes 2.7 births per woman; Series II, 2.1; and Series III, 1.7. Sales & Marketing Management is using the Series II projections because it is closest to the findings of surveys on the number of children that women expect to have.

"Second, the number of women born in the 1950s, the height of the first boom, will be reaching childbearing ages in the 1980s. In 1960, there were 19.6 million women in the 18–34 age group; by 1985, there will be 33.9 million of them."

Of course, the big unknown is how many of those women will decide it's 'now or never.' Many observers feel that, having tasted the independence a job gives them and the self-fulfillment that a career offers, the women will opt for "never" rather than return to homemaking.

In any event, the baby boomlet will be dramatically different from its predecessor. According to the lifestyles studies program of Leo Burnett Co., the Chicago advertising agency, 63% of those in the 18–29-year-old group said they plan on 2.1 children compared with the three or four that was the norm in the 1950s.

Still, the upcoming baby crop will spell billions of dollars of sales opportunities for marketers. Management Horizons estimates that "over the first three years, the first-born children account for over $2,000 in retail sales. By 1990, this would account for a 40% increase over 1977, or an additional increment of retail sales—in real terms—of over $1 billion."

Minorities

Minority markets will become more attractive in the 1980s, but at the same time much more diverse. Because of their higher birth rates, blacks will increase significantly faster than the total population—17% vs. 11%. By 1990, there'll be 29.8 million blacks, as against 25.6 million in 1978, and they'll comprise 12.6% of the total population.

How life-cycle groups will change

Life Cycle		% Of Total Population 1970	1980	1990
0–5	**Preschoolers**	10.2%	8.6%	9.2%
6–12	**Preteens**	14.0	10.6	10.3
13–17	**Adolescents**	9.8	8.7	6.6
18–24	**Young adults**	12.1	13.3	10.4
25–34	**Peak family formation**	12.3	16.3	17.0
35–44	**Family maturation**	11.3	11.6	15.1
45–54	**Peak earning power**	11.4	10.2	10.5
55–64	**Childless parents**	9.1	9.5	8.6
65+	**Retirement**	9.8	11.2	12.3

Source: Merrill Lynch Economics, Inc.

As a market, blacks will become sharply segmented. There is, on the one hand, a relatively small, but consistently growing, group that is upwardly mobile, forging successful careers, moving into the higher-income classes, and leaving the central cities for the suburbs. On the other hand, there is still a large mass of those experiencing difficulty in building careers and breaking out from a low-income status.

Another major demographic change will be the growth in the Hispanic population until it rivals the size of the black population (of importance here will be expected agreements with the Mexican government to admit legally more Mexicans into the U.S.). As a result, the number of Spanish-language radio and TV stations, newspapers, and magazines will continue to grow and give marketers more opportunities to reach Hispanics. Already, the Spanish International Network, a leading Spanish-language TV programmer, reports that its nine-month ad revenues are up 60% over last year's.

The college educated

One of marketers' favorite sales targets, the college educated, will approach mass-market status in the 1980s. Marketers cotton to these consumers for a variety of reasons, such as their above-average discretionary income and yen for new products, but their appeal in the past was blunted by their limited numbers. This picture changed dramatically in the 1970s and will continue to do so in the 1980s.

Between 1970 and 1978, for example, the share of those 25 years old and older with some exposure to college shot up from 21.2% to 29.8%. Even more important, the share among the 25–34 age group, which will move into the key 35–44-year-old segment in the 1980s, rocketed upwards from 29.8% to 44.8%, a phenomenal 15-point increase. Also, greater numbers of high school graduates will enter college.

Four household paths in the 1980s

	Total U.S. Households (000) 1980	1990	% Gain
Series A	80,135	98,950	23.5%
Series B	79,870	96,653	21.0
Series C	79,704	96,792	21.4
Series D	79,349	92,394	16.4
Average of B&C	79,787	96,723	21.2

Four sets of household projections are developed by the Census Bureau. All four are based on the bureau's Series II population projections, but each is developed from different assumptions about the marital status of specific age/sex groups. After consulting with the Census Bureau, Sales & Marketing Management bases its household projections on an average of Series B and C.

What about inflation?

Its pressures will almost certainly mean many more multi-earner households. "A second income is almost essential if a family hopes to buy a home and some of the discretionary extras," says Peter B. Pekar Jr., director of business development, Quaker Oats Co., Chicago. "The latest findings of the Harris perspective service program show that the majority of people believe health insurance, telephone, car, life insurance, savings account, house, and yearly vacations are necessities. You can't satisfy those desires with a one-wage-earner household."

All market planning starts with population, and the demographic trends suggest that planning, with only a few exceptions, should be geared to the expectation of a steady growth in numbers throughout the next decade. ■

MARKETING IN THE 1980s

- How to sell
- Who to sell
- Where to sell
- When to sell

ADVERTISING

In industrial advertising, accountability is to be the byword in the 1980s. As top management gets mean about measuring advertisements' effectiveness, marketers will set specific objectives for their ad campaigns and attempt to find ways to measure that success—all before embarking on the campaigns. (A favorite method: position ads in media that provide *quality* responses instead of those that merely generate volume.) Meanwhile, in-house agencies will continue to replace outside ones, as they have done at GE and U.S. Gypsum. The technical nature of many industrial ads makes it easier and often less costly to companies to hire their own artists and copywriters than to try to communicate their needs to outside agency personnel.

• • •

One of the most significant demographic changes in the next decade will be the increase in the number of working women. The change will have a tremendous impact on advertising because advertisers will be trying to reach women who:

- Are no longer home in the daytime, and therefore don't watch daytime TV;
- Are more knowledgeable because of their exposure to consumerism;
- Have more money to spend, but less time in which to spend it. Advertisers will therefore have to reconsider both their media choices and the kinds of messages they send. However, because all consumers will be more sophisticated and more skeptical of advertising claims, the changes made will not be "for women only."

• • •

In keeping with the trend toward segmentation of target audiences, newspapers will offer a proliferation of special sections and inserts aimed at readers with specific interests in such things as sports, fashion, and travel. Computerized circulation will make it possible to vary the editorial and advertising content of the daily paper from household to household. Despite the proliferation of electronic information in the home, newspapers will retain their status as a tangible record, especially of local events. Enterprising publishers may even reposition their papers as "printouts" that, in addition to news, present features designed to be used with the electronic media. Example: worksheets for home-study courses broadcast on TV.

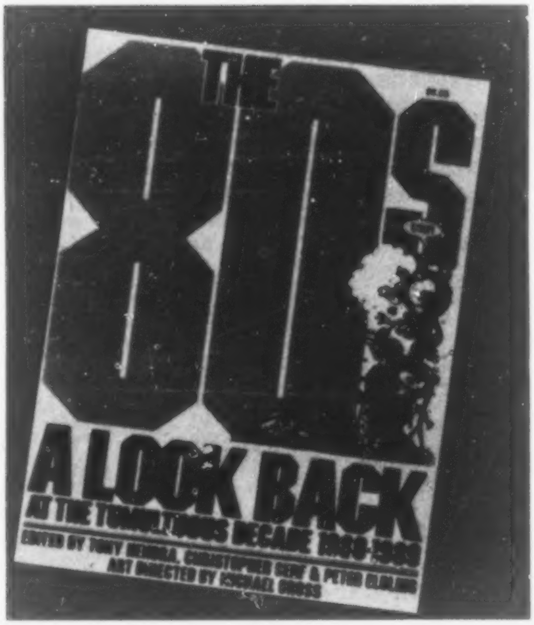
ANTITRUST

The Federal Trade Commission will weather current congressional attempts to impose a veto on rules lawmakers don't like. The same goes for moves to trim the FTC's appropriations until it promises to suspend several proposed rules. Actually, FTC leaders will approach the future more cautiously—especially avoiding launching massive lawsuits such as its marathon antimonopoly actions against oilmen, automakers, and breakfast-cereal marketers. Instead, in the 1980s the commission will stick mainly to its former role of policing fraud, price-fixing, and price discrimination.

NOTE

Want to learn more about a specific subject area? In many instances throughout this Special Report, additional aspects of a subject are found under a separate overline, sometimes several separate overlines. Example: In addition to the information about advertising trends in the 1980s that appears on this page, readers will find more of interest in other overlines such as Broadcast Advertising, Buying by Video, Catalogue Selling, Co-op Advertising, Outdoor Advertising, and Print Advertising. For this reason, we urge you to read this Special Report in its entirety.

Also, limitations of space makes it necessary for us to omit some subject areas entirely. We will remedy this in regular issues of S&MM in the coming year when we will continue our examination of the next decade. If you have a specific subject area in mind that does not appear in these pages, please tell us about it.


THE
80's
A LOOK BACK
AT THE TUMULTUOUS DECADE 1980-1990
EDITED BY TONY HENDRA, CHRISTOPHER CERF & PETER ELBLING
ART DIRECTED BY MICHAEL GROSS

> **In the 1980s, more than ever, decisions affecting the marketing of a consumer product will have to be right the first time. There will be little time to adjust strategies in the field.**
>
> Edward J. Spar
> President
> Market Statistics

BRAND MARKETING

A brand-new market for many brand-name marketers: so-called low-end retailers, such as J.C. Penney. The carrot is the incredible size of this retail segment; the stick is new government regulations and legislation forcing brand-name marketers to sell to one and all. As this occurs, department stores will experiment with private labels, to make what they sell at least seem to be distinctive.

BROADCAST ADVERTISING

Because working women watch less TV than housewives, marketers will have to determine which products directed at female consumers should be advertised on daytime TV and which should be on, say, drive-time radio. Good candidates for broadcast ads: cosmetics and personal products, which working women use much more heavily than housewives.

BUYING BY VIDEO

Enter the electronic catalogue. One example is Warner Communications' Qube system (S&MM, June 1978), operated since 1977 by the Warner Cable Div. in Columbus, Ohio. It allows customers to participate in "instant" surveys and request information on products merely by touching a button on the set. Although Qube has just expanded into Houston, difficulty in getting franchises and the system's high cost will keep the idea "dormant" until late in the decade. Salt Lake City's KSL-TV (S&MM, Sept. 17) is experimenting with newspaper-format TV programming, which will be complete with articles and advertising such as classified and supermarket specials. There's even talk of putting catalogues on videocassettes. Once the Federal Communications Commission gives the go-ahead to these and other experiments, in-home shopping will advance to the point where a customer who's received a catalogue or mailer will press a few buttons on the telephone and get programming on the TV screen that will supplement the information in the catalogue.

CALL REPORTS

Call reports are a vastly underutilized tool for developing market information, primarily because of the salesperson's reluctance to take the time to complete them. Special "mark-sense" cards that require only a pencil check in the appropriate boxes and which can later be "read" by optical character-recognition equipment will become widely used for developing daily information on price changes, shelf facings, competitive moves, and the like. They can also be used to quickly generate facts on the effects of special advertising or promotion campaigns.

CATALOGUE SELLING

Soon to be with us: "personal" mail-order catalogues. They'll help ensure higher sales per catalogue issue and cut mounting production and postage costs because they will be targeted to the addressee's own demographics and psychographics, ending the two major faults of today's "shotgun" approach. Mail-order houses will use computers to scan the addressee's history of credit card purchases, revealing if he or she is currently a heavy purchaser of, say, jewelry, recreational gear, or furniture, and in what price range, even styles preferred. The catalogue mailed out, including its covers, concentrates on those tastes. Another innovation: listing only the telephone number of the store or warehouse closest to the addressee's home to speed delivery.

> **Among the most significant changes in marketing research will be its application to major national issues that impact marketing. Examples: the effects of government regulation on business and the consumer, increased marketing productivity in an inflationary economy, and the need to compete more effectively in global markets.**
>
> Alden G. Clayton
> Managing director
> Marketing Science Institute

COLD CALLING

Since the energy crunch, some companies have eliminated cold calling, but it is too valuable a selling method for most managers and salespeople, who still will cherish it for the extra sales it promises. Thus salespeople will continue to cold call but under new rules designated to hold down travel costs and conserve gasoline in any shortages to come. Some of the rules: devoting entire days just to cold calls will be taboo; salespeople will do better preresearch to separate "wheat from chaff"; management will provide only carefully screened leads. Also, managers will play a bigger role in deciding who should get the call and when—salespeople's old freedom here is about to end.

COMPUTERS

Courses in computer programming will become part of the routine training of sales managers. Although programmers and program analysts will be on hand to help sales executives manipulate and analyze data, a basic knowledge of programming will help the field manager get quick readouts on the productivity and profitability of his field territories—and communicate more effectively with the home office.

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Lightweight, portable terminals will become as common with field sales personnel as the traditional display case. The terminals will be programmable so that the salesperson can execute statistical exercises for answers to buyer inquiries and demonstrate, within the parameters set forth by the buyer, the product's cost-effectiveness and other benefits. When linked to a computer via telephone lines, the salesperson will also use the terminal to give the buyer current information on the status of prior orders, probable delivery dates, and so on.

◆ ◆ ◆

Contrary to the popular impression, the energy crisis won't drive corporations back to the central city. In-

The New York Times
NATIONAL RECRUITMENT SURVEY

Careers in the 80's

The Job Market

Fields of The Future

The New Employer

The Emerging Workers

The Job Search

Jobs: The Skills, Then the Place

stead, home terminals that give the user direct access to a company's information infrastructure will be used by managers to do part of their planning activities at home. Example: Much analytical work and budget preparation can be done at home because the terminal will enable the manager to pull the needed information from remote data banks.

◆ ◆ ◆

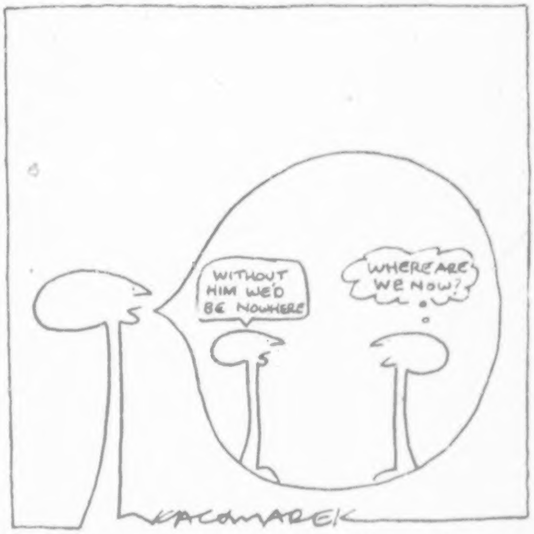
Greater use of computer-based programs that can be used away from the office will be made to counter escalating costs of sales training and management development. Computer-assisted instruction programs that can be used on home terminals will enable a user to take a course at his own pace and test himself on his progress. Similar programs will be offered by vendors in training courses for distributor sales personnel. To eliminate the time and costs of assembling reps from several distributors at a central location, a vendor will either offer or sell programs to distributors for use on their own premises.

CONSUMER SENTIMENT

Expect the better-educated consumers of the next decade to be less responsive to such claims as "new, improved" or "better than ever" and to look for documented proof of product performance. Furthermore, more-demanding consumers will be willing to pay for long-term quality and will have less interest in short-term bargains. The marketer who provides quality, durability, and practicality, and advertises those features intelligently, should come out well ahead of his competition. *Intelligently* is the key word, however. Consumers are losing patience with the ads—especially on TV—that talk down to them.

◆ ◆ ◆

The inflationary economy will force consumers to cut back in many purchasing areas, and, as this happens, the home will become the favorite object of expenditures, especially furniture and appliances. Notes Robert W. Darvin, president, Scandinavian Design, a 12-store home-furnishings retail chain based in Natick, Mass., "Inflation is pricing other American status symbols out of the market—but not the home. Also, retailers will focus on increasingly smaller population areas. Neighborhoods or regions with 25,000 to 100,000 people represent big home-furnishing sales." Another prediction Darvin makes: Stores will concentrate on increasing inventory turnover as manufacturers reduce delivery time. That will allow retailers to divert expense dollars previously tied up in inventory to marketing and promotion.



Copyright: Sales & Marketing Management

CONSUMERISM

The business lobby will continue to gain ground in Washington, D.C. However, it will also find itself up against COIN (Consumers Opposed to Inflation), made up of some 60 consumer-labor organizations, and one of the most skilled antibusiness groups yet. COIN represents a resurgence of consumerism—with different tactics. Previous consumer groups sought to get regulations and laws to balance what they said were inequities; COIN wants the government to limit corporations' size and make their ownership more "open." Their special targets: marketers of food, housing, energy, and health care.

◆ ◆ ◆

S&MM contributing editor Herb Denenberg notes, "The consumer wants some assurance that when there is a dispute over the performance or quality of goods or services, he will have a fast, efficient, and economical way to get that dispute settled. . . . At some point in the future, the consumer will get a label, instructions, and warranty along with a guarantee of how disputes with the seller can be settled when an impasse is reached."

◆ ◆ ◆

The most hotly debated consumer issue in the 1980s will be the federal government's attempts to develop performance label rating systems for high-ticket products. Efforts by the Dept. of Energy to produce

MARKETING IN THE 1980s

POPULATION

Population growth accelerates slowly

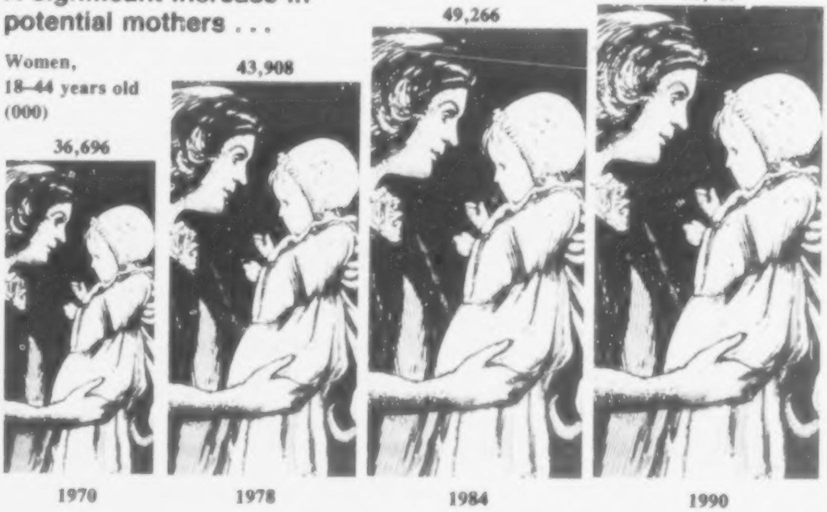
Age Group	1970 (000)	1978 (000)	1984 (000)	1990 (000)	Average Annual % Change 1970–78	1978–84	1984–90
Total	204,335	218,548	230,692	243,513	+0.8%	+0.9%	+0.9%
Under 14 yrs.	53,837	46,739	47,576	52,005	−1.6	+0.3	+1.5
14–17	15,854	16,639	14,261	12,771	+0.6	−2.3	−1.7
18–24	24,455	28,944	28,480	25,148	+2.3	−0.2	−1.9
25–34	25,146	33,936	39,203	41,086	+4.3	+2.5	+0.8
35–44	23,213	24,384	30,236	36,592	+0.6	+4.0	+3.5
45–54	23,254	23,184	22,448	25,311	−0.04	−0.5	+2.1
55–64	18,603	20,668	21,766	20,776	+1.3	+0.8	−0.7
65–74	12,443	14,935	16,278	17,804	+2.5	+1.5	+1.5
75 & older	7,530	9,120	10,444	12,021	+2.6	+2.4	+2.5

Note: Census Bureau prepares three sets of projections. Series I assumes an average 2.7 lifetime births per woman; Series II, 2.1; and Series III, 1.7. Series II projections are shown here because they reflect the most recent trends and conform most consistently with survey data on birth expectations of young married women.

Sources: Census Bureau, *Projections of the Population of the U.S.: 1977 to 2050*, Series P-25, No. 704 for 1984 and 1990 estimates; *Estimates of the Population of the U.S., by Age, Sex, and Race: 1976 to 1978*, Series P-20, No. 800, for 1970 and 1978 data.

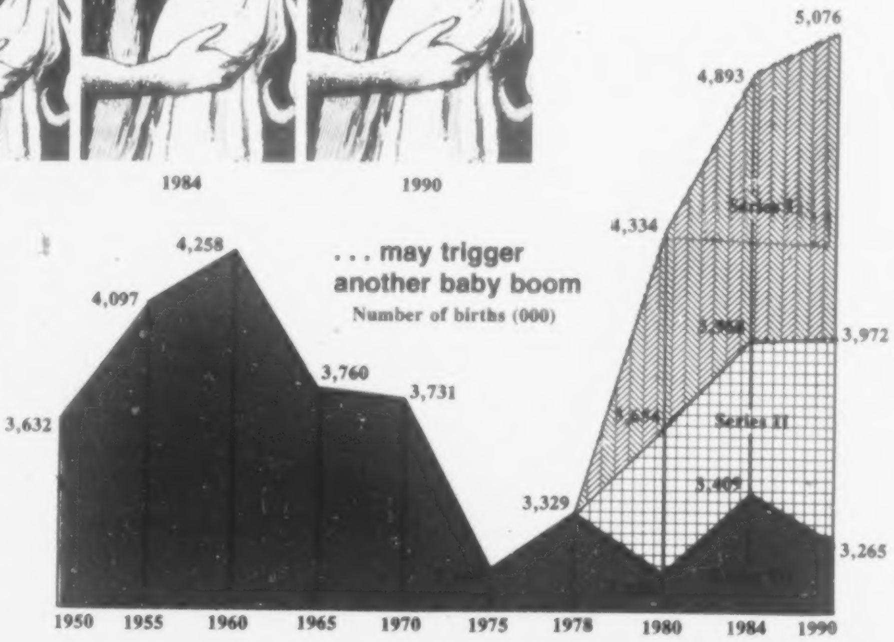
A significant increase in potential mothers . . .

Women, 18–44 years old (000)



. . . may trigger another baby boom

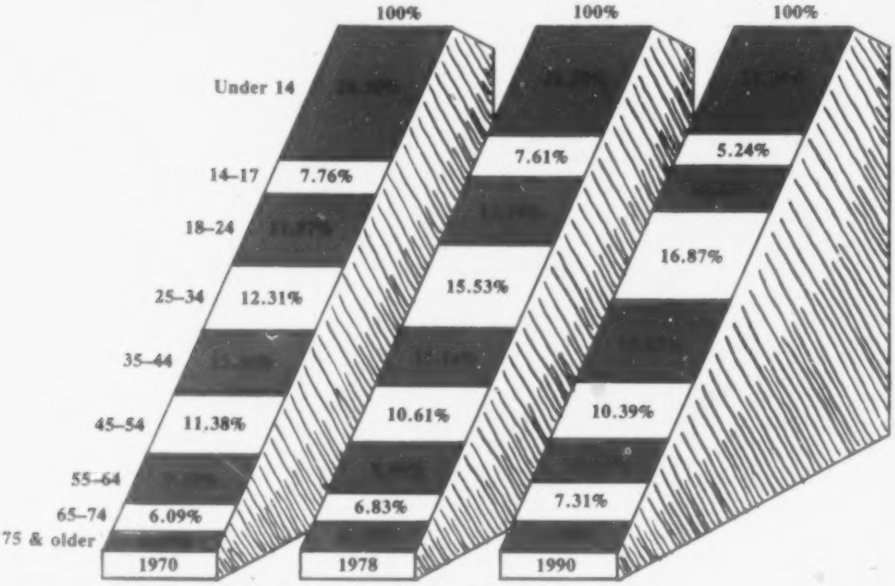
Number of births (000)



Note: Census Bureau prepares three sets of projections. Series I assumes an average 2.7 lifetime births per woman; Series II, 2.1; and Series III, 1.7. Series I rate prevailed in the late 1960s, Series II rate in the early 1970s, and Series III rate in recent years.

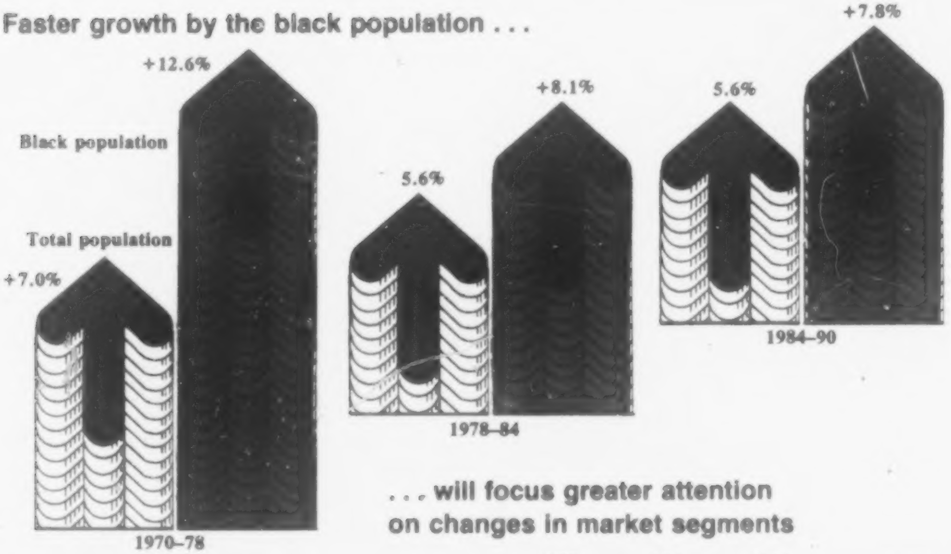
Middle-aged groups come into their own

% of total population by age groups



Note: Details may not add to 100% due to rounding.

Faster growth by the black population . . .



. . . will focus greater attention on changes in market segments

Age Group	1978 (000)	1984 (000)	1990 (000)	Average Annual % Change 1970–78	1978–84	1984–90
Total	25,564	27,634	29,799	+1.5%	+1.3%	+1.3%
Under 14 yrs.	7,019	7,033	7,349	−0.7	+0.03	+0.7
14–17	2,369	2,158	2,056	+1.7	−1.4	−0.7
18–24	3,735	3,913	3,664	+4.1	+0.8	−1.0
25–34	3,724	4,718	5,271	+4.6	+4.4	+1.9
35–44	2,627	3,182	4,102	+1.1	+3.5	+4.8
45–54	2,302	2,387	2,678	+1.1	+0.6	+2.0
55–64	1,798	2,002	2,072	+1.4	+1.8	+0.5
65–74	1,331	1,485	1,681	+3.4	+1.9	+2.2
75 & older	659	756	926	+3.9	+2.4	+3.7

appliance energy-efficiency ratings and the Dept. of Transportation to rate tires by quality will run into a buzzsaw of criticism from regulated companies and consumers alike. Charges of "impractical" and "unworkable" will force other government agencies to rethink and retract several similar programs for other products. Consumers will be slower to accept product regulation programs to enhance safety. As inflation erodes more of disposable income, for example, look for vigilante groups of consumers to rise up against the Transportation Dept.'s $170-per-car mandatory air-bag program. Similarly, consumers will be split over the desirability of the Food and Drug Administration's program to require lay-language "patient package inserts" for most prescription-drug containers. Manufacturers and pharmacists say the leaflets will cost over $200 million a year and raise prescription prices an average of 15¢ each.

CO-OP ADVERTISING

The total amount of money spent on co-op advertising will increase, partly because airlines and other industries will use the medium for the first time. Also, suppliers will step up their efforts to ensure that their co-op money is spent more effectively. Two probable moves:

- Suppliers will use more specific reporting systems to verify that large retailers use their co-op money for actual advertising in measured media.
- To broaden the scope of co-op advertising, suppliers will try to increase participation by small retailers and even place ads for them.

> **During the coming decade less-traditional values will continue to grow in acceptance, largely because of the exposure—and approval—mass media gives them. Such fundamental institutions as the church, family, business, government, and schools have changed, even broken down in some cases. If some of these institutions rally, however, some people may go back to older values.**
>
> Donald LeSieur
> Senior vice president, marketing
> Block Drug Corp.

> **Rather than reducing the number of meetings in the 1980s, planners will deal with rising costs by shortening the average number of days per meeting and scheduling more program hours per day to compensate. Workshops will grow at the expense of stand-up speakers, and there'll be greater use of meeting specialists to achieve more productivity.**
>
> Homer Smith
> Training director
> National Society of Sales Training Executives

COUPONS

Working wives will face increased time pressure and reduced-money pressure. Even though coupons will probably continue to be the most popular promotion tool, they will have to have a high enough value to make it worth the time to clip them, save them, and shuffle through them when making the shopping list. In addition, the use of coupons will mean continuing misredemption headaches for marketers, headaches that get even bigger as coupon values increase. One misredemption-control technique now used by Borden and Colgate-Palmolive, among others, is a two-part coupon that requires the consumer to affix an in-ad stamp that gives the coupon its value. Another possibility being tested is marking coupons with a brand's UPC code and using supermarket scanners to correlate coupon redemptions with purchases.

CUSTOMER SERVICE

Some of the more glamorous advances in customer service are already beginning to go on-line, especially EDI—electronic data interchange—including computer-to-computer order processing, and integration of home video and computer terminals into retail transactions. But those are essentially paperless and electronic ways of conducting business as it's been conducted. The *significant* advances will take a little longer because they involve fundamental changes in the way of doing business. Notes Warren Blanding, an S&MM contributing editor, "Mounting costs of field sales will force an increasing number of routine selling functions over to the customer service side where they can be performed more economically—and often more effectively—thanks to the availability of a variety of skills, and communications and transactions technologies. The unvoiced acknowledgment of the important difference between orders and reorders is beginning to be articulated. An example: One company's in-house computer tracks customers' inventory performance, projects demand, and generates reorders accordingly; what's significant is not the technology but the transfer of the reorder function from the customer to the vendor." The most effective interactive or computer-to-computer systems are similarly predicated on similar shifts in traditional patterns: preagreed pricing to facilitate automated ordering of items is an example. Says Blanding, "These shifts are not for the purpose of empire-building on the part of Customer Service; on the contrary, they recognize the critical importance of the sales function—and the necessity of increasing its productivity commensurate with spiralling selling costs."

DEREGULATION

Next in line after airlines to receive the fruits of deregulation are broadcasters. Congress will unshackle radio stations first. Although they'll continue to apply for periodic license renewals, radio broadcasters will be free from Federal Communication Commission rules affecting, for example, the amount of commercials and entertainment programs as well as the concentration of station ownership. Rules will remain, however, on such politically sensitive subjects as "fairness" and "equal time." If all that works, TV broadcasters can hope for similar treatment.

DISTRIBUTION

Have you thought about selling your product to a major retail chain? Watch for the chains to move into new areas of business as they find growth rates in some of their traditional merchandise lines levelling off. The rationale is that existing channels of distribution lend themselves in some instances to selling even markedly different items. One example is the "box store," featuring dry goods products; already, K mart, Jewel, and Aldi are testing or setting up such stores.

DISTRIBUTOR RELATIONS

The tender loving care marketers lavish on their distributors—the smart ones, anyway—will be stepped up in the decade ahead. More distributors will be offered (sometimes compelled to take) sales training for their people, with emphasis on product knowl-

How selling costs will grow

Massive increases are ahead in the costs of keeping a sales force in the field. Here are some of the field selling costs that marketers will be wrestling with by the year 1990:

	1978	*1990*	*% Gain*
Selling Costs Index (1971 = 100)	**186.6**	**524.3**	**181.0%**
One-week total for food and drink, lodging, and auto rental	**$462.83**	**$1,300.51**	**181.0**
Per diem expenses (meals and lodging)	**$ 46.40**	**$ 119.44**	**157.4**
Sales training (per salesperson)			
Industrial	**$15,479**	**$27,798**	**79.6**
Consumer	**11,338**	**25,535**	**125.2**
Services	**8,828**	**17,764**	**101.2**
Sales meetings (per person, per day)	**$69.76**	**$231.11**	**231.3**

In building these projections, Sales & Marketing Management paired the individual categories with related economic indicators. Selling costs index, per diem expenses, and sales meetings were matched to past and future expected trends in the consumer price index (CPI). S&MM makes the assumption that the CPI will have a compound annual growth rate of 7.0% per year in the 1980s. Sales training costs were assumed to increase 5% a year for industrial goods, 7% for consumer goods, and 6% for services. If you want to get an idea of what the totals might look like in 1990 dollars should our CPI forecast prove true, multiply each number by 2.25218 edge and sales techniques. Distributors will be included in more marketers' advertising programs and sales promotions and given more technical support. Also, distributor advisory councils will play a bigger role in supplier-distributor relations, and there'll be written mutual commitments to specific goals. (The Marketing Science Institute goes so far as to predict higher margins, especially for industrial distributors—but we've heard that one before.) In return, distributors will be expected to vastly step up developing their markets and building new accounts. No doubt about it, marketers in the 1980s will make distributors a far stronger partner in their selling and marketing efforts.

ETHNIC MARKETING

An important demographic change will be the growth in the Hispanic population until it rivals the size of the black population. As a result, the number of Spanish-language radio and TV stations, newspapers, and magazines will continue to grow and give marketers more opportunities to reach Hispanics. Already, the Spanish International Network, a leading Spanish-language TV programmer, reports that its nine-month ad revenues are up 60% over last year's. Also, marketers should think carefully before deciding that their products will not appeal to this ethnic group. With the exception of a few cultural preferences (Hispanics don't like peanut butter), the market offers wide opportunities. One company not intimidated by an ethnic crossover: American Home Foods, which advertises its Chef Boy-Ar-Dee Italian foods on Spanish-language TV.

FLEET CARS

Like most drivers, sales fleet users will have little choice in the face of rising gasoline prices and supply problems: most will have to cut back on driving. Thus they'll change the pattern of their calls, use the telephone and mails for routine calls, and drive the smallest, most fuel-efficient car that *meets their needs.* In the early part of the coming decade, there'll be plenty of small cars available and the sales fleets that need larger cars—for trunk room, passenger space, motivational or ego value to salespeople, and other reasons—won't be as scared of them as they are now. Expect also computer-assisted routing plans, drivers in golf-cart-sized "luxury" cars, and technological advances that open the door on, say, all-electric fleets for use in compact territories. Sound fantastic? So would have gasohol, three-hour gasoline lines, and prices of over $1 a gallon 10 years ago.

GEORGE
ORWELL

FIRST-LINE MANAGEMENT

The selection and training of first-line sales managers (those directly responsible for the activities of field salespeople or outside agents) will finally get the priority treatment they deserve. Reasons for the change are the recognition of the field manager's key role in hiring, training, and motivating salespeople and reps, and the huge increase in the volume of data the manager deals with.

INDUSTRIAL MARKETING

Sales executives will depend on (1) better-educated salespeople and (2) on-going training programs for the salespeople and managers so that companies can cope with faster change and the use of more outside sales reps. Those factors put a premium on territory management capabilities. But training won't be a one-way street. Look for more marketers to set up programs for their new hires wherein they will work for crack distributors and other outside sales agents to improve their knowledge of the marketplace. Also, a multiplication in the delivery and servicing options offered customers—and a corresponding variety of price options—will help to control rising costs. Example: Customers will pay for the level of service they desire. The need to improve production, sharpen promotion planning, and cut down the fast-rising costs of physical distribution will pressure management to make salespeople and reps better negotiators. Other trends: deals requiring customers to make deliveries earlier—when it's convenient for the supplier—and to share distribution costs, say, by providing the labor to unload, will become commonplace. Expect packaged-goods techniques to become common for the marketing of parts and equipment that aren't capital expenditures.

INFLATION=OPPORTUNITY

As costs increase and manufacturers cut back on the quality and size of their products (raising prices as they do so), opportunities will abound for others to supply appropriate products and services. Some areas with high potential: (1) cost-cutters in the tradition of budget motels and do-it-yourself wares; (2) preventive-maintenance items to guard all manner of things against corrosion, insects, and other natural hazards; (3) antitheft devices and services; (4) anything that conserves energy; (5) cherished possessions with value that will rise faster than the inflation rate. The ultimate product of the 1980s may be a kit for a platinum/plastic aquarium that comes with a solar-powered filter pump and its own piranha fish.

INNOVATION

The 1980s will *not* be remembered as a time of great innovation in consumer products and services. Instead the decade will generally bring modifications of what is already on the market. Why? Because (1) capital will be in such short supply that major technological breakthroughs will be difficult to achieve; (2) newcomers will find it tougher to enter existing markets because the established leaders will have consolidated their positions; (3) consumers generally will have less to spend on new product categories because inflation will force them to spend a higher proportion of their money on essentials; (4) except for the young, who will be less of a market influence than at any time since the Depression, consumers will tend to be less receptive to new ideas; and (5) it will be harder to get people's attention and sell them on new concepts because they will be inundated with information from every imaginable medium. All that means that people in sales, marketing, and advertising will be called upon hourly to reinvent the wheel. It may be translucent, solar-powered, or newly packaged, but it will still be a wheel. Thus the marketer's main job will be the usual one: come up with enough in the way of perceived benefits so that consumers will feel it's worth a higher price for the product or service.

> **Until now, marketing organizations have tried to be as self-sufficient as possible. But in the next decade they'll have to forego some of their pride and start contracting for outside help. Markets will be much more segmented, which means that companies will be sharing more, too.**
>
> Patrick Keenan
> Dairy marketing director
> Beatrice Foods

> **One-third of the population today can be characterized as hedonistic. Watch for the proportion to increase to one-half during the 1980s even though there seems to be great dissatisfaction with contemporary social life. All in all, we're still a terribly materialistic society.**
>
> William Elliott
> Vice president, marketing, spirits group
> Heublein

MANAGEMENT SCIENCES

The computer will pervade every aspect of marketing both inside and outside the sales office. Widespread applications will be spurred, first, by the declining costs of microprocessor technology ("computer on a chip") and very-large-scale integrated circuits (VLSI); second, by the hands-on computer experience and eagerness to apply that knowledge that virtually every college graduate with a business or marketing degree, hired as a sales trainee, will have; and, third, by the wedding of computers and advanced communications systems.

MARKET STRATEGY

Information generated on the spot by electronic point-of-purchase (P-O-P) terminals in retail stores, when coupled with product codes, says the Diebold

MARKETING IN THE 1980s

HOUSEHOLDS

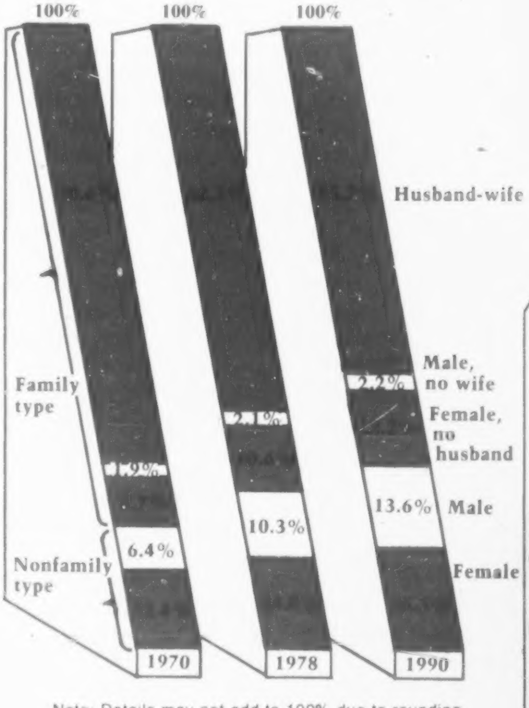
Faster growth for nontraditional types

Household Type	1970 (000)	1978 (000)	1984 (000)	1990 (000)	Average Annual Growth Rate 1970–78	1978–84	1984–90
Total	63,401	76,030	86,831	96,723	+ 2.5%	+ 2.4%	+1.9%
Family type	51,456	56,958	62,717	67,834	1.3	1.7	1.4
Husband-wife	44,728	47,357	51,031	53,903	0.7	1.3	0.9
Male householder (No wife present)	1,228	1,564	1,827	2,153	3.4	2.8	3.0
Female householder	5,500	8,037	9,859	11,778	5.8	3.8	3.3
Nonfamily type	11,945	19,071	24,114	28,889	7.5	4.4	3.3
Male	4,063	7,811	10,479	13,140	11.5	5.7	4.2
Female	7,882	11,261	13,635	15,749	5.4	3.5	2.6

Note: Census Bureau prepared four different series of projections based upon different assumptions of marital status. Projected data shown here are averages of Series B and C, the two middle sets of projections.

Source: Census Bureau, *Projections of the Number of Households and Families: 1979 to 1995.* Series P-25, No. 805.

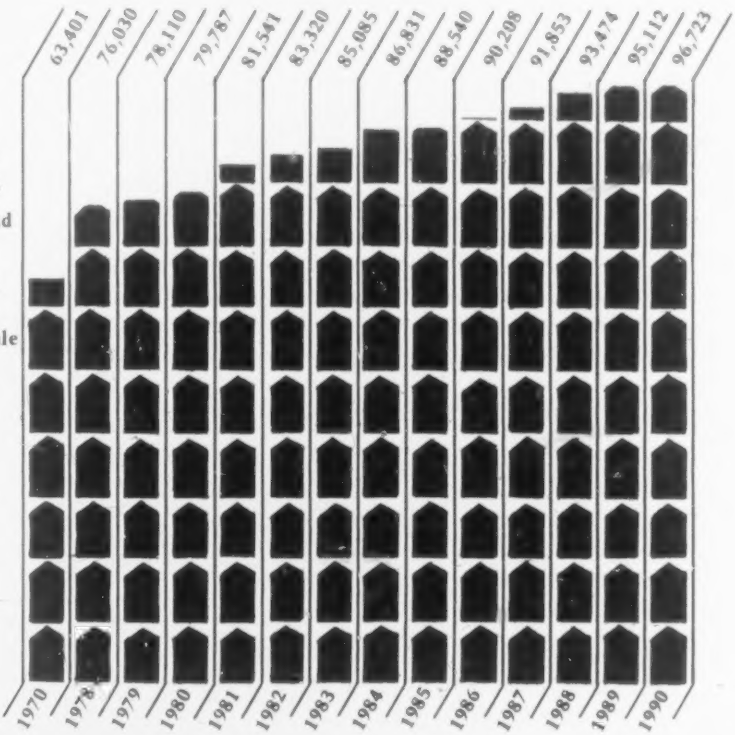
Changing mix of household types



Note: Details may not add to 100% due to rounding.

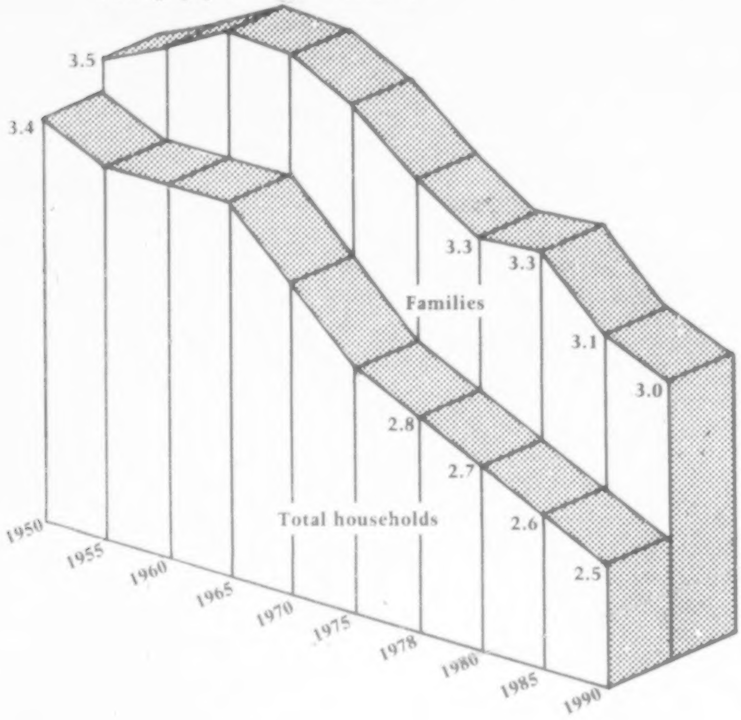
For sellers of household products, a larger target

Number of households (000)



Shrinking consumer-buying units

Average population per household



How the age makeup of major household types will change

Total Households *Age of head*	*1978* *(000)*	*1984* *(000)*	*1990* *(000)*	*Average Annual % Change* *1970–78*	 *1978–84*	 *1984–90*	 *1970*	*Percent Of Total* *1980*	 *1990*
Under 25 yrs.	6,220	6,742	6,538	+ 5.4%	+1.4%	−0.5%	6.9%	8.2%	6.8%
25–34	16,831	20,539	22,813	+ 5.4	+3.7	+1.9	18.5	22.1	23.6
35–44	12,969	16,874	20,986	+ 1.3	+5.0	+4.1	18.6	17.1	21.7
45–54	12,602	12,381	14,187	+ 0.3	−0.3	+2.4	19.5	16.6	14.7
55–64	12,183	12,824	12,276	+ 1.6	+0.9	−0.7	17.1	16.0	12.7
65–74	9,383	10,584	11,730	+ 2.9	+2.1	+1.8	12.0	12.3	12.1
75 & older	5,842	6,890	8,195	+ 2.9	+2.9	+3.1	7.5	7.7	8.5
Family households (Husband & wife)									
Under 25 yrs.	2,892	2,498	1,893	− 0.9%	−2.2%	−4.0%	7.0%	6.1%	3.5%
25–34	11,089	12,093	11,949	+ 2.3	+1.5	−0.2	21.0	23.4	22.2
35–44	9,396	11,591	13,639	− 0.2	+3.9	+2.9	21.4	19.8	25.3
45–54	9,128	8,695	9,627	− 0.6	−0.7	+1.7	21.4	19.3	17.9
55–64	8,071	8,428	8,044	+ 1.3	+0.7	−0.7	16.4	17.0	14.9
65–74	4,713	5,324	5,891	+ 1.8	+2.1	+1.7	9.2	10.0	10.9
75 & older	2,067	2,404	2,862	+ 3.1	+2.7	+3.1	3.7	4.4	5.3
Nonfamily households									
Under 25 yrs.	2,460	3,159	3,442	+16.8%	+4.7%	+1.5%	8.8%	12.9%	11.9%
25–34.	3,508	5,419	7,136	+24.9	+9.0	+5.2	9.8	18.4	24.7
35–44	1,469	2,217	3,123	+ 7.8	+8.4	+6.8	7.6	7.7	10.8
45–54	1,729	1,861	2,362	+ 2.4	+1.2	+4.4	12.1	9.1	8.2
55–64	2,883	3,109	3,013	+ 2.7	+1.3	−0.5	19.9	15.1	10.4
65–74	3,830	4,423	5,016	+ 4.3	+2.5	+2.2	23.9	20.1	17.4
75 & older	3,192	3,928	4,800	+ 6.1	+3.8	+3.7	18.0	16.7	16.6

Note: Details may not add to 100 due to rounding

Group, "will allow manufacturers to evaluate the market desirability of alternative product features and pricing strategies, bringing a degree of precision to marketing previously not possible." Such instant information will also permit advertising/merchandising approaches to be tailored more specifically to the needs of individual markets.

MARKETING AND THE LAW

The next decade will be characterized by a shift from "Let the buyer beware" to "Let the seller be sued," warns Janet Wolff, executive vice president and director of creative services for the William Esty advertising agency, adding that she expects many companies will indeed be sued. Already under attack is Brown & Williamson Tobacco: a smoker who fell asleep while smoking and was severely burned is claiming that the cigarette was defective because it wasn't self-extinguishing.

MARKETING PROFESSION

A boom market for marketing executives is coming. The growing complexities of social and economic changes mean companies will need new and innovative marketing solutions. Look for more marketing positions to be created with emphasis, as never before, on the truly creative marketing manager.

MARKETING RESEARCH

After a decade of absorbing technical innovations made possible by the computer, the emphasis in marketing research will shift to improving the management of the function. Rather than dwelling on methodology, researchers will become more pragmatic, performing integrated studies that can become the basis for decision-making by marketing management. These will tie together such specifics as sales force deployment, channels of distribution, advertising and promotional support, and customer service.

A REMINDER

Often in this Special Report, additional aspects of a subject appear under a separate overline, sometimes several separate overlines. For this reason, we urge you to read this Special Report in its entirety.

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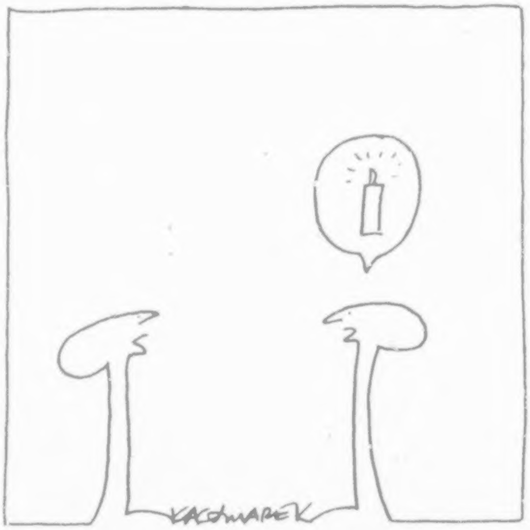
Congress will make it easier for consumers and competitors to obtain government-held product information now considered "trade secrets." New laws will leave performance qualities of products privileged information but will cut loose such data as customer lists and pricing formulas.

MOTIVATION

Career "pathing," job enrichment, and recognition programs will grow as sales executives seek ways to increase motivation, particularly among career salespeople. Although high technology and other fast-growing companies may experience shortages of qualified field managers, particularly in the second half of the decade when growth of the 25–34-year-old segment of the population slows, there'll be more candidates than management openings at many companies, requiring innovative management if turnover is to be kept under control.



"THAT'S A 19TH CENTURY IDEA."

Copyright, Sales & Marketing Management

NEW PRODUCTS

Unlike consumer markets, the industrial field will demand new technology to increase productivity. Scarce capital will be allocated primarily to developing products designed to meet the needs of key customers. Similarly, the automation of the office, already underway, will come to full flower. Top management will justify greater expenditures for improved computers and other information-handling devices—all in the name of increased efficiency and profits. Product development will continue to run rampant in such areas as electronics and industrial chemicals. Although most of this will be applied to the industrial area, it will have a dramatic impact on one segment of the consumer-goods market: communications. Much of the status and importance that the consumer of the 1960s and 1970s attached to cars and boats will be transferred to such things as cable TV, videorecorders, and home computers. Even people of modest means will forego many tangible goods in favor of being wired into a network based on cable, microwave, and satellites.

OUTDOOR ADVERTISING

Women's driving patterns will change when they begin working. They'll be heading to the business district five times a week, and to the shopping center perhaps only once. Users of outdoor advertising will have to determine on which routes they should place their ads for products aimed at the female consumer.

OVERSEAS CONVENTIONS

Congress will repeal those unpopular tax restrictions on business executives who attend overseas conventions. The number of organizations cancelling meetings abroad has prompted many foreign governments to threaten retaliation aimed at international meetings in the U.S.

PAPERWORK

Thank heavens, less of it for field salespeople, who will reap the benefits of computers that log orders, call reports, and other sales data.

POINT-OF-PURCHASE DISPLAYS

Surveys show that 72% of health and beauty-aid purchase decisions and 82% of housewares buying decisions are made in the store. Therefore, marketers of those products should give more attention to their in-store displays if they want to attract the consumer faced with an increasing array of new products.

> **"Corporate management will be required to focus an expanding share of attention to building revenues. The accumulation of capital from internal operations is becoming more difficult, and capital from outside sources is also harder to come by. This will increase the importance of the sales function greatly."**
>
> *Mack Hanan*
> *President*
> *The Greenhouse Group*

PRICING

As more and more products mature, legions of "price brands" will move in on the attack. In all areas of consumer goods from shampoo to stereos, alert marketers will carve out a sizable business by selling merchandise of adequate quality and few frills. Often this will be done with little or no advertising support. To survive such inroads, marketers of established brands will strive to keep them from becoming commodity products. They will try to upgrade their wares and add benefits that the consumer will perceive as being worth a higher price.

PRINT ADVERTISING

Although working women watch less TV, they do more reading if they travel to and from work on public transportation. Some will read paperback novels, of course, but many will read newspapers. Thus newspaper ads could become an even more significant part of the media mix.

PRODUCT DIFFERENTIATION

Making a product or service stand out from the herd will be increasingly difficult. Three likely strategies: (1) upgrade the educational element of the product by selling (or giving away) such things as booklets on personal care with cosmetics or videocassettes on skiing with the purchase of skis and equipment;

(2) draw up a warranty that promises genuine benefits to the consumer and give it maximum promotion; (3) endow the product with personality (as with the Mickey Mouse telephone) or have it endorsed by an authoritative figure or organization (the official seat cushion of the Brotherhood of Teamsters).

PRODUCT LIABILITY

Product liability pressures will subside as most of the major industrial states adopt a model law developed by the Commerce Dept. The model statute, already adopted by Illinois and six smaller states, exempts wholesalers and retailers from sharing in a manufacturer's liability. Another factor is that insurance companies are reviewing their actuarial formulas and finding that the steep premium jumps of recent years may have been an overreaction to a handful of sensational injury awards. However, more regulatory agencies will require that labels bear the identity of each company taking part in the manufacturing process. Example: drug companies that produce ingredients but contract out the capsulizing process. Look for stiff opposition from food manufacturers that don't want their names on certain private-label products for competitive and pricing reasons.

> **The energy crisis will affect everything people do, even the types of clothes they wear and the types of food they eat.**
>
> C.C. Grinnell
> Director, corporate marketing research
> Kraft

PRODUCT PLANNING

With most of the large tracts of the marketing landscape staked out by entrenched leaders, competitors—even large ones—will concentrate on selecting a narrow segment of the business and creating a profitable niche for themselves. They may merely embellish an existing product concept as Hanes Hosiery did with L'eggs, or they may determine their slice on the basis of price as retailers do with their private-label lines. The key to success will be in fortifying a position in a profitable segment of the market *and being recognized as specialists in that field.* All of that will happen amid creeping encroachment on the part of the federal government and consumer groups in determining product standards. As in the case of the automakers and mileage estimates, marketers will yowl in protest—and then turn around and use the official standards as a selling point.

PRODUCT SAFETY

The Food and Drug Administration will grow both in strength and public respect. Passage of a new-drug reform act will enable the agency to process new "breakthrough" drugs faster without sacrificing safety concerns. Its food industry regulation will be improved by passage of an even-handed nutrition labelling law. And cosmetics regulation, until now a never-never land, will take form with passage of a law regulating cosmetic safety and labelling. But the Consumer Product Safety Commission (CPSC) will not survive the scrutiny of White House budget planners or congressional auditors as it has for its first 10 years. Administrative reformers will find the CPSC the least cost-effective regulatory agency in Washington. If not disbanded or dismembered, the CPSC's budget will be slashed to less than half of this year's $80 million.

RECRUITING

Sales managers will spend more time recruiting and selecting salespeople because of changes in the labor pool and the need to cut costly turnover. Between now and 1990, the number of 16-24 year olds in the labor force, the age group that's the prime source of sales and management trainees, will shrink by more than 1.3 million. But (1) simultaneously with the overall drop, the number of young black adults will double, and (2) by the end of the decade, women will outnumber men. Companies will thus alter their recruiting methods to attract more women and blacks as a matter of necessity as well as to comply with equal employment opportunity laws. Meanwhile, competition among companies for qualified sales trainees of all kinds will be fierce, and the companies will do more to retain those hired.

• • •

Sales managers who were able to pick and choose among recruits in the 1970s will be scrambling to find candidates as the pool of 16-24 year olds decreases in the next decade. Thus as companies grow bigger, competitive bidding for sales train-

> **The survivor of the 1980s will be the individual who gathers the most relevant information when making decisions and when judging the effectiveness of those decisions.**
>
> J.F. Peil
> Vice president, marketing, U.S., nutritional and medicinal products
> Miles Laboratories

ees will drive compensation upward at a faster pace; the compensation of A, B, and senior salespeople will rise at comparable rates to maintain sales-staff morale and the traditional income spreads between skill levels. All told, compensation management is going to be a very prickly proposition in the next decade. Note: The new trainees, reflecting changes in social values, will have less company loyalty. Conscious, too, of the leverage that their fewer numbers gives them, they'll be much more prone to job-hop. With sales training costs rising briskly each year, more companies will ponder how much sales training they can afford, whether it is worth it, and what changes are needed to make it cost-effective.

REGULATORY AGENCIES

All regulatory agencies will be jolted by the passage of a law that puts the burden of proof on their backs. At present, any company challenging a new federal rule must bear the burden of proving that it is invalid or runs counter to congressional intent. An amendment by Sen. Dale Bumpers (D-Ark.) makes "guilty" industries or companies "innocent" until regulators prove otherwise.

RETAILING

In the competition between retail chains downtown or flagship stores and their branches, look for the former units to get more attention and a bigger merchandising role. Mall developments are susceptible to the energy crisis, retailers believe (indeed, sales in the malls are off at the present time), and some say the number of shopping centers already exceeds the need. Macy's "Miracle on 34th St." (S&MM, January 1978) and Woodward & Lothrop in Washington, D.C., show how successful a downtown operation can be, especially when linked to a local renaissance. Another plus for downtown: the growing number of young, "quick spending" professionals expected to settle there.

* * *

Indeed, appreciation of what marketing can do for department stores in their fight to survive inroads of mass merchandisers and discounters (few "traditional" retailers any longer try to match mass merchants' price-cutting, a tactic they know they cannot win) will prompt the stores to give up their "something for everyone" approach. Replacing it will be a narrower customer base, deeper merchandising assortments tailored to that base, and, especially, far more carefully selected vendors whose "quality image" matches the stores'.

* * *

The branch-store manager: a person to reckon with in the 1980s. Ahead for him (or her) is greater autonomy than he has ever known to run his store as he sees fit—he'll be expected to know his store and his trading area better than anyone else in his company. Also, expect him to be far less influenced by his company's buying organization; some managers, notes *Stores* magazine, will be authorized to deal directly with suppliers' salespeople. Also, he'll be as interested in store operations and managing his people as in merchandising, his traditional forte. Increasing competition from specialty shops will prompt him to make certain that his salespeople learn more about what they sell and the best ways to sell it. Note: The Broadway, a clothing chain in the Northwest, now trains its managers in *marketing*.

SALES INCENTIVES

The use of special recognition and awards programs will grow. While merchandise, travel, and cash awards continue to find favor, incentive meeting usage will increase, and a market will open up for more personalized awards such as education for winners or their children. Good news for field man-

> **People are going back to basics. They're just not interested in new things so much anymore. They realize it's essential for them to try to hang on to what they have now. As an economic attitude, conservatism will rule in the 1980s.**
>
> John L. Burke
> Vice president, sales
> A.H. Robins Co.

MARKETING IN THE 1980s

LABOR FORCE

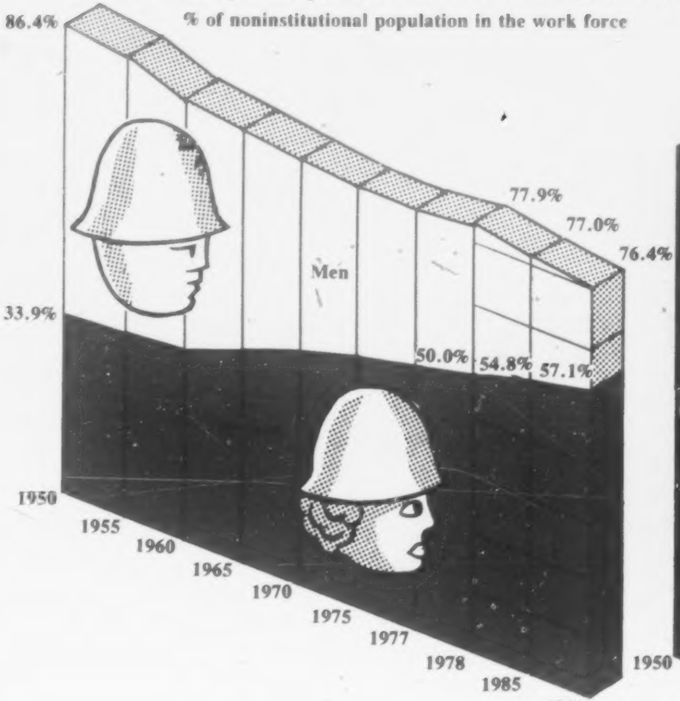
A shrinking labor pool in the 16–24 age bracket

Labor Force Age Group	*1970 (000)*	*1977 (000)*	*1985 (000)*	*1990 (000)*	*Average Annual Growth Rate 1970–77*	*1977–85*	*1985–90*
Total	**82,715**	**97,401**	**112,953**	**119,366**	**+2.54%**	**+2.00%**	**+1.14%**
16–24 yrs.	**17,830**	**23,685**	**24,399**	**22,381**	**+4.69**	**+0.38**	**−1.66**
25–54	**50,389**	**59,390**	**74,256**	**83,558**	**+2.56**	**+3.13**	**+2.50**
55–64	**11,277**	**11,410**	**11,489**	**10,653**	**+0.17**	**+0.09**	**−1.46**
65 & older	**3,220**	**2,910**	**2,809**	**2,774**	**−1.37**	**−0.44**	**−0.24**

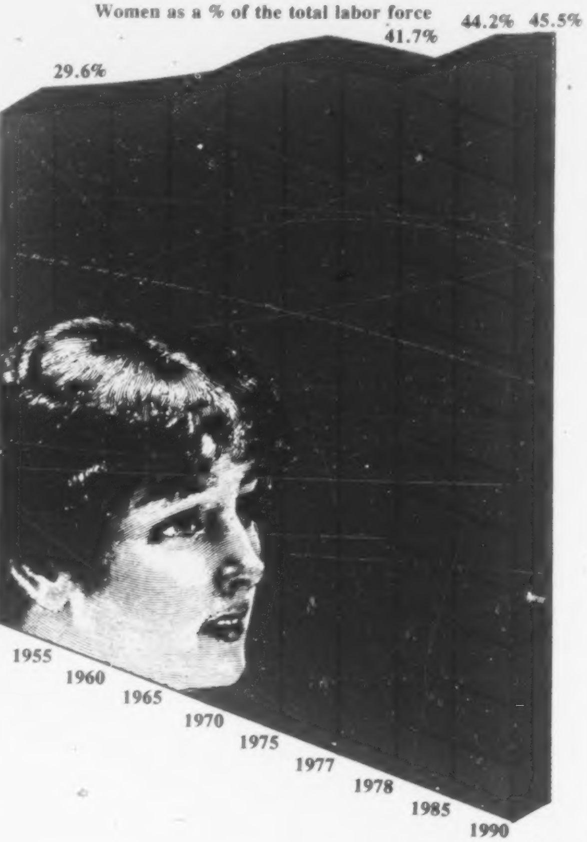
Notes: Labor force, also called the work force, is the total number of people working or looking for work.
The Bureau of Labor Statistics prepared three different projections of the future growth of the work force—high growth, low growth, and intermediate growth. Data shown in these tables are from the intermediate growth projections.

Sources: Bureau of Labor Statistics, *Employment Projections for the 1980's*, Bulletin 2030; *Employment and Unemployment During 1978: An Analysis*, Special Labor Force Report 218; and U.S. Dept. of Labor, Employment, and Training Administration, *Annual Employment and Training Report of the President: 1978.*

As women's participation rate rises at a faster clip . . .



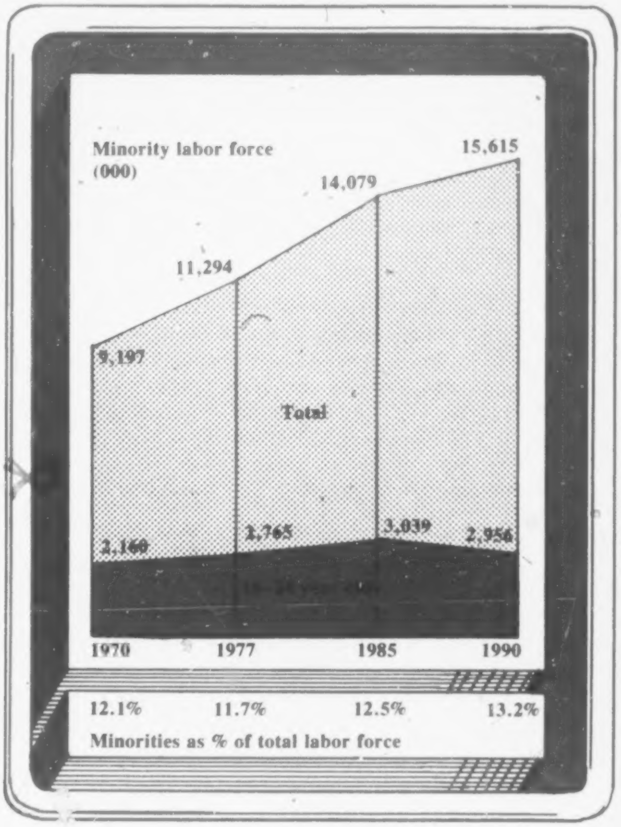
. . . they will account for a larger share of the work force . . .



Women will set the pace in the job market

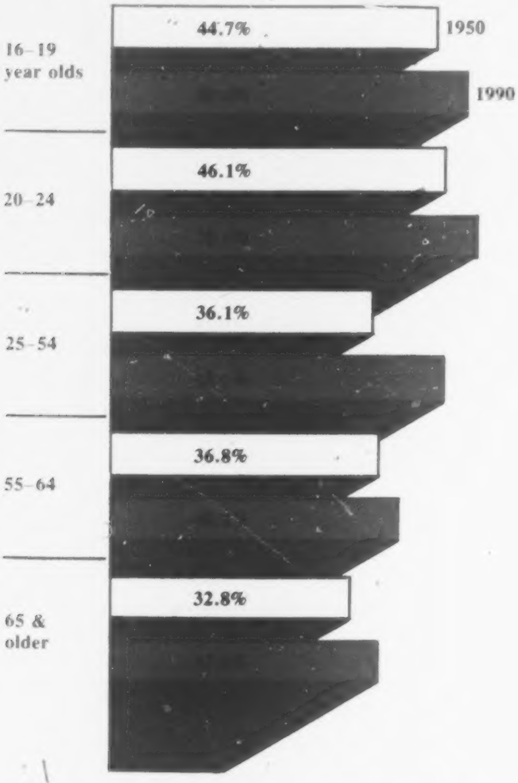
Age Group	1970 (000)	1977 (000)	1985 (000)	1990 (000)	Average Annual Growth Rate 1970–77	1977–85	1985–90
MEN							
Total	51,195	57,449	63,007	65,115	+1.74%	+1.21%	+0.66%
16–24 yrs.	9,715	12,862	12,465	11,156	+4.63	−0.39	−2.10
16–19	4,006	4,985	4,374	4,199	+3.49	−1.54	−0.80
20–24	5,709	7,877	8,091	6,957	+5.43	+0.34	−2.80
25–54	32,193	35,698	41,824	45,845	+1.56	+2.15	+1.92
55–64	7,124	7,043	6,953	6,383	−0.16	−0.16	−1.64
65 & older	2,164	1,845	1,765	1,731	−2.10	−0.54	−0.38
WOMEN							
Total	31,520	39,952	49,945	54,253	+3.83	+3.13	+1.72
16–24 yrs.	8,115	10,823	11,934	11,225	+4.77	+1.29	−1.18
16–19	3,241	4,267	4,192	4,139	+4.53	−0.23	−0.26
20–24	4,874	6,556	7,742	7,086	+4.93	+2.25	−1.70
25–54	18,196	23,692	32,432	37,713	+4.31	+4.61	+3.26
55–64	4,153	4,367	4,536	4,270	+0.74	+0.49	−1.18
65 & older	1,056	1,065	1,044	1,043	+0.13	−0.25	−0.02

Better times ahead for minorities in the job market?



. . . especially among younger groups

Women as % of age group in labor force



agers and incentive program administrators: Computerized call reports will help with tracking.

SALES MANAGEMENT

Consultative selling will intensify, with more field salespeople assigned to industry specializations and team selling. Teams made up of various disciplines (for example, sales, engineering, and design) will work with end users to put together packages of products and services that can best (and most profitably) serve the cutomer's needs.

◆ ◆ ◆

Better precall planning via industry and proprietary data banks is inevitable to help salespeople pinpoint customer needs and tailor their presentations to specific customer benefits. Also, expect computer-selected routing for maximum account coverage (this because of the high cost of gasoline, especially).

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Management will increasingly cut away nonproductive activities like writing orders and handling inquiries and complaints, freeing salespeople to concentrate on what only they can do: selling new accounts, introducing new products, and selling new applications and broader uses. In other words, increasing the volume of sales.

◆ ◆ ◆

The long-term trend of smaller sales staffs per manager will continue. Unpublished data made available to S&MM by the Bureau of Labor Statistics' Division of Occupational Outlook suggests that the typical sales manager in manufacturing companies will oversee 3.72 salespeople by 1985 vs. 4.36 in 1970. However, the number of sales executive slots in such companies will expand three times faster in the first half of the next decade than it did in the 1970s. Based on the government's data, the number of sales managers will swell 3.5% per year in the 1976–85 period vs. only 1.1% in the 1970–76 period.

◆ ◆ ◆

Some other trends in sales force management: Managers will better define their selling objectives and sharpen their sales planning to increase the sales force's effectiveness. Also, more attention will be given to searching out lower-cost selling alternatives (example: far-distant customers and those who buy only infrequently or place only small orders will be switched to a telephone salesperson). For many companies, only the most important customers will have the benefit of a sales call from a company salesperson. (Some marketers will make a good living by selling only to small and medium-sized accounts that are of marginal interest to the bigger companies.)

SALES SUPPORT

Consumer and industrial organizations will support their selling activities with more (and better targeted) advertising and direct mail. Samples and self-demonstration kits will often be included to cut down on the need for personal follow-up.

SAMPLING

Free samples have fallen out of favor because of rising distribution costs. Yet marketers who must continually introduce new products or line extensions to keep their brand franchise will need a way to get the increasingly skeptical and money-conscious consumer to try the product. As a result, more of them will turn to the low-priced miniature sizes currently being used by such companies as S.C. Johnson & Son for its Agree shampoo, Chesebrough-Pond's for its Vaseline Intensive Care lotion, and American Safety Razor for its Flicker ladies shaver.

SELLING ABROAD

A Dept. of Trade? Whether or not Congress opts for such a cabinet-level agency, federal support for export sales will soon come to a showdown debate within government circles. The issue is for the Administration either to expand exhibit promotions abroad and adopt bold export-tax incentives or, to continue the Commerce Dept.'s spotty sponsorship

> “
>
> **The continually increasing costs of recruiting, training, and supervising a direct company-employed sales force will lead many firms to sell their products via commissioned manufacturers' representatives. A recent study by Prentice-Hall reveals that a $23,000 salaried company salesman actually costs in excess of $45,000.**
>
> Thomas C. Reinhart
> President
> Albee-Campbell, Inc.
>
> ”

of customer leads and overseas catalogue shows. Pushing the showdown: disillusioned marketing executives who signed on with the Commerce Dept. shows on the promise they'd be allowed to fashion a fresh approach to export sales.

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Smaller companies, especially industrial marketers, will pursue sales opportunities abroad as never before. The lures: (1) a growing demand for U.S. products, especially those that will meet foreign governments' calls for more safety equipment and pollution control devices for local use; (2) mounting production costs that are occurring nearly everywhere overseas; (3) the low value of the U.S. dollar, which creates many "bargains"; (4) the sheer size of overseas markets (U.S. companies sell less than 2% of all the foreign products bought by Communist bloc nations); and (5) the trend by the U.S. government to lend assistance to companies that want to export as well as those that might want to set up factories in other lands.

SMALL BUSINESSES

The upcoming White House Conference on Small Business will leave a wake of special government incentives to small marketers. They'll include more federal contract set-asides and more direct government procurement from local retailers and wholesalers. The White House meeting will also rekindle congressional interest in a value added tax (VAT). As implemented in many European countries, VAT would replace the bulk of the corporate income tax with an approximate 10% levy on goods and services at each level of production and distribution.

SUPERMARKETS

A result of the increase in the number of working wives will be an increase in the number of husbands and teenagers doing supermarket shopping. A study by *Progressive Grocer,* an industry publication, shows that already "more than one-half of the men interviewed do *most* of the marketing for their household." The study suggests that marketers who hope to profit from this new trend would do well to:

- Increase the shelf space allotted to nonfoods that appeal to men such as automotive supplies, hardware, and gardening equipment.
- Stay open later because men are more reluctant than women to shop in crowds.

Companies that supply food or nonfood items to supermarkets will have to reorient print and broadcast advertising to their new target audiences, placing more ads in teen and men's magazines and showing men and teenagers in TV ads for their products. But it's going to be a challenge to create a convincing commercial showing two men comparing different brands of laundry detergent or paper towels.

SYSTEMS SELLING

Once the exclusive province of industrial marketing, systems selling will be applied increasingly to consumer products. Few companies will be able to sustain themselves without positioning their product lines as systems designed to treat all of a customer's needs in a specific area. Look for food and toiletry marketers to follow the lead of health foods in offer-

> “
>
> **The energy situation will stabilize. People will adjust to conservation. Besides, there's hope for the future: by 1985 there will be new energy sources and the possibility of alternative energies. Conservation methods will also be more advanced.**
>
> Al Bracken
> National sales manager
> Toyota Motor
>
> ”

> **In the 1980s the business executive will have a desktop computer that will help him solve problems of varying complexity. As a result, there'll be fewer stacks of reports and fewer channels needed to tell if the company is gaining or losing.**
>
> Dick Behrman
> Director, marketing research
> Liggett Group

ing a "menu" of products designed to work together. In the contest to outfit U.S. homes for communications in the 1980s, the decision will go to the purveyor of the best system, which could be a manufacturer that today is known best for a single product such as a telephone or a TV set. Another reason marketers will embrace systems selling: By grouping products into systems, a company can put together a higher-value package that justifies the attention of the sales force—and of the purchasing agent.

TELEPHONE SELLING

Inside sales forces will grow as executives of both manufacturing and wholesaling organizations take advantage of the availability of more sophisticated (and relatively less expensive) forms of electronic communications to cut the costs of prospecting, lead qualification, and closing small-volume or low-margin accounts. To keep the sales effort from becoming too depersonalized, look for companies to reinforce phone calls and computer-to-computer transactions with printed or video newsletters.

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WORLD ECONOMIC DEVELOPMENT
1979 and Beyond
Herman Kahn

TEST MARKETING

Market tests of new products will become "instant." Widespread use of scanners and P-O-P terminals at check-out counters will give marketers a fast reading on the turnover rate of new products from the first day the item is put on sale. That information will be supplemented by use of interactive TV, coupled to a computer, for the speedy collection and analysis of data on who did and did not buy the product. The other side of the coin: Existing products that don't meet retailer's revenue goals will have very short shelf lives.

TRADE PROMOTIONS

As target markets become increasingly segmented and the importance of regional marketing grows, promotions will also have to be regionalized. Retailers will continue to be offered far more promotions than they can use—the executive vice president of one supermarket chain says his stores have at least 1,000 available at any given time—and so will choose the ones that work best with their own regional objectives.

TRADE SHOWS

Expect to see two opposing forces at work: rising transportation costs will make it more expensive to get people and exhibits to shows, while sales call costs continue to rise faster than the cost of a trade show contact. One solution will be to create more regional trade shows, which enable companies to make important show contacts and still control transportation costs.

TRAINING

Upgraded and increased training will be the norm at all levels of the sales force. The emphasis will be on selling techniques rather than product training. New-product training sessions will dwell on potential end-user benefits rather than product features. New hires will spend less time in the classroom and more time in on-the-job training, where better-trained first-line managers will see that they become productive as soon as possible.

WARRANTIES

The Federal Trade Commission's product-warranty enforcement program will dwindle and disappear, much like Truth in Packaging did in the 1960s. Reasons: Studies will show that consumers seldom read presale warranties on retail countertops (where the FTC is insisting they be posted). Also, the FTC's rules are so harsh that few companies will offer full warranties as Congress had hoped when it passed the Magnuson-Moss Act.

ZIP CODE

Advertising, as well as sales calls, will become far more precise, thanks to the arrival of nine-digit Zip Codes (linked to data to become available from the 1980 Decennial Census for Zip Code areas). Nine-digit classifications will allow consumer products marketers to zero in on geographic areas as never before: for example, they'll be able to exploit the demographics of one side of a city block vs. the other side. Their direct mail and sampling programs will also benefit greatly. Industrial marketers will be able to set up far more productive sales call patterns because nine-digit Zip Codes promise highly detailed profiles of prospects' locations. What could be better than nine-digit classifications? Eleven-digit, obviously.

> **We are inundated with marketing information. During the next decade the problem will only get worse, which makes separating relevant from irrelevant data a crucial part of the marketing job.**
>
> H.D. Putnam
> Group vice president, marketing
> United Airlines

JAUNDICED EYE

Waxing nostalgic

Gather 'round, children, and I'll tell you about the weird experience I had one day back in the autumn of 1989. Eager to review all the changes that had taken place in consumer and industrial marketing during the next decade, I visited the director of the Wax Museum. There is probably no more accurate reflection of the past than the range of subjects depicted in wax.

"What new figures and items are you going to display next year?" I asked the director, whose eyes resembled crystal balls and whose smile was an exact replica of the Sphinx.

"Step into the back room and judge for yourself," the director said, pointing to a door behind which I could hear the murmur of machinery working in time to piped-in music. There, in various stages of disrepair, were the old figures of Presidents and kings, movie stars, and famous bandits. They had been discarded.

On the far side of the room, ready for the re-opening of the museum on Jan. 1, 1990, were the new displays. It was obvious that as a group they told the story of things that had slipped into the past during the decade of the 1980s.

It was no surprise to me to see the famous statue of the maid doing windows. Right behind her was a salesman carrying two heavy cases of samples of actual merchandise available for immediate delivery. At first it taxed my memory to identify the smiling, attentive figure behind a counter, but the director explained patiently that it was a retail sales clerk.

Over in the corner was a man answering his own telephone; it had no recording device so he was making notes on old-fashioned note paper with a lead pencil. A group of six figures depicted a sales manager meeting in person with his sales force, and upon closer inspection one could see that *all* the salesmen were awake. Then there was the figure of a doctor making a house call to the bedside of a sick child, and a gorgeous reproduction of an automobile with a full-sized spare tire.

Of all the items ready for display, however, the one that brought the most nostalgic tear to my eye was a cup of steaming hot coffee. The price alone identified it as a relic of bygone days. It was marked $1.00.

By Jim Lavenson

The perils of prophesying

Forecasting the future is one of the riskiest of human endeavors. Here are some predictions that were made about the 1970s. Some were on target, many more were not.

Industry will take over many functions considered government's preserve, such as health and social services. *(Nation's Business)*

* * *

Corporations will be called upon by government to aid in such things as airport construction, urban rapid-transit, low-income housing, and pollution control. (*Credit & Financial Management*)

* * *

By 1975 there will be a need for 14 million more workers than will be available. *(S&MM)*

* * *

On the way home, the businessman will stop by his doctor's office for a booster shot of anti-cancer vaccine. (*Business Week*)

* * *

Two major problems most worrying the advertising business in the 1970s will be somehow to placate management's demand for documentation of results and to accommodate and avoid getting trampled by a massive current of consumerism. *(Advertising Age)*

* * *

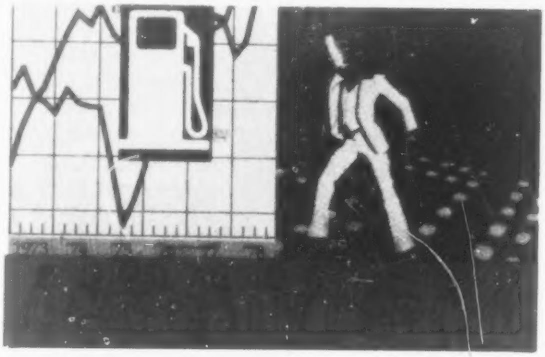
There will be a shortage of qualified marketing managers because of a drop in the 30–45-year age group. *(S&MM)*

* * *

There will be much experimentation in defining the corporate marketing role. *(S&MM)*

* * *

There will be a network of large time-sharing computer systems for rapid transfer of information and data. (*Nation's Business*)



It will be the decade of the consumer, who will assert his wants and demands, and it will be the task of marketing executives to know their customers. (*S&MM*)

* * *

The marketing executive will be more quantitatively oriented, have a working knowledge of behavorial and humanistic concepts, an aptitude in the social sciences, be internationally minded, and possess an ability to learn—quickly—because of the geometrically expanding body of knowledge. (*S&MM*)

* * *

Marketers will learn to deal less with absolute numbers and more with lifestyles and learning. (*S&MM*)

* * *

Quantitative methods such as operations research, data processing, statistical analysis, etc., will be put to increasing use by general management and marketing executives in research, planning, and decision-making. (*S&MM*)

SALES & MARKETING MANAGEMENT

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Advertising Age, 740 Rush St., Chicago, Ill. 60611

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Economist, P.O. Box 190, 23a St. James's St., London, SW1A 1HF, England

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S&MM MARKETGRAPH

Latinos write another American success story

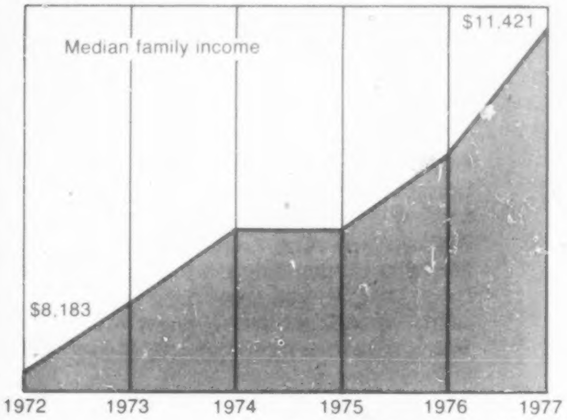
Participants in the latest of the immigration waves that traditionally have fuelled U.S. growth, Latinos are attracting more attention from marketers looking for sales-building opportunities. Despite the barriers posed by language differences and job discrimination, the share of Latino families in the middle- and upper-income brackets ($15,000 and up) has more than doubled since 1972.

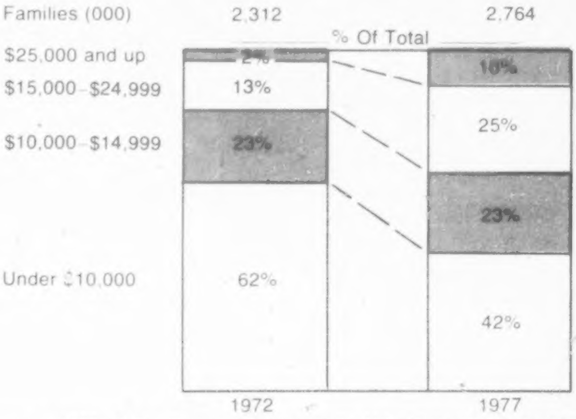
Where the prospects are

County/State	*Latino Pop. (Thous.) 1/1/80*	*% Of County's Total Pop.*
New York City (5 boroughs)	1,478.8	18%
Los Angeles, Cal.	1,367.0	19
Dade, Fla.	540.0	36
Bexar, Texas	505.8	51
Cook, Ill.	368.1	7
El Paso, Texas	308.8	66
Harris, Texas	269.7	11
San Diego, Cal.	229.1	12
Hidalgo, Texas	221.4	89
Orange, Cal.	219.9	11
10-County Total	**5,508.6**	**18%**
U.S.	**12,561.8**	**6%**

Source: Market Statistics, research division of Bill Communications that prepares *Survey of Buying Power* data. Sales & Marketing Management. Note: Reproduction of above county totals strictly prohibited without the permission of Market Statistics.

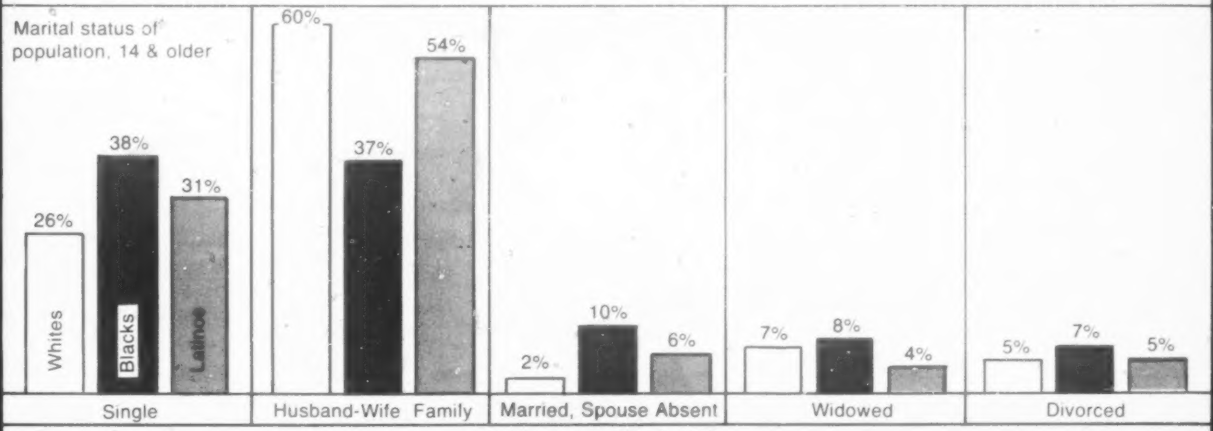
A 40% upsurge in family income lifts many into the upper brackets . . .





Source: Census Bureau, *Money Income in 1977 of Families and Persons in the U.S.*, Series P-60, No. 118.

. . . and creates a market with its own lifestyle



Note: Data as of March 1978.
Source: Census Bureau: *Marital Status and Living Arrangements*, Series P-20, No. 338.

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S&MM
SALES & MARKETING MANAGEMENT

FEBRUARY 4, 1980
A BILL PUBLICATION
TWO DOLLARS

CELEBRITIES IN SELLING

More than just tinsel

As Olympus Camera's new spokeswoman, Cheryl Tiegs goes on sales calls and peps up sales meetings as well as appears in TV commercials (above). Her personal participation in many aspects of the marketing program is typical of the new breed of celebrity-salesperson. The fees are steep, but more and more companies are hitching their fortunes to a star. Page 30.

Inside Out

Selling costs. The ravages of inflation underscore this preview of S&MM's 1980 *Survey of Selling Costs.* Page 12.

Industrial marketing. Data Set Cable shows how a small company can find opportunity where a larger one sees nettles. Page 13.

Media. The 13-30 Group thrives by publishing sponsored magazines that reach as many as 300,000. Page 14.

S&MM Barometer. Marketers of capital equipment can look forward to a better-than-expected first half. Page 15.

Wells Fargo blazes a trail. Sales climb at its Security Guard Div., thanks largely to astute selling. Page 17.

Washington. Federal regulators may stir up more trouble in the 1980s, but it will take them longer to do it. Page 41.

Marketers get a 10% raise. Despite all that talk of corporate austerity, sales and marketing executives almost kept up with inflation last year. Page 43.

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AV makes the difference

DR. GEORGE W. CRANE

Salesmen are the sparkplugs of civilization!

Page 37.

S&MM
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What's coming up

Survey of Selling Costs. With inflation likely to raise the roof on budgets as never before, this year's *Survey* is the most important one yet. S&MM lists those markets where costs are rising the fastest, examines compensation programs likely to yield savings without crimping salespeople's performance, and shows typical costs for meetings and training programs. Feb. 25.

Test marketing. Appearing in this S&MM Special Section is a list of the favorite test markets used by consumer-goods companies—and why. A bonus: case histories.

Milk marketing. Lehigh Valley Cooperative Farmers is using marketing techniques not usually associated with farmers' co-ops (such as positioning milk against soft drinks). The result has been a dramatic turnaround. Apr. 7.

Sales incentives. Motivating the sales force is always a challenge, and today's tough economy makes it even tougher. One highlight of this S&MM Special Section will be results of an exclusive survey on the use of cash, merchandise, and travel incentives. Apr. 7.

Address all manuscripts and correspondence relating to editorial matters to The Editor, Sales & Marketing Management, 633 Third Ave., New York, N.Y. 10017.

Because S&MM is almost totally staff written, only a very small number of contributed articles can be accepted for publication. For that reason, contributors are urged to submit an initial query along with an outline.

All unsolicited manuscripts must be accompanied by a return envelope with sufficient first-class postage. We regret that those arriving without such postage cannot be returned.

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Marketers are using more celebrities, especially in sales functions. Would you believe Willie Stargell the sales manager?

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The persuasive people who make society run seldom get the credit they deserve, says motivational expert Dr. George W. Crane.

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Despite all the talk about austerity, compensation of sales and marketing executives almost kept up with inflation last year.

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Sales presentations are increasingly built around AV and for one reason especially: buyers sit up and take notice.

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Brewing to sponsor their *Sports Bulletin*, which appears three times a year and has eight regional editions geared to various athletic conferences. Distributed to 750,000 students as a college newspaper insert, the 24-page publication carries eight pages of Miller ads.

MARKETING STRATEGIES

Betting on the future

John D. Quinn faced stiff odds when he became director of the New York State Lottery in April 1976. Although his background included administrative experience and computer training in his 24-year Army career, as well as a stint as Deputy Director of Michigan's lottery, he was taking over an operation that had been suspended a year earlier following persistent charges of mismanagement. Quinn, who had had little marketing experience, promptly dubbed the lottery the Empire Stakes, streamlined its administration, and introduced attention-getting games.

Under his direction, the lottery has parlayed impressive winnings on occasion, but his struggles are far from over. The

N.Y. Lottery director Quinn

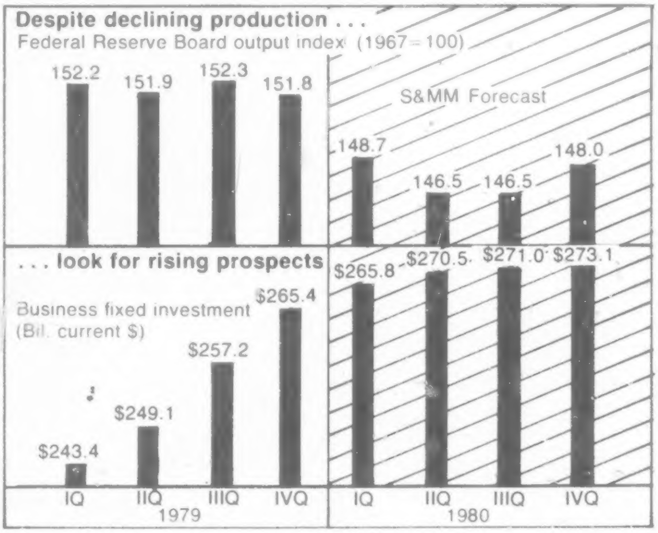
S&MM BAROMETER

A surprise for industrial marketers

Marketers who sell equipment and other products to enable plants to upgrade their facilities will enjoy better-than-hoped-for sales, at least until July. A consensus of the leading econometric consultants, as polled by S&MM last month, shows weakening of industrial output (as measured by the Federal Reserve Board index) through the third quarter, but it now appears that manufacturers will nevertheless increase their spending for structures and equipment.

What explains the unusual state of affairs? Mike Evans, of Evans Economics, believes that it is attributable to the government's lowering of the capital gains tax and its pruning of corporate income tax rates. Both actions were meant to stimulate investment spending—and their effects are just now beginning to be felt. Another theory is offered by Lee Phillips, a senior economist in Data Resources' international forecasting group. He says that with "inventories not out of line and potential capacity bottlenecks shaping up," companies will be tempted to put overdue modernization programs into effect.

Significantly, many are convinced that modernization spending will be even stronger as a result of the Commerce Dept.'s latest survey of capital spending plans.



Sources: Consensus forecast of Chase Econometrics, Data Resources, Evans Economics, Merrill Lynch Economics, U.C.L.A., Univ. of Michigan, and Wharton Econometric Forecasting Associates.
Sales & Marketing Management

lottery has contributed over $90 million to New York State each year since 1976 (45% of the revenues go to the state for education, or in the case of the Olympic Lottery, to a fund for winter-sports education programs), and sales in the fiscal year ended Mar. 31, 1979, were $186.8 million, with net profits of $90.3 million. Those sales, however, are a decline from the previous year's $196 million, and the decrease underscores that the 1980s will test Quinn's marketing skills.

The ticket-buying public has always been a fickle lot, demanding new games, and Quinn satisfied that demand in 1976 with an instant game (the player knows immediately if he's a winner), which sold a staggering $18 million worth of tickets in its first week. Another new game, Lotto, has actually attracted slowly increasing participation since it began in November 1978, Quinn says. A daily numbers game would seem to represent a solution to the problem of satisfying the public's taste for novelty (New York is one of 3 state lotteries, out of a total of 14, that do not offer it). Quinn says that he is waiting for "further executive and legislative guidance" but that such a game could be profitably run.

Whatever the future holds, he looks ahead with an attitude designed to fend off critics and entice would-be players. Demonstrating a marketer's gift for product positioning, he says, "I don't look on this kind of thing [the lottery] as gambling. I look on it as recreation."

S&MM PREDICTS

More sales trainers will be made privy to what is in their company's marketing plan. The idea: to enable the trainers to teach the precise tactics that the marketing department expects new as well as veteran salespeople to employ in selling, say, a new product. The change is a response to growing complaints that what trainers teach is too general or sometimes completely out of step.

◆ ◆ ◆

An important coming trend in home buying: the one-stop "real estate center." Such centers, notes Rose Kyllingstad, an executive of the Great 5% Real Estate Cos., Denver, will sell houses, plus mortgages, insurance, relocation services, even home decoration services. Kyllingstad predicts that the centers' major appeal will be their ability to offer lower rates for each element in the total package.

◆ ◆ ◆

Expect a boom in the use by salespeople of home terminals hooked into computerized sales order data back at the home office or district office. All it will take is lower prices for the terminals, as is happening for telephone acoustic couplers. The couplers, such as Texas Instruments', allow a salesperson to find the status of an order right in the customer's own office.

◆ ◆ ◆

A big beneficiary of the rising costs of gasoline (see page 12) will be the airlines, as people leave their cars at home and go by air. USAir (formerly Allegheny Airlines) chairman Edwin Colodny predicts that the switch to air travel will help boost his company's revenues to $1 billion by 1982.

RETAIL STORE SALES

Comparing S&MM's Survey with the Census

Marketers relying on Sales & Marketing Management's annual *Survey of Buying Power* for estimates of retail store sales will be comforted by the just-released U.S. summary tables from the government's 1977 *Census of Retail Trade*. S&MM's *Survey*, of course, uses the Census Bureau's count as a benchmark for updating its own estimates each year. The more time elapsed from a benchmark period, however, the greater the possibilities for going off track.

A comparison between the Census Bureau totals and S&MM's 1977 estimates shows that the *Survey* generally was right on the money (see the accompanying table). The *Survey*'s estimate of total U.S. retail sales is extremely close to the Census total: just 0.1% higher. Actually, the *Survey* was dead on target because its estimates include sales taxes and carrying charges, whereas the 1977 Census omits them.

S&MM was also remarkably close to the Census totals for the three biggest retailing regions. Compared to Census data, the *Survey* showed no perceptible difference in the Great Lakes region, and was off only 1% in the Southeast and 1.6% in the Mideast.

The greatest spread between *Survey* and Census data occurred in the Rocky Mountain area, where the smaller states chalked up growth rates far faster than had been expected. Even here, the *Survey* did well in tracking the principal states of Colorado and Utah.

Dramatic regional contrasts appear when store counts are considered, an important factor in planning distribution strategy. Overall, the total number of retail store establishments slipped by 57,803 between the 1972 and 1977 censuses. This was mostly a statistical fluke because the bureau eliminated direct-selling establishments (which numbered 141,294 in the 1972 census) from the 1977 count.

Although this contributed to the significant reductions that took place in the Northeast and the Midwest, most Southern and Western states still showed an increase in the number of retail outlets. (For another aspect of the *Census of Retail Trade*, see the Editor's Call Report, page 6.)

U.S. summary of the 1977 retail trade census

Region/State	1977 Retail Sales ($000)	% Gain 1972-77	SBP vs. Census[1]	1977 Number Of Stores	Numerical Change 1972-77[2]
New England	**$ 40,375,271**	**+44.7%**	**0.0%**	**107,239**	**−3,561**
Conn.	10,428,005	44.5	−2.0	26,454	−1,320
Me.	3,615,742	61.9	−6.8	11,244	+352
Mass.	18,474,302	38.9	+4.1	46,745	−3,119
N.H.	3,387,452	66.2	−12.1	8,922	+663
R.I.	2,802,147	38.8	+5.2	8,138	−653
Vt.	1,667,623	51.2	−2.8	5,736	+516
Mideast	**$130,828,809**	**+39.3%**	**+1.6%**	**337,979**	**−32,509**
Del.	2,138,502	44.5	−2.5	4,935	−410
D.C.	2,084,664	16.0	+3.1	4,213	−419
Md.	14,377,108	51.7	−6.3	28,344	−2,981
N.J.	24,286,554	44.3	+0.9	59,566	+1,100
N.Y.	50,697,785	29.4	+2.2	142,202	−15,950
Pa.	37,244,196	47.9	+4.4	98,719	−13,849
Great Lakes	**$139,884,322**	**+55.1%**	**0.0%**	**320,913**	**27,235**
Ill.	39,215,003	51.3	+2.9	84,988	−8,971
Ind.	18,263,301	59.3	+2.6	42,643	−2,046
Mich.	31,912,356	54.7	8.6	67,059	4,736
Ohio	35,563,455	55.4	+1.4	82,404	−8,180
Wis.	14,930,207	60.7	+4.0	42,819	−3,302
Plains	**$ 56,594,697**	**+61.5%**	**+1.2%**	**158,497**	**13,033**
Iowa	9,832,778	67.3	−4.4	28,737	−2,549
Kan.	7,696,381	61.5	+6.0	23,387	−2,482
Minn.	13,566,601	59.0	+0.4	33,602	−2,574
Mo.	15,920,087	55.0	+4.2	43,219	−2,882
Neb.	5,145,305	61.1	+4.5	15,249	−1,669
N.D.	2,249,761	76.5	−5.2	6,681	−267
S.D.	2,183,784	66.0	−8.9	7,622	−610
Southeast	**$154,623,243**	**+62.1%**	**−1.0%**	**432,013**	**5,864**
Ala.	10,704,902	62.6	+5.6	31,582	−819
Ark.	6,383,258	63.2	+1.2	21,779	−339
Fla.	31,413,088	61.6	+11.5	82,251	+6,121
Ga.	15,915,816	52.9	−0.7	44,605	−1,244
Ky.	10,491,662	70.3	3.1	30,104	+436
La.	12,417,144	72.1	−6.2	32,049	−587
Miss.	6,184,395	56.1	+7.8	21,469	−796
N.C.	16,842,308	58.1	−3.5	50,619	+1,066
S.C.	8,350,289	61.4	−4.7	26,897	+547
Tenn.	13,709,641	61.9	+4.0	38,530	+213
Va.	16,534,567	64.9	+6.6	37,216	+2,004
W.Va.	5,676,173	71.7	8.9	14,912	738
Southwest	**$ 67,236,175**	**+75.0%**	**+1.7%**	**180,326**	**1,607**
Ariz.	8,169,933	71.5	−20.9	20,008	+1,560
N.M.	4,021,781	74.8	−8.8	11,604	+362
Okla.	9,228,116	67.0	+0.4	28,119	1,226
Texas	45,816,345	77.4	+3.3	120,595	2,303
Rocky Mountain	**$ 21,488,658**	**+74.3%**	**7.0%**	**58,013**	**+1,706**
Colo.	9,824,594	67.4	3.4	25,675	+1,340
Idaho	3,016,361	81.7	−10.8	8,846	+112
Mont.	2,847,520	76.4	−15.9	8,880	+56
Utah	4,146,168	75.2	1.7	9,920	+47
Wyo.	1,654,015	102.7	−19.0	4,692	+151
Far West	**$112,103,046**	**+70.3%**	**−2.6%**	**260,088**	**+12,572**
Alaska	1,830,638	137.3	+1.6	3,781	+809
Cal.	81,057,855	65.8	+0.2	187,904	+9,664
Hawaii	3,294,118	76.6	7.0	7,388	+996
Nev.	3,069,165	91.9	−16.6	6,355	+649
Ore.	9,347,998	80.1	−17.7	22,788	+193
Wash.	13,503,242	80.2	5.8	31,872	+261
U.S.	**$723,134,221**	**+57.5%**	**+0.1%**	**1,855,068**	**57,803**

[1] 1978 *Survey of Buying Power's* estimate of retail store sales for the year 1977 as compared with the total reported in the 1977 *Census of Retail Trade*.

Notes: Sales taxes, other taxes, and carrying charges for credit are not included in the 1977 Census sales totals but are included in the *Survey of Buying Power's* retail sales estimates.

Sources: Census Bureau, 1977 *Census of Retail Trade, U.S. Summary*, RC77-A-52; S&MM calculations. *Sales & Marketing Management*

BUILDING A SALES FORCE

Wells Fargo blazes a trail

For many security guard companies, business consists of servicing accounts and maintaining sufficient personnel. Most companies don't even have sales forces. Wells Fargo's

Despite talk of austerity, sales and marketing executives almost kept up with inflation last year. Counting bonuses, they even may have come out slightly ahead.

MARKETERS GET A 10% RAISE

By JOHN A. FISCHER
Vice president
Sibson & Co.

Plans in early 1979 to scale back budgets for management pay increases did not materialize at many companies. Although companies gave smaller increases to those executives receiving pay boosts, the proportion of top managers winning such awards rose sharply, 91% in 1979 vs. 71% in 1978.

Strong business results, coupled with the flexibility of federal wage guidelines, helped push pay increases for sales and marketing executives upward at a faster rate in 1979 than the previous year. And it looks as if more of the same is in store for 1980 because many companies are budgeting even larger salary increases than last year.

An average increase of 9.9% in salary-only levels in 1979 characterized the 13 sales and marketing positions included in Sibson & Co.'s annual management compensation survey (Table 1). This compared with an 8.4% gain the previous year.

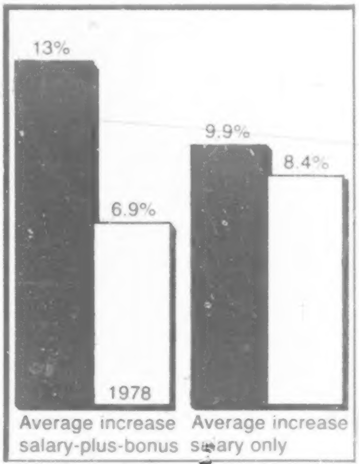
John A. Fischer is a vice president and principal of Sibson & Co., a Princeton, N.J., management consulting firm that specializes in employee compensation and human resources management.

For companies that pay bonuses, the 1979 gain in total compensation was a strong 13%, almost double what it was in 1978. This was a reflection of tying incentive plans to extremely good business performance achieved in 1978. The normal practice is to record bonus payments in the following year.

Overall, the 9.9% salary-only gain by sales and marketing executives was on a par with the average increase experienced by the 65 top management positions at the 725 companies (representing 30 industries) that are included in the Sibson survey. However, the 13% salary-plus-bonus increase earned by sales and marketing managers trailed the comparable 14.8% average for all 65 top management slots.

Table 1.

The impact of bonuses



Source: Sibson & Co., 1979 *Annual Management Compensation Survey*

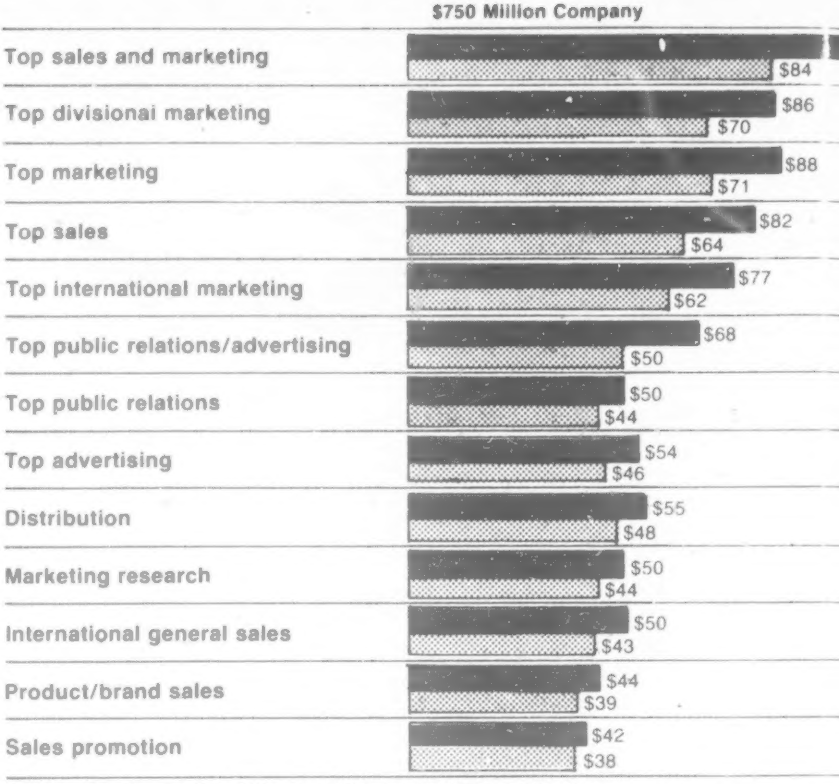
Regardless of company size, the individuals at the top of the sales and marketing hierarchy consistently receive the most compensation dollars (Table 2). In companies that combine the two positions into one post, the top sales and marketing executive is well out in front, followed, in turn, by the top divisional marketing, top marketing, and top sales executives. Trailing these executives are the product or brand sales manager and the sales promotion head. As would be expected, the money gap between the top sales and marketing post and the next three ranking positions widens as company size increases.

Although the federal wage stabilization program had little impact on the rise in management pay levels, it appears to have made some companies postpone introducing new management compensation programs during 1979. The proportion of companies having incentive plans for managers was the same in 1979 as the year before. This contrasts with the steady increases in prior years of the number of companies adopting management

Table 2.

How sales and marketing compensation changes by company size.

(Figures in thousands of dollars)



Source: 1979 Sibson & Co. 1979 *Annual Management Compensation Survey*.

incentive programs. Adopting a new executive compensation plan may be harder to explain to lower-level employees and stockholders than granting pay increases that are averaged in with those for professional, lower level, and supervisory employees.

The flexibility of the federal wage guidelines allowed increases for some groups of employees to top the general pay standard. One out of five companies surveyed indicated they had applied to the Council on Wage and Price Stability for formal exceptions to the voluntary guidelines. Of these, 47% were approved, 4% denied, and 49% are pending.

Interesting contrasts emerge when salary increases are compared to salary-plus-bonus gains. In the salary-only group, the largest salary boost (12.3%) occurred at companies that combine the top sales and marketing posts into one position (Table 3). The top sales executive was close behind, with an 11.8% gain, but the top marketing chief was well down the list, ranking ninth with a 9.0% increment.

In contrast, the top marketing slot led the field with the largest increase in total compensation, salary-plus-bonus, with a hefty 15.5% gain. The top sales executive again placed second with a 14.4% increase, and the top sales and marketing executive placed fifth with a 13.7% rise.

While certain "perks" are losing favor because of tax-law changes, other kinds of benefits figure more importantly in compensation plans as companies use them to attract and retain managerial talent. Because of inflation and economic uncertainty, executives have shown a growing concern for supplemental retirement programs. While virtually all companies surveyed have a defined retirement system, 3 in 10 now provide some form of supplemental retirement income plan.

As compensation levels escalate, executives are showing more interest in supplemental life insurance policies. The predominant plan is supplemental group term insurance although a variety of other supplemental life insurance programs are being adopted for executives.

The Sibson survey shows, not surprisingly, that the higher a person is in the organization, the more prevalent are the perquisites. Here's a rundown on the more common ones:

- Company-paid physicals are provided by more than three out of four companies.
- Company cars by more than two out of three companies.
- Luncheon/dinner club and country club dues by two in five companies.
- First-class air travel by one out of three companies.

Sibson's latest surveys indicate that, despite confusion over uncertain economic conditions and the restructuring of federal wage guidelines, 1980 salary levels will most likely climb at a pace reminiscent of preguideline years. Last year's 12% salary increase for top sales and marketing executives was the second best in the 1974–79 period, topped only by 1976's 13% boost (Table 4). How close 1980 comes to that peak will be one of the interesting things to watch for when the returns come in a year from now.

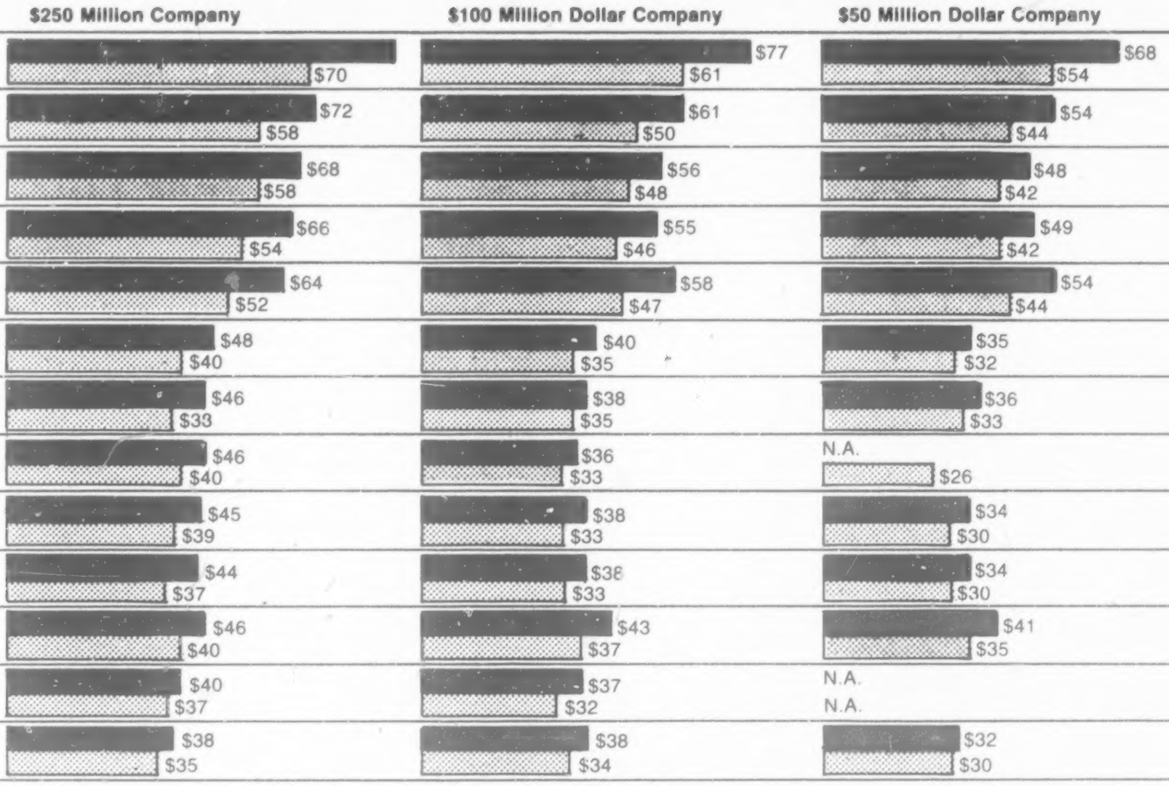


Table 3.

1979 pay increases for 13 sales and marketing positions

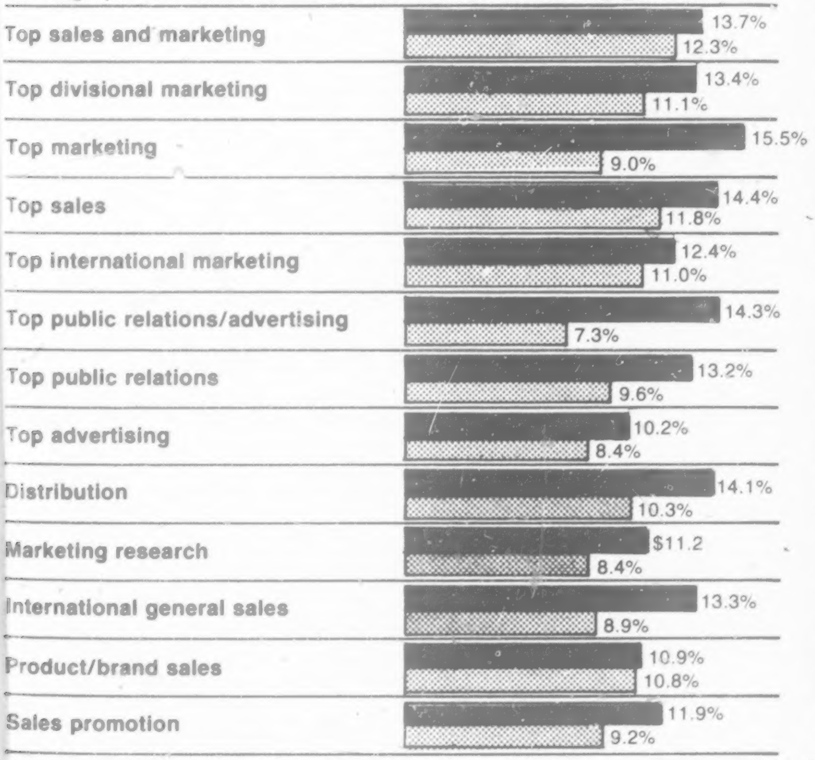
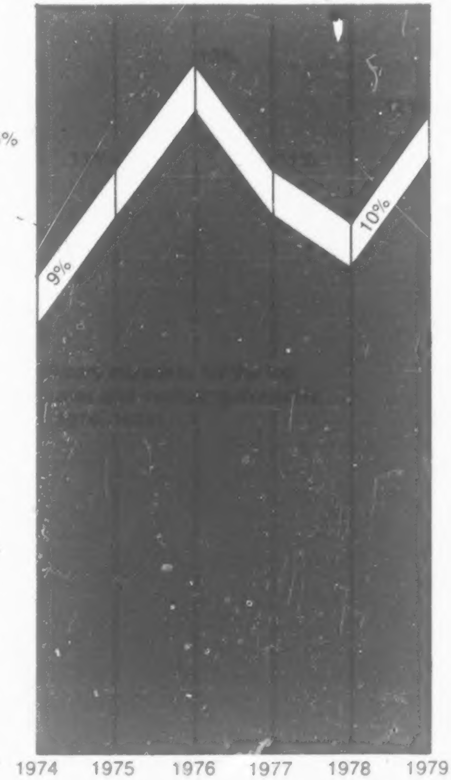


Table 4.

Guidelines had no impact here



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FEB 25
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S&MM
SALES & MARKETING MANAGEMENT

FEBRUARY 25, 1980
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FIFTEEN DOLLARS

1980 SURVEY OF SELLING COSTS

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1980 Survey of Selling Costs

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A helpful guide to all statistical subject-matter.

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S&MM's EIGHTH ANNUAL SURVEY OF SELLING COSTS

Selling costs climb a record 15.5%

By THAYER C. TAYLOR
Editorial Director
Survey of Selling Costs

The year 1979 marked a costly finale for marketers, as the 1970s closed with a record leap in Sales & Marketing Management's Selling Costs Index (SCI). And the signs point to another double-digit increase in basic field-selling expenses during the current year.

The SCI, which measures the cost of a typical five-day week of a salesperson in a metropolitan market, shot up 15.5% in 1979, shattering the previous record of 13.8% set in 1974 when OPEC triggered an inflationary spiral in energy costs that persists to this day.

1980 SCI forecast: Dig in

Basic field-selling costs in the new decade will start off on an inflationary upbeat. S&MM projects a sharp 13.0% rise in the Selling Costs Index (SCI). Those who feel there's always a bright side to bad news will be comforted that the expected increase will be lower than last year's 15.5% jump.

- **Restaurant meal tabs** are expected to climb 9.7%, according to the National Restaurant Assn., which says that stable beef prices will hold increases down somewhat. However, S&MM looks for a 10.0% advance, reflecting higher minimum wage and social security taxes as well as the lack of a significant break in commodity prices.
- **Auto rental expenses** will continue their ascent as skyrocketing gasoline prices are added to the double-digit escalation of operating costs. S&MM's *Survey* projects a 15% increase in this area.
- **Hotel room rates** will continue to climb briskly. Laventhol & Horwath, the international accounting company that tracks the industry, expects curtailment of travel demands and increased room supply to limit increases to about 12%. However, most analysts contacted by S&MM think room charges will top out slightly higher, bolstered by favorable occupancy rates, strong business travel, and a continued influx of foreign visitors. S&MM expects a 12.5% increase in this area.

S&MM's projection of 1980 Selling Costs Index (SCI)

	Average Weekly Cost 1979	Average Weekly Cost 1980	% Increase
Food & drink	$118.00	$129.80	+10.0%
Auto rental	213.45	245.47	15.0
Lodging	157.25	176.90	12.5
Total	**$488.70**	**$552.17**	**+13.0%**
Selling Costs Index (1971=100)	**197.0**	**222.6**	**+13.0%**

Source: *Sales & Marketing Management's 1980 Survey of Selling Costs.*

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The advance marks the second straight year that the SCI rose at a double-digit pace and the fourth consecutive year in which it moved up at an accelerating rate.

The surprise in last year's faster-than-expected jump—S&MM had projected a 9.4% increase—was automobile costs. S&MM's forecast that 1979 food and drink tabs would climb 10.2% was close to the 9.5% rise that took place in that SCI component. A forecasted 10.0% bulge in hotel rates was shy of the lodging component's actual 12.9% increment because occupancy rates remained above anticipated levels, enabling the industry to increase room charges.

However, the salesperson's cost in making his appointed rounds was quite another matter. The 8.5% advance S&MM expected in the auto component was far short of the 21.3% increase that occurred.

The 1980 forecast calls for a slight easing in upward cost pressures. At the least, however, it seems certain that marketers will be buffeted by their third straight year of double-digit increases in the SCI (see the accompanying box).

S&MM's 1980 forecast calls for a worrisome 13% rise in the SCI. Most likely, the rate of advance will be somewhat higher in the first half than in the second because the latest round of OPEC price increases and the effects of President Carter's decontrol of domestic oil prices have yet to work their way through the economy.

Also, economic forecasts generally see business activity winding down through the first three quarters, thus deflating some of the inflationary pressures in the second half. However, this doesn't promise much cheer for marketers because corporate profits are expected to slip at a faster rate. Gary Wenglowski, director of economic research at the Goldman Sachs investment company, sees after-tax earnings dropping 6% in 1980 vs. an estimated 15% rise last year.

Thus marketers will be buzzsawed by rapidly rising selling costs on the one hand and shrinking profits on the other. Maintaining sales margins, never an easy chore, will be especially vexing this year.

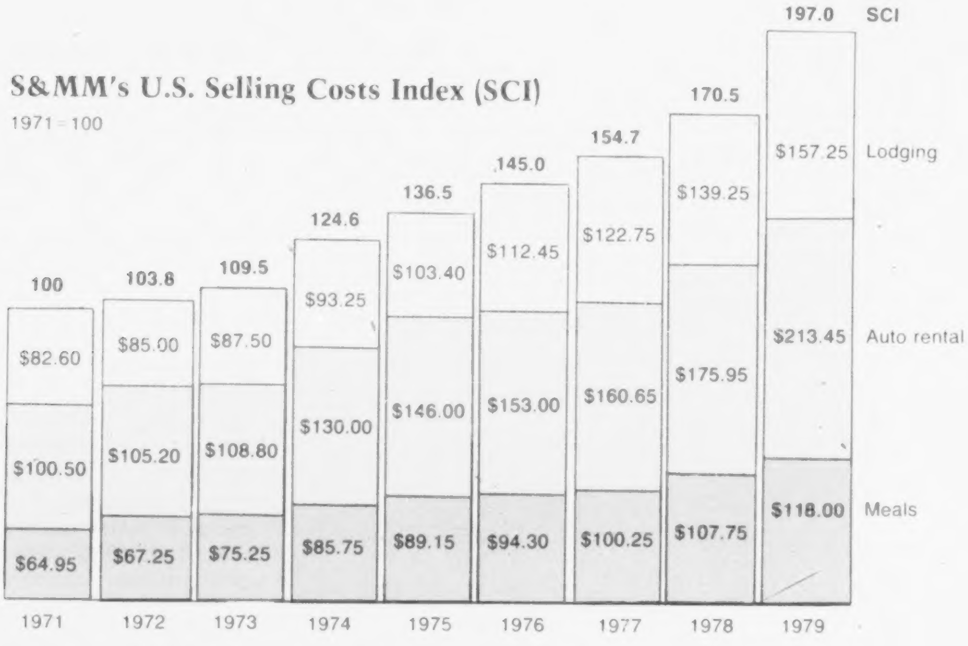
It's worth noting that, if a worst-case scenario develops

S&MM's SCI

The Selling Costs Index (SCI) is calculated by "costing out" a typical five-day week for a salesperson in each of the 80 U.S. metropolitan markets profiled in Section II (page 41). The salesperson's expenses are computed for his three basic costs: meals (including two drinks a day), single-room lodging, and auto rental plus 250 miles. (The rental rate assumes that the user purchases full insurance averaging $2 daily and is based on the published nondiscounted rate. If the user gets a corporate discount, it should be deducted from the average rental rates appearing in Section II.) Taxes and tips are not included because they vary too widely among markets (see Table II-3, page 55). Also excluded are intercity travel costs—air, rail, and bus—because they don't occur as often as the SCI cost factors.

An 80-market average is computed for each of the SCI's three components, and the three resultant figures are added for the overall U.S. total.

In 1979, a typical week cost $488.70. The base year for the SCI is 1971, when a typical week's costs came to $248.05. The Index is derived by dividing the current year's dollar total by the base year's equivalent.



S&MM's U.S. Selling Costs Index (SCI)

1971 = 100

Source: *Sales & Marketing Management's 1980 Survey of Selling Costs*

Sales & Marketing Management

later in the year, the upward ascent of the SCI could top last year's rate. Such a scenario involves the following inflationary pressure points:

- OPEC countries offset slower growth in Western economies by restricting output, thus preventing any appreciable decrease in the cost of imported oil.
- Presidential candidates, offering election-year "pork" to special-interest groups, pressure the Federal Reserve to loosen its tight monetary policies.
- A jingoistic Congress increases defense spending even more than the substantial 12% called for in the Administration's proposed budget.
- Business and labor, convinced mandatory wage and price controls will be imposed later in the year, strive to "get theirs while the getting's good."

Under these conditions, the federal government's consumer price index (CPI) would top last year's 13.3% growth. It's worth remembering that since 1974 the SCI has grown faster than the CPI every year, by an average 1.8 points. If this pattern continues through 1980, a 14% increase in the CPI implies an approximate 16.0% growth in the SCI.

Casting a shadow over 1980's field-selling costs picture is this: last year, two of the three components increased substantially faster than their long-term rates. While the 9.4% gain in meal tabs was just under their annual 10.8% increment in the 1972–78 period, lodging's 12.9% surge was well above the annual 8.6% rate of gain. Auto costs skyrocketed 22.7% last year vs. a long-term 13.1% rate.

Marketers fared much better as far as those costs that they control directly are concerned. Compensation as a share of sales, for example, was pushed down from 3.1% in 1978 to 2.3% in 1979 among consumer-goods companies; from 2.7% to 2.6% among industrial-goods concerns. Consumer-goods outfits also trimmed their T&E as a share of sales from 1.1% to 0.7% while industrial companies shaved theirs from 1.1% to 0.8%.

Even so, compensation trends the last several years have displayed significant cross-currents that will warrant closer management attention in the future. For one thing, compensation gains in the consumer sector have raced

SURVEY HIGHLIGHTS

Regional per diem Selling Costs Indexes

Region	1979 Per Diem Costs	% Gain 1978–79	Selling Costs Index (1972 = 100)
Northeast	$104.65	18.8%	200.4
Midwest	93.46	14.4	192.4
South	96.13	13.8	194.0
West	98.13	14.2	193.9
U.S.	**$ 97.74**	**15.5%**	**194.5**

Note: The regional per diem averages, when added, will not equal the U.S. figure due to rounding. However, the same methodology was used for computing both the regional and U.S. per diem totals.
Source: *Sales & Marketing Management's 1980 Survey of Selling Costs.*

S&MM's regional and national selling costs averages and per diem indexes: 1979

Region	Lodging	Meals	Per Diem Total	% Change 1978–1979	Per Diem Index	Cost Of Two Drinks
Northeast	$33.20	B $ 3.65	$54.40	+12.0%	105	$3.45
		L 5.15				
		D 12.40				
Midwest	29.40	B 3.35	48.70	10.9	94	3.15
		L 4.50				
		D 11.45				
South	31.00	B 3.70	51.25	11.5	99	3.50
		L 4.60				
		D 11.95				
West	33.25	B 3.70	53.90	11.5	104	3.05
		L 5.10				
		D 11.85				
U.S.	**$31.45**	**B $ 3.60**	**$51.75**	**+11.5%**	**100**	**$3.30**
		L $ 4.80				
		D $11.90				

Note: B—breakfast, L—lunch, D—dinner. Per diem index is the ratio between a region's per diem total and the U.S. per diem total.
Source: *Sales & Marketing Management's 1980 Survey of Selling Costs.* Reproduction strictly prohibited.

ahead much faster than in the industrial area:

Sales Type	Annual Salary Increase 1972–78 Consumer	Annual Salary Increase 1972–78 Industrial
Sales trainee	8.2%	5.7%
A&B salesperson	13.3	7.6
Senior salesperson	12.1	7.1
Sales supervisor	13.6	8.9

Except for the A&B salesperson, the differences became even more pronounced last year. According to the American Management Assns.' annual *Sales Personnel Report*, consumer-goods sales trainees enjoyed a 25.3% salary boost vs. 5.4% for their industrial peers; senior salespeople a 41.5% gain vs. 7.2%, and sales supervisors a 25.8% increase vs. 2.8%. Among A&B salespeople, the consumer type suffered a 0.6% dip while his industrial counterpart gained 6.0%.

As a result, the significant income superiority that industrial salespeople once held over their consumer-goods peers has largely vanished. This suggests that industrial companies that traditionally boast of the more sophisticated selling required for their products are not matching their talk with commensurate income rewards.

Industrial senior salespeople earned $2,705 more than their consumer counterparts back in 1972, but last year they pulled in $4,625 less. And industrial sales supervisors, over the same period, saw their $3,420 salary edge turn into a $921 deficit. Industrial sales trainees still enjoy an income plus, but it narrowed from $810 to $750. A&B industrial sales-

CANADA

A modest rise in selling costs

Oh, to be in Canada, the U.S. marketer may wish, where the Selling Costs Index (SCI) rose only one-third as fast as it did in this country. Canada's SCI, an exclusive Sales & Marketing Management index, was up a modest 4.8% in 1979 vs. a staggering 15.5% escalation in the U.S. The Canadian SCI reflects a salesperson's typical five-day week in that country's six major metropolitan markets.

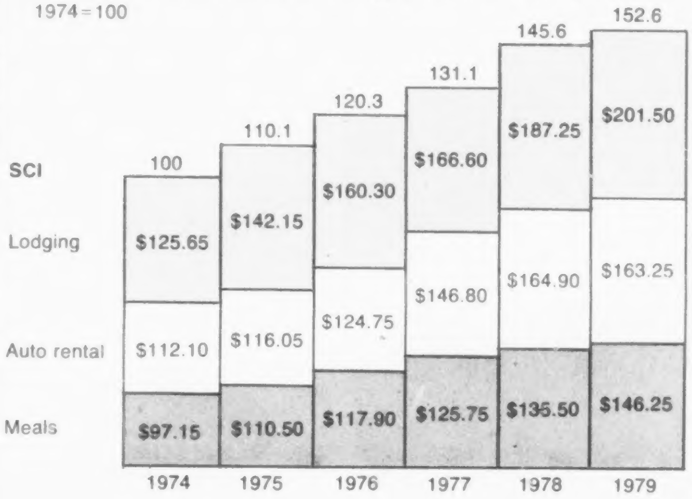
The contrast between the two countries was a dramatic turnaround from 1978, when Canada's SCI rose one-third faster than the U.S. equivalent. Canada's improved performance was primarily due to a fractional decline in auto-rental tabs, which had shot up 12.3% in 1978. Meal costs were up 7.9%, about the same as the year before, while lodging expenses rose 7.6% vs. 12.4% in 1978.

Increases in Canadian field selling costs*

	1979	1978	% Change
Food & drink	$146.25	$135.50	+7.9%
Auto rental	163.25	164.90	−0.1
Lodging	201.50	187.25	+7.6
Total	**$511.00**	**$487.65**	**+4.8%**

* Canadian dollars.

S&MM's Canadian Selling Costs Index (SCI)



Note: Canadian dollars.
Source: *Sales & Marketing Management's 1980 Survey of Selling Costs*
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SURVEY HIGHLIGHT

Bigger cost increases for sales meetings

Items Billed At Group Rate	*Average Cost All Cities 1979*	*Percent Increase 1978–79*	*Percent Increase 1977–78*
Lodging			
Single room—low	$43.90	19%	15%
Single room—high	51.30	16	14
Double room—low	52.05	17	12
Double room—high	60.75	15	9
Meals			
Breakfast	6.50	12	9
Lunch	9.65	15	9
Dinner	14.70	15	11

Source: *Sales & Marketing Management's 1980 Survey of Selling Costs*

people, alone, have not been affected by the trend, increasing their salary margin from $2,705 to $4,625.

If industrial concerns trailed in the salary sweepstakes last year, they spent more freely in the two other important areas. Their salary offers to college graduates, according to the College Placement Council (see page 64), rose 11.7% in 1979 vs. 9.4% for consumer outfits. And their sales training budget per trainee shot up 22.9%, to $19, 025, dwarfing a 16.2% rise by consumer companies, to $13,173 (see page 68). In both cases, the training increments were comfortably above the long-term 6.3% rate.

However, the intense competition for college graduates is sowing the seeds for another compensation problem that will plague marketers in the future. Back in 1973, the salary offer to college grads joining industrial companies was 25% below the salary paid to A&B salespeople, the next step up from the trainee level. Last year, the spread had shrunk to only 1%.

The gap has slimmed in the consumer field, too, but not as sharply. What was a 26% spread between college grad and A&B salesperson in 1972 had shrunk to 15% by 1979. Obviously, marketers will have to make some hard choices in the near future between tempering their monetary lures to college grads or improving their compensation programs for those salespeople who have already proved their professionalism. There will be no easy solutions to this problem because, as S&MM's Special Report on the 1980s ("The Marketer's Complete Guide to the 1980s," S&MM, Dec. 10, 1979) revealed, the supply of first-time jobseekers, the pool from which trainees are drawn, will shrink dramatically as the result of demographic shifts.

But, then, as the data in the following section attest, there are no easy answers to the trying selling cost management problems that marketers will confront in 1980. ■

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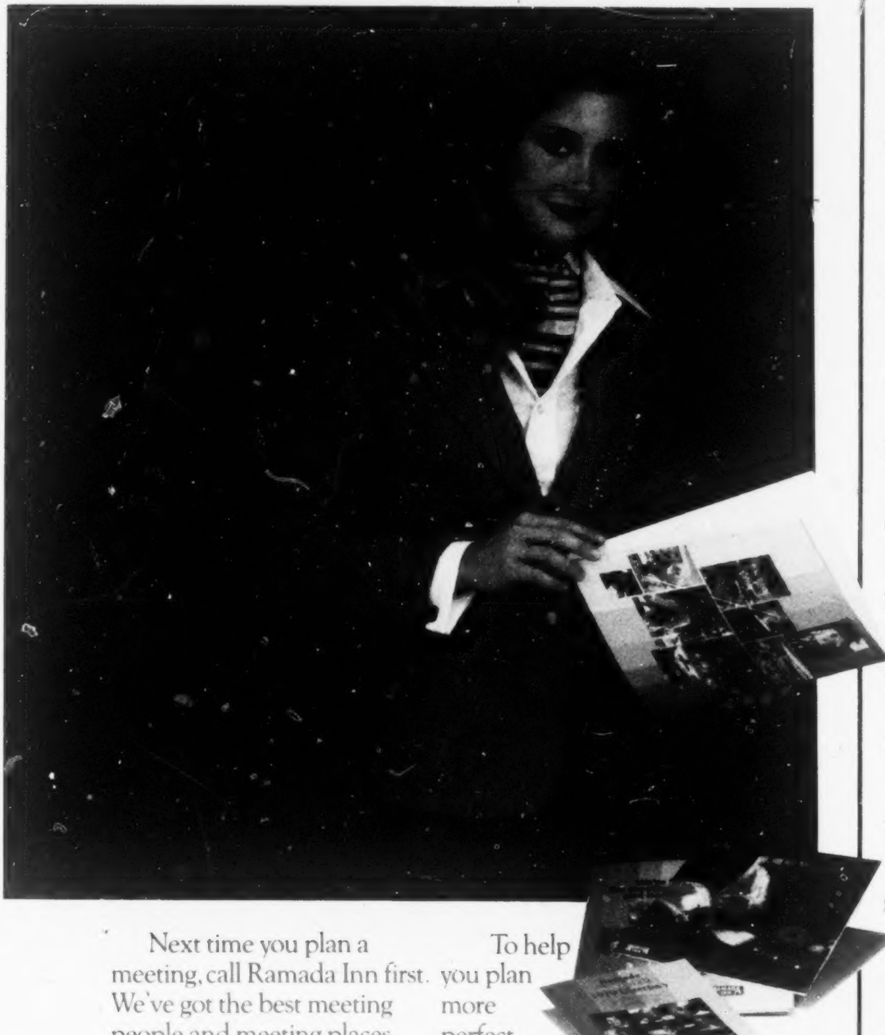

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Des Moines Downtown
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Detroit Airport
Merriman Road & I-94
243 rooms and meetings for 400

Cleveland North
28611 Euclid Avenue at I-90
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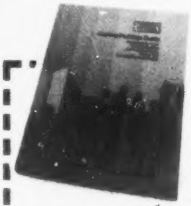
Dallas - Fort Worth Airport
120 West Airport Freeway
250 rooms and meetings for 1000

St. Louis Airport
9636 Natural Bridge Road
245 rooms and meetings for 570



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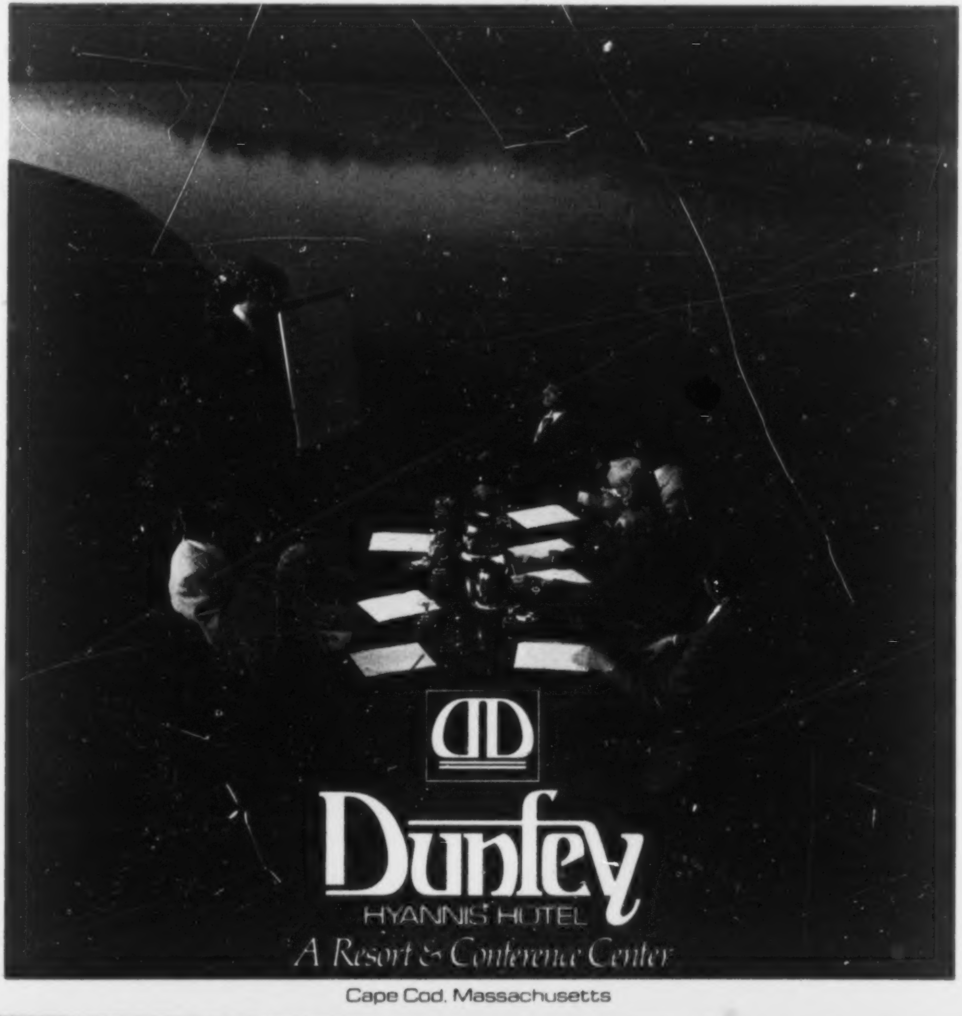

Cape Cod, Massachusetts

How the Survey can boost bottom-line results

Data are data are data, but in the *Survey of Selling Costs* they become actionable information, giving the marketer the capability of managing, budgeting, and monitoring his field selling costs with greater efficiency.

The information in the *Survey*'s five statistical sections can be used on different levels, from a broad evaluation of overall cost management down to an analysis of a single market. The data may also be used at various stages of the management cycle, from planning the sales budget to a post-period evaluation of sales force performance.

The marketer who wants a quick reading on how efficiently he managed his overall selling costs in 1979 can refer to the Selling Costs Index (SCI), a measurement of the typical salesperson's basic weekly expenses in a metropolitan market (page 12). If the marketer's basic field-selling costs—meals, lodging, and auto rental—rose more last year than the SCI did (15.5%), it suggests that he did not perform as well as industry in general.

Determined to uncover the source of his costs problem, the marketer may then check the table on regional SCIs (page 12). Matching his own administrative records against the increases shown for each region, he learns where his own expenses advanced faster or slower than average.

The regional SCIs have another asset, too. The middle- or smaller-sized company that sells in only a part of the country can pick the applicable regional SCI and use it in the same way a national company uses the U. S. figure.

Once the comparison between internal records and regional SCIs points him in the right direction, the marketer then may zero in on his problem by consulting the per diem expenses detailed for 80 metropolitan markets in Section II (page 41). Here, he can match his own per diem totals for individual markets with those reported in the *Survey* (after dividing his total costs by the number of sales personnel to get an average for each market). Or he can compare each market's year-to-year percentage change shown in the tables with what happened to his own costs. Those markets where his own costs increased much faster than the percent change shown in the *Survey*

SURVEY HIGHLIGHT

High-cost markets and low-cost markets

The 10 highest-cost markets retained the same sequence in 1979 as they had the year before. New York, to no one's surprise, continues to lead the list, with per diem expenses (lodging and three meals) that are more than two-thirds above the U.S. average. There was an even split among the 10 markets as to how their per diem indexes changed—5 enjoyed an improved index while an equal number suffered a poorer index.

One newcomer joined the list of the 10 lowest-cost markets—Wichita, Kan., now the fifth-ranking such market. Fargo-Moorhead, N.D.-Minn., displaced Greenville-Spartanburg, S.C., as the lowest-cost market when its per diem index dropped four points while that of the Southern market rose one point. Leaving the select list are two Ohio metropolises—Canton and Dayton.

Highest sales costs

Metro Area	*1979 Per Diem Index U.S.=100*
New York	169
San Francisco-Oakland	149
Washington, D.C.	149
Chicago	147
Los Angeles-Long Beach	132
Boston	126
Miami	125
New Orleans	122
Newark	121
Houston	120

Source: *Sales & Marketing Management's 1980 Survey of Selling Costs.*

Lowest sales costs

Metro Area	*1979 Per Diem Index U.S.=100*
Fargo-Moorhead, N.D.-Minn.	74
Greenville-Spartanburg, S.C.	78
Billings, Mont.	79
Youngstown-Warren, Ohio	79
Wichita, Kan.	81
Akron, Ohio	82
Omaha, Neb.	82
Boise, Idaho	83
Davenport-Rock Island-Moline, Iowa-Ill.	83
Memphis	83

should be prime candidates for further analysis.

Of course, the *Survey*'s data are not an end in themselves. Rather, they must always be considered in the light of special factors that apply in a particular situation. For example, the marketer may know that his per diem expenses in a certain market will necessarily be much higher than the *Survey*'s total because of an unusual concentration of big-volume customers and the salesperson's desire to maintain a first-class image with them. Similarly, a particular market may have experienced a much bigger year-to-year percent increase than indicated in the *Survey* because of an enlargement of the sales force.

The metro sales costs section can also be used to plan an expense budget as well as monitor sales force performance during the budget period. The per diem index is a helpful guide in allocating the total

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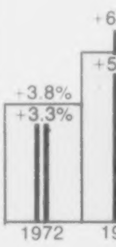

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Sources: *Sale*
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SURVEY HIGHLIGHT

Where sales costs are rising the fastest

Inflationary rises in per diem metro sales costs struck all regions of the U.S. in 1979. Among the 12 markets with the fastest increase in combined lodging and meal tabs, 5 are in the Northeast, 2 in the Midwest, 3 in the South, and 2 in the West. Overall, the 11.5% jump in metro sales expenses was somewhat faster than the long-term 9.9% rate in the 1972–79 period.

Detroit had the dubious distinction of being hit with the sharpest increase in daily expenses, 16.0%, which was considerably above the market's long-term 11.4% rate. For Detroit and Dallas, it marked the second straight year when they were among the markets with the fastest rise in sales costs. The appearance of four markets—Pittsburgh, Philadelphia, Albuquerque, and Bridgeport-Stamford-Norwalk-Danbury—is somewhat surprising because their annual percentage rises are below the national average.

GHLIGHT

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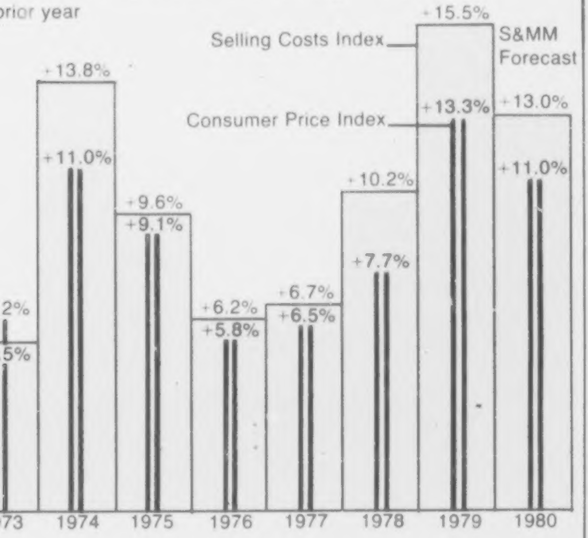

nsumer price forecast based on a poll of 42 leading economists by
mic Enterprises, Sedona, Ariz.
s & *Marketing Management's 1980 Survey of Selling Costs;* Bureau of
s *Monthly Consumer Price Index Report.*
keting Management.

Metro Area	*Per Diem % Increase 1978-79*	*Annual % Increase 1972-79*
Detroit	16.0%	11.4%
Albany-Schenectady-Troy, N.Y.	15.8	9.9
Denver	15.3	10.3
Dallas	14.8	11.0
Newark	14.6	10.7
Pittsburgh	14.6	9.7
Chicago	14.5	11.8
Houston	14.5	11.2
Philadelphia	14.4	9.4
Albuquerque, N.M.	14.3	6.2*
Bridgeport-Stamford-Norwalk-Danbury, Conn.	14.3	9.5
San Antonio	14.3	10.8
U.S.	**11.5%**	**9.9**

*1975 is the base year.
Source: *Sales & Marketing Management's 1980 Survey of Selling Costs.*

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budget according to the relative costs levels of individual markets. Once an average expense per salesperson is calculated for the total sales force, the figure is adjusted by the index; then the resultant figure is multiplied by the number of salespeople in each market (see the accompanying table).

As the year progresses, the marketer can develop monthly totals from salespeople's call reports to determine whether expenses-to-date are adhering to budget norms. Again, some allowance for deviations should be built into the monitoring system lest sales force morale be impaired. Many marketers follow a "management by exception" rule, whereby the computer signals an "alert" only where expenses depart from the budget by more than, say, 10%.

The information in each section of the *Survey* provides insights into more efficient costs management. The data in Table IV-4 (page 73), when converted to a per person basis, reveals that a sales meeting, compared to an all-U.S. average, costs 29% more in New York City and 28% less in Indianapolis. The projections in Table V-6 (page 90) show that a marketer who relies heavily on spot TV will have to spend 12% more this year just to buy the same amount of time he employed last year. A marketer who is strong on sales incentives can look at Table V-5 (page 89) and see that his competitors plan to spend 12% more on such motivation programs this year.

Each section of the *Survey*, then, makes its own contribution to the more efficient management of field selling costs, which in the long run adds up to improved bottom-line results.

Planning a sales expense budget

Market	*Per Diem Index*	*Number Of Salespeople*	*Expense Budget: Unadjusted*	*Expense Budget: Adjusted*	*Targeted Sales Volume*	*Expenses As % Of Sales*
Dayton	85	2	$ 8,728	$ 7,418	$ 20,000	37%
Indianapolis	95	3	13,092	12,438	36,000	35
Kansas City	111	4	17,456	19,376	48,000	40
Milwaukee	99	4	17,456	17,280	44,000	39
St. Louis	101	8	34,912	35,264	80,000	44
Wichita	81	1	4,364	3,535	12,000	30
Total	**100**	**22**	**$96,000**	**$95,311**	**$240,000**	**40%**

Note: Details in "Unadjusted" column do not add to total due to rounding.

With a targeted sales volume of $240,000 for the month, the marketer allocates 40% of it to field selling expenses, or $96,000. That equals $4,364 per salesperson. Multiplying that figure by the per diem index results in an expense budget that reflects market differences in selling costs.

SURVEY HIGHLIGHT

How sales meetings costs are changing

City	*Per Person Per Diem 1979*	*% Annual Increase 1973–1979*	**Index 1979 U.S. = 100**
EAST			
Boston	$ 88.95	12.1%	112
New York	102.65	10.4	129
Philadelphia	76.00	8.1	95
Pittsburgh	77.50	12.0	97
MIDWEST			
Chicago	83.90	12.8	105
Cleveland	66.70	11.4	84
Detroit	72.45	11.3	91
Indianapolis	57.35	14.4	72
Milwaukee	70.25	17.0	88
Minneapolis	64.75	9.8	81
St. Louis	70.70	11.8	89
SOUTH			
Atlanta	76.95	14.9*	97
Dallas	84.80	18.0	107
Houston	77.70	14.9	98
Miami	93.85	8.8	118
New Orleans	77.25	20.1	97
Washington, D.C.	99.95	16.4	126
WEST			
Los Angeles	80.25	13.4	101
San Diego	77.90	14.2	98
San Francisco	91.95	13.8	116
U.S.	**$ 79.59**	**12.9%**	**100**

*From 1974 to 1979.

Note: Based on per-person cost of one night lodging at low double-room rate, three meals, two coffee breaks, two-hour reception, and meeting-room rental for 25.

Source: *Sales & Marketing Management's 1980 Survey of Selling Costs*

AN S&MM EXCLUSIVE

A letup in the rise of sales call costs

BY THAYER C. TAYLOR
Editorial Director
Survey of Selling Costs

As inevitable as death and taxes, the cost per sales call continues to rise. The upward trend, however, wasn't as brisk in 1979 as in 1978 when double-digit increases prevailed.

Sales engineers aside, the categories of sales types used in Sales & Marketing Management's exclusive estimates (see box for definitions) showed significantly smaller increases in call costs. Sales engineers, who consistently have the highest call costs because of the complexity of their business, saw call costs rise 8.8% to $37, which was close to their 9.7% increase in 1978.

The five types of salespeople

These are the five categories of salespeople studied in S&MM's annual Survey:

Account representative—A salesperson who calls on a large number of already established customers in, for example, the food, textiles, apparel, and wholesaling industries. Much of this selling is low key and there is minimal pressure to develop new business.

Detail salesperson—A salesperson who, instead of directly soliciting an order, concentrates on performing promotional activities and introducing products. The medical detail man, for example, seeks to persuade doctors, the indirect customers, to specify the pharmaceutical company's trade name product for prescriptions. The firm's actual sale is ultimately made through a wholesaler or direct to pharmacists who fill prescriptions.

Sales engineer—A salesperson who sells products for which technical know-how and the ability to discuss technical aspects of the product are extremely important. The salesperson's expertise in identifying, analyzing, and solving customer problems is another critical factor. This type of selling is common in the chemical, machinery, and heavy-equipment industries.

Industrial-products salesperson, nontechnical—This salesperson sells a tangible product to industrial or commercial purchasers; no high degree of technical knowledge is required. Industries such as packaging materials or standard office equipment use this type.

Service salesperson—A salesperson who sells intangibles, such as insurance and advertising. Unlike the four preceding types, those who sell services must be able to sell the benefits of intangibles.

Year-to-year increases by the other sales types slowed appreciably in 1979. Per-call costs for account representatives rose only 6.7% vs. 20.0% in 1978; detail salespeople, 6.3% vs. 14.3%; service salespeople, 6.3% vs. 14.3%; and industrial-products salespeople, 5.0% vs. 11.1%.

Significantly, the two components of total direct sales costs from which per-call costs are derived—(1) compensation and (2) automobile and travel and entertainment (T&E) expenses—showed dramatic contrasts. The compensation trends among the five sales categories were remarkably uniform, but the year-to-year changes in expenses varied considerably.

Compensation gains moved within a very narrow range, from the sales engineers' 7.8% improvement to detail salespeople's 8.7%. In contrast, increases in auto and T&E expenses ranged from a modest 0.6% for account representatives to a staggering 16.0% for sales engineers.

Compensation gains broke with tradition among three of the sales types. Over the 1974–79 period, compensation increases have consistently trailed the increases in auto and T&E expenses for all five sales types. However, last year compensation increases outpaced expenses for account representatives, detail salespeople, and service salespeople.

The information used in developing S&MM's exclusive cost-per-sales-call estimates are mainly derived from the American Management Assns.' (AMA) annual *Sales Personnel Report*. This is supplemented

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1 Help your salespeople make more productive use of their time.

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2 Help your salespeople concentrate on heavy-hitters rather than bluebirds.

Practically every organization is plagued by the problem of salespeople who often avoid a key prospect because they are intimidated. That's because they often lack the skills necessary to feel justifiable confidence in such a selling situation. Result? All too often they waste their time calling on bluebirds when they could be closing heavy-hitters. This is intolerable, when you consider that the cost of the average sales call, whether productive or not, has surpassed $100.

We provide a learning system that teaches how to select, approach and sell the key prospect. Building such skills boosts confidence for recruit and veteran alike.

This approach to concentrating on prospects with the highest potential yield has been proved out by numerous organizations – including 357 of the Fortune 500. You should arm your salespeople with these skills. They'll be much more likely to seek out and close heavy-hitters.

3 Help your salespeople learn how to listen to prospects and customers.

Effective listening is key in any selling situation. Yet listening experts report that most salespeople tend to lose more than 66% of what they hear within minutes.

That's why we pioneered a learning system to develop effective listening. Over the years it has helped more than a million people learn how to be better listeners – and responders. This system can make all the difference in selling a prospect and in keeping a customer. That's only logical. Wouldn't you favor the salesperson who really listened to you over the one who didn't?

4 Help your salespeople learn how to overcome objections and cut through the stall.

All too often salespeople cave in when they hear an objection. Result? Failure. Or worse, an ongoing stall.

We have developed a learning system which can show your salespeople how to professionally deal with an objection and how to cut through the stall to get the sales interview moving productively again.

5 Help your salespeople learn how to close.

We provide a learning system which can help your people become up to 46% more likely to close. They'll learn how to translate product or service features into benefits that appeal to customer needs. How to build a climate of consensus that makes asking for the order totally appropriate. How (and how often) to move to a close.

6 Help your salespeople become more productive with your key clients.

The most important source of new business is the accounts you already have. To develop the account for maximum yield, your salespeople must have a precise understanding of the client's needs and devise and continually update the account plan. In short, what is needed is an advance beyond the techniques of basic face-to-face selling skills. We have designed a new learning system for your advanced salespeople. It can help them learn how to develop and penetrate their accounts much more productively.

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7 Help your salespeople with action.

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by telephone calls to companies in each of the five categories for verification of the year-to-year shifts indicated by AMA data.

Certain changes in methodology were made this year to enhance the reliability of the cost-per-call estimates. Previously, the compensation and expense statistics for Table I-2: Direct Sales Costs (below) were based on the lowest and highest averages provided by all respondents in AMA's survey. This year, instead, only the lowest and highest salaries of the middle 50% (or two quartiles) of respondents were used.

In effect, then, the low end of the range shown in Table I-2 represents the lowest salary reported by the second quartile, and the high end the highest salary reported by the third quartile. This modification eliminates the wide salary extremes that occur when the responses from all respondents are included. The same procedural change was made in developing auto and T&E expenses.

TABLE I-1

Typical salespeople's call patterns

Type Of Salesperson		Average Calls Per Day Territory A	Average Calls Per Day Territory B	Estimated Days in Field Per Year	Average Calls Per Year Territory A	Average Calls Per Year Territory B
Account	R*	4–6	2–3	239[1]	956–1,434	478–717
representative	**M***	**5**	**2.5**		**1,195**	**598**
Detail	R	6–10	4–6	239[1]	1,434–2,390	956–1,434
salesperson	**M**	**8**	**5**		**1,912**	**1,195**
Sales	R	4–7	3–4	190[2]	760–1,330	570–760
Engineer	**M**	**5.5**	**3.5**		**1,045**	**665**
Industrial	R	6–8	3–5	239[1]	1,434–1,912	717–1,195
products salesperson	**M**	**7**	**4**		**1,673**	**956**
Service	R	8–10	4–6	239[1]	1,912–2,390	956–1,434
salesperson	**M**	**9**	**5**		**2,151**	**1,195**

*R: Range of calls.
*M: Mean number of calls.

Note: [1]Based on 5 days, 52 weeks per year, less 6 holidays, and less 15 days for vacation and sickness.

Note: [2]Based on 239 workdays less 1 day per week in office (49 days)

Territory definitions: **A**—Usually a metro area where customers are concentrated, the salesperson can make several calls at one location, or the sales manager's philosophy emphasizes maximum calls per day. **B**—Customers are dispersed and longer sales calls are required to sell a product or service.

Source: Sales & Marketing Management survey.

TABLE I-2

Direct sales costs of salesperson's calls

Type Of Salesperson	Range Of Yearly Direct Sales Costs: Compensation Range	Compensation Median	Average Expenses[1]	Total 1979	Total 1978
Account representative	$14,700– 31,300	$28,750	$ 4,000– 14,100	$32,750– 42,850	$28,000– 43,000
Detail salesperson	15,400– 27,200	25,000	4,900 11,500	29,900 36,500	28,000– 34,000
Sales engineer	17,500– 39,000	27,500	3,900– 19,300	31,400 46,800	29,000– 42,000
Industrial-products salesperson	16,100– 37,000	26,000	3,700– 15,900	29,700 41,900	27,000– 39,000
Service salesperson	16,500 35,700	27,000	4,300 16,200	31,300 43,200	31,000– 41,000

[1]Includes average travel, entertainment, food, lodging, and auto expenses.
Note: Base salary + commission or bonus ranges obtained from American Management Assns., *Sales Personnel Report*, 1979 edition. Because of a change in methodology, 1978 data shown here may be different from those shown in 1979 *Survey of Selling Costs*.
Source: Sales & Marketing Management survey.

Because of these procedures and qualifications, S&MM's annual call-cost estimates differ sharply from those generated by two other well-known sources, McGraw-Hill Publications, New York City, and Dartnell Corp., Chicago, which report comparable estimates every other year. Dartnell's *Compensation of Salesmen: 20th Biennial Survey*, due this month, will report that cost per sales call was $71.90 in 1979. McGraw-Hill, which will conduct its biennial survey later this year, pegged call costs in 1977 at $96.79.

Interestingly enough, Dartnell's 1979 estimate represents a 21.7% rise over the $59.07 it reported in 1977. By and large, the increases in S&MM's call costs over the same two-year period cluster around this same rate of gain. Call costs of account representatives rose 28.0% between 1977 and 1979, while those of detail salespeople and service salespeople were up 21.4%, sales engineers 19.4%, and industrial-products salespeople 16.7%.

There are other differences, too, between SMM's call-costs estimates and those of the other two concerns. Some factors behind McGraw-Hill's higher figure: (1) it is confined to industrial-related salespeople and (2) includes salespeople with all types of territories, even those who make trips overseas to call on clients. Dartnell's call-cost estimate is below McGraw-Hill's because it includes salespeople for consumer-good industries (as does S&MM's), whose expenses are

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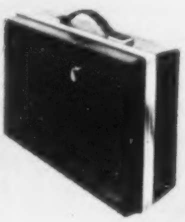

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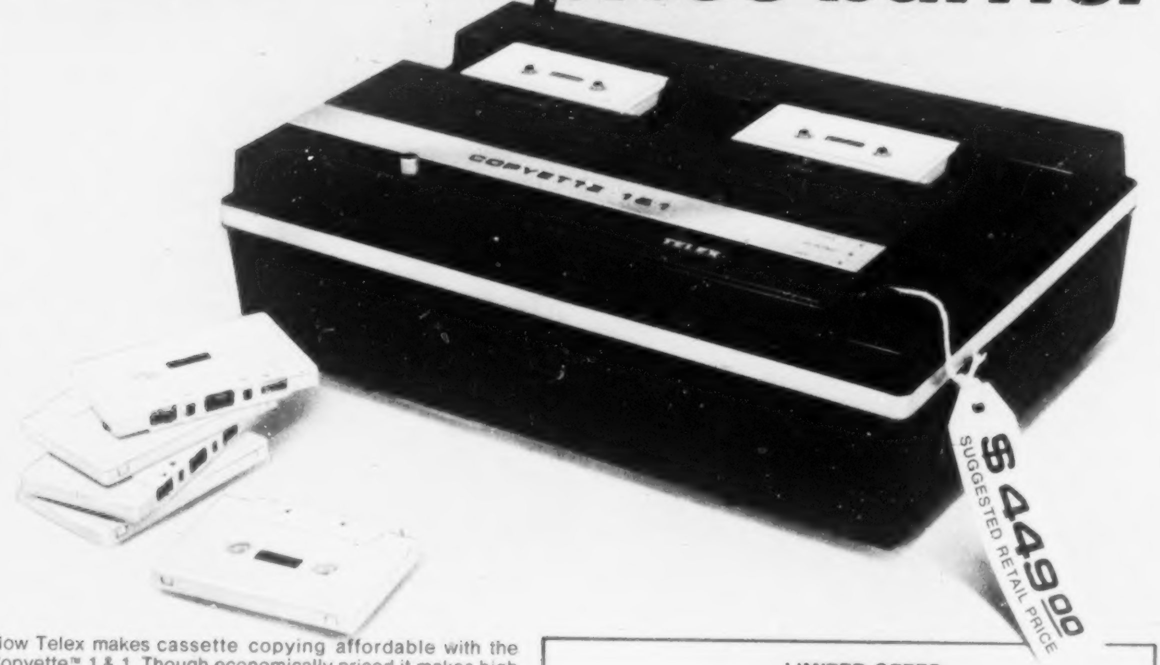

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less than those of their industrial counterparts. Like McGraw-Hill, Dartnell includes all types of territories.

Furthermore, Dartnell and McGraw-Hill both develop their estimates from mail surveys. While both firms provide definitions of call-cost components, there's no assurance that all respondents to each survey base their estimates of call costs on identical cost factors. S&MM's estimates are built from AMA data on three specific elements—compensation, auto, and T&E expenses—so there's a greater degree of consistency.

Most important, in contrast with the single average offered by the other sources, S&MM develops estimates for five broadly representative types of salespeople, enabling the marketer to select the figure most relevant to his operation. An overall average, by itself, can't properly reflect the widely varied types of salespeople and selling environments that make up the real world. It would be difficult to reconcile, in one comprehensive cost-per-call ratio, two such opposite types as, say, a sales engineer, who concentrates on developing solutions to complex customer problems, and an account representative, who sells mass-produced staples to an established customer base.

TABLE I-3

Direct sales cost per salesperson's call

Type Of Salesperson		*1979 Median Direct Sales Cost*	*Average Calls Per Year*		*Median Cost Per Salesman's Call*	
			Territory A	*Territory B*	*Territory A*	*Territory B*
Account representative	R*	$32,750–$42,850	956–1,434	478–717	$23–$45	$46–$90
	M*	37,800	1,195	598	32	63
Detail salesperson	R	29,900– 36,500	1,434–2,390	956–1,434	13–25	21–38
	M	33,200	1,912	1,195	17	28
Sales engineer	R	31,400– 46,800	760–1,330	570–760	24–62	41–82
	M	39,100	1,045	665	37	59
Industrial-products salesperson	R	29,700– 41,900	1,434–1,912	717–1,195	16–29	25–58
	M	35,800	1,673	956	21	37
Service salesperson	R	31,300– 43,200	1,912–2,390	956–1,434	13–23	22–45
	M	37,250	2,151	1,195	17	31

*R: Range
*M: Mean
Note: Median cost per salesperson's call = $\frac{\text{direct sales cost}}{\text{average calls per year}}$

Source: Sales & Marketing Management survey.

TABLE I-4

Cost per call by effective call days per week

Type Of Salesperson		*5 Days Per Week*		*4 Days Per Week*		*3 Days Per Week*	
		Territory A	*Territory B*	*Territory A*	*Territory B*	*Territory A*	*Territory B*
Account representative	R*	$23–$45	$46–$90	$29–$56	$58–$113	$39–$76	$78–$152
	M*	32	63	40	79	54	106
Detail salesperson	R	13–25	21–38	16–31	26–48	22–42	35–64
	M	17	28	21	35	29	47
Sales engineer	R	NTE		30–78	51–103	41–105	69–139
	M	NTE		46	74	63	100
Industrial products salesperson	R	16–29	25–58	20–36	31–73	27–49	42–98
	M	21	37	26	46	35	63
Service salesperson	R	13–23	22–45	16–29	28–56	22–39	37–76
	M	17	31	21	39	29	52

*R: Range
*M: Mean
NTE: Not typical experience.
Note: 5-day workweek based on 239 workdays, 4-day workweek based on 190 workdays, 3-day workweek based on 141 workdays. Each assumes an annual 15 days of vacation and 6 holidays.

Also, salespeople work in markedly different selling environments. A salesperson in a big city, where prospects are clustered together, spends a much greater portion of his time in face-to-face selling compared with his peer who, working a rural territory where prospects can be separated by vast distances, spends a greater share of his time travelling. Hence, S&MM uses two types of territories: Type A for metropolitan areas and Type B for nonmetro areas.

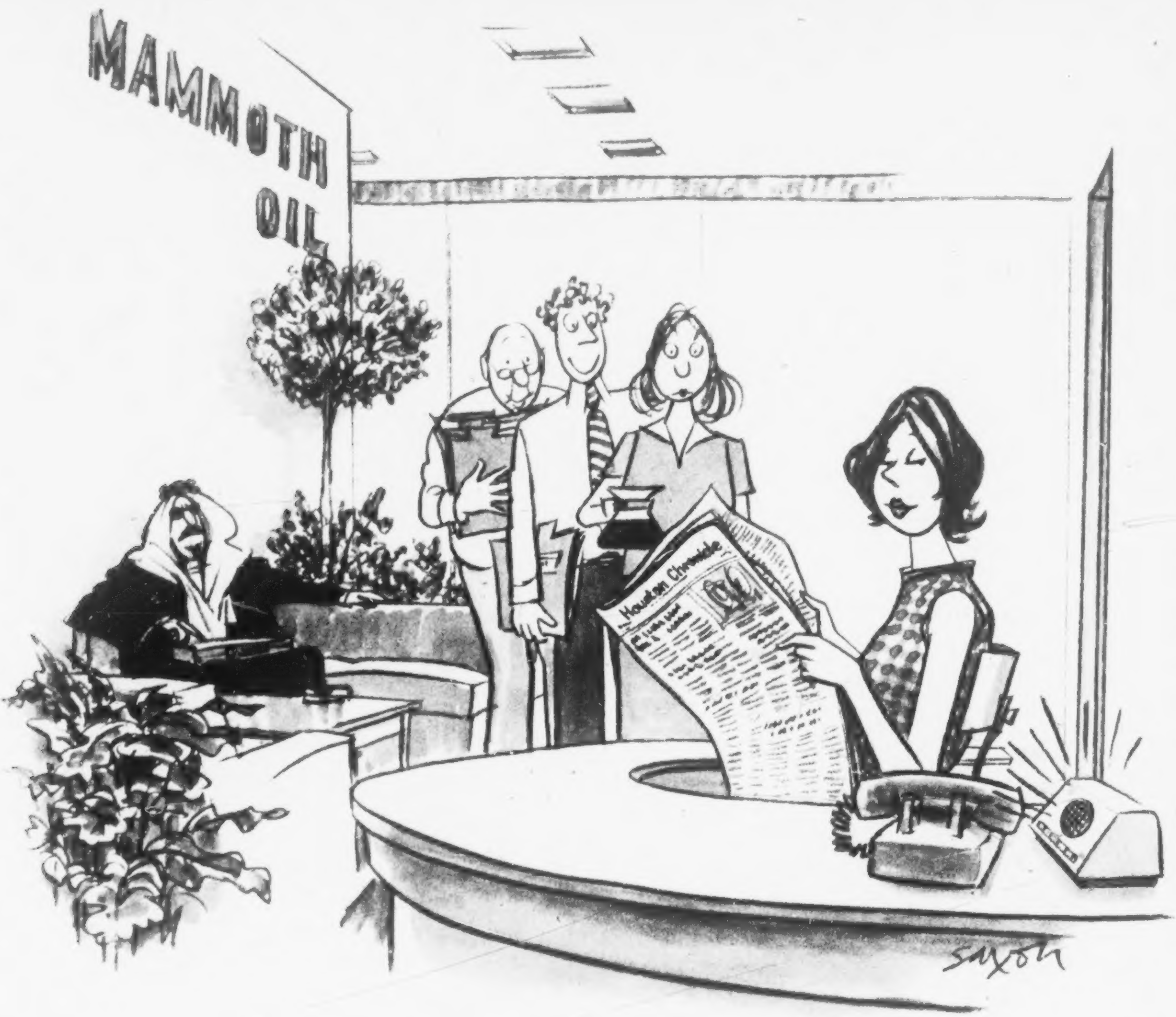
S&MM's cost-per-sales-call estimates are derived by dividing the number of calls the salesperson makes into his total direct sales costs (compensation plus auto and T&E expenses). If he makes 1,000 calls a year, for example, and has total direct costs of $10,000, his cost per call is $10.

Call patterns (Table I-1)

A sales call is a face-to-face contact between a salesperson and one or more buyers. Calculating the cost-per-call ratio starts with an estimate of the range in number of calls that are made, both daily and annually. This information is developed by S&MM and Technomic Consultants, a Chicago consulting company.

Direct sales costs (Table I-2)

Direct sales costs are limited to those that the salesperson and his manager can control, making the final call-cost ratio a more meaningful yardstick of performance. These include



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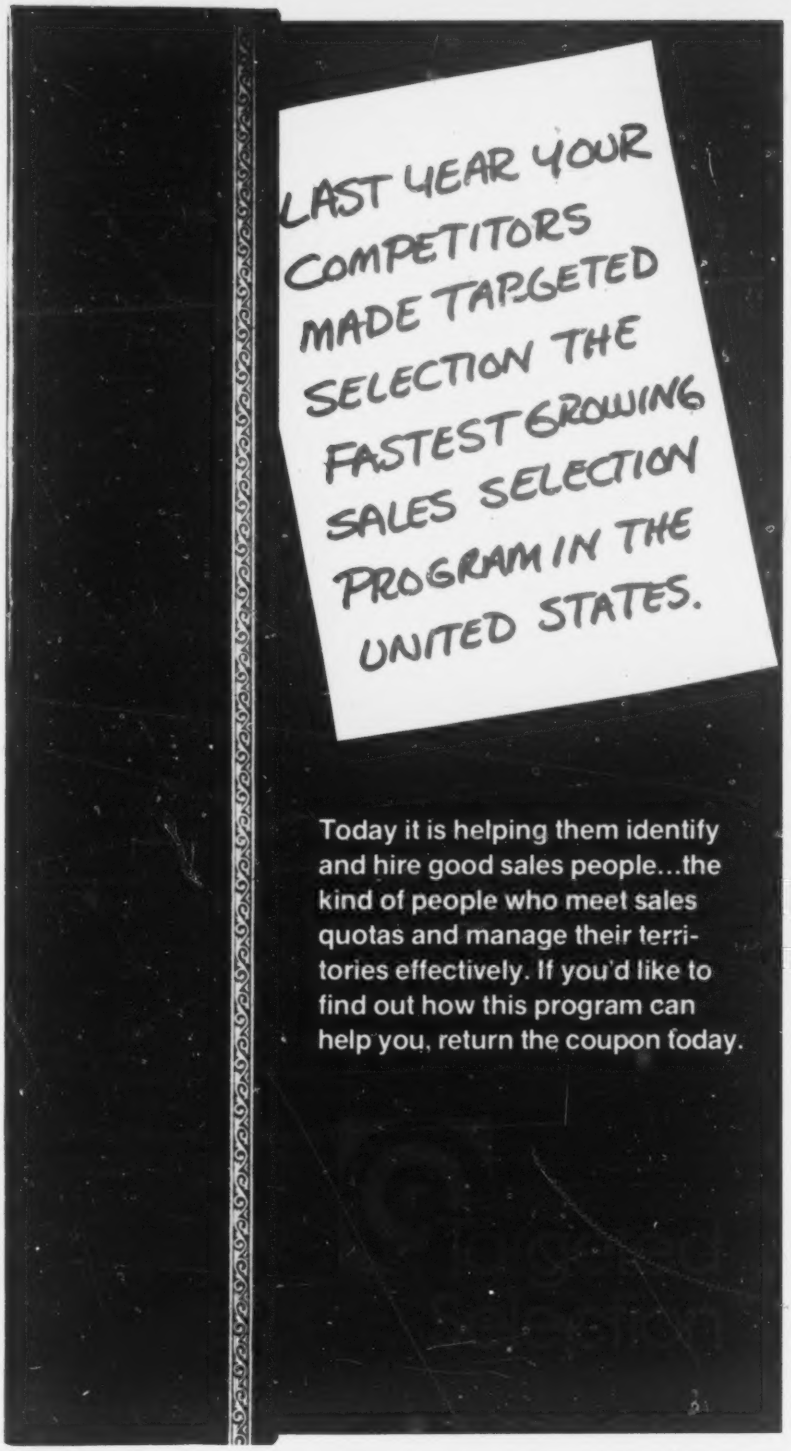
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compensation, auto expenses, and T&E (which embrace food and lodging). Such elements can vary considerably among the five sales types, reinforcing the need for developing call-costs estimates for different sales categories.

Cost per call (Table I-3)

The factors behind S&MM's preference for call-cost ratios by type of salesperson, as opposed to a single, all-inclusive average, are demonstrated by, first, the spread in such ratios between the five types, and, second, contrasting rates at which they are increasing.

Effective call days (Table I-4)

To make the call-cost information even more useful, S&MM provides a range of ratios based upon the salesperson's work patterns. By converting the cost ratios to applicable three-, four-, or five-day call patterns, the data reflect that salespeople are at different levels of expertise in managing time and territory, as well as planning call patterns and executing the call function.

A cautionary note: Although cost per call is a valuable monitor, it should not be used exclusively for evaluating a salesperson's effectiveness. Sales productivity is as much a function of profitable sales volume as per-call costs, and the manager must consider both elements in assessing the individual's productiveness. And, as the following section demonstrates, even a call-cost ratio itself must be tempered by the nature of local markets. ■

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SURVEY HIGHLIGHTS

How call costs vary by industry

Industry	1979 Avg.	% Change 1977-79
Building materials	$74.86	+160%
Chemicals	86.08	+ 24
Drugs/medicines	64.28	+ 51
Electrical equipment	76.26	+ 40
Electronics	85.26	+ 63
Fabricated metals	83.73	+ 56
Food products	70.21	+ 36
Instruments/ allied products	63.04	- 2
General machinery	79.38	+ 70
Services	75.58	+ 79

Source: Dartnell Corp., *Compensation of Salesmen: 20th Biennial Survey.*

Continued rise in cost per sales call

Type Of Salesperson	1979 Cost Per Call (Metro Area)	% Increase 1978-79	% Increase 1977-78	1974-79 Annual Rate
Account representative	$32	6.7%	20.0%	14.9%
Detail salesperson	17	6.3	14.3	13.6
Sales engineer	37	8.8	9.7	7.3
Industrial-products salesperson	21	5.0	11.1	10.1
Service salesperson	17	6.3	14.3	11.2

Note: Due to a change in methodology, data shown in prior years was recalculated for purposes of this comparison.
Source: *Sales & Marketing Management's 1980 Survey of Selling Costs*

How direct sales costs are changing

Type of Salesperson[1]	Median Direct Sales Costs 1979	% Change 1978-79	Compound Annual % Increase 1974-79
Account representative			
Total	**$37,800**	**+ 6.5%**	**14.2%**
Compensation	28,750	+ 8.5	12.4
Auto and T&E[2]	9,050	+ 0.6	20.9
Detail salesperson			
Total	**33,200**	**+ 7.1**	**14.3**
Compensation	25,000	+ 8.7	12.3
Auto and T&E	8,200	+ 2.5	22.3
Sales engineer			
Total	**39,100**	**+10.1**	**7.3**
Compensation	27,500	+ 7.8	6.1
Auto and T&E	11,600	+16.0	10.6
Industrial-products salesperson			
Total	**35,800**	**+ 8.5**	**9.7**
Compensation	26,000	+ 8.3	8.2
Auto and T&E	9,800	+ 8.9	14.4
Service salesperson			
Total	**37,250**	**+ 3.5**	**11.6**
Compensation	27,000	+ 8.0	9.1
Auto and T&E	10,250	+ 2.5	20.7

[1] See page 24 for definition of salesperson type.
[2] T&E: Travel and entertainment, including food and lodging.
Source: *Sales & Marketing Management's 1980 Survey of Selling Costs.*

Increases in U.S. Selling Costs Index components

Category	1978-79 Increase	1977-78 Increase
Lodging	12.9%	13.4%
Auto rental	21.3	9.5
Food & drink	9.5	7.5
Selling Costs Index	**15.5%**	**10.2%**

Source: *Sales & Marketing Management's 1980 Survey of Selling Costs.* Reproduction strictly prohibited.

Evening dining costs in major cities

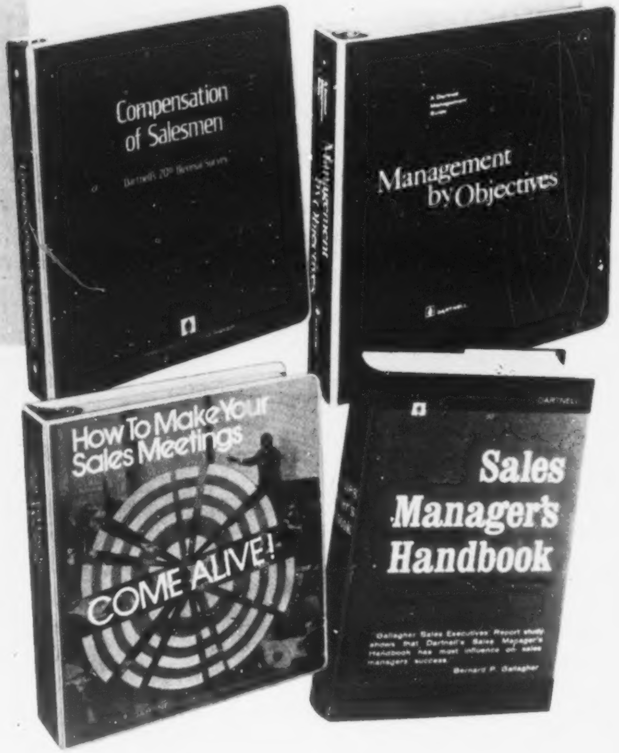
City	Est. Cost For 2	% Increase 1978-79
Atlanta	$83.30	10%
Boston	77.65	17
Chicago	82.80	14
Cleveland	74.70	9
Dallas	93.90	10
Detroit	75.10	11
Houston	80.50	15
Los Angeles	89.15	11
Miami	95.90	12
Minneapolis	84.60	16
New York	99.20	17
Philadelphia	94.40	18
San Francisco	93.75	17
St. Louis	80.80	17
Washington, D.C.	79.65	13
15-city average	**$85.69**	**14%**

Definition: Cost is for dinner (prime ribs or house specialty) for two persons at a white tablecloth restaurant, including two drinks apiece, one bottle of wine, one cordial each, tax, and 15% gratuity.
Source: Sales & Marketing Management survey.

S&MM's per diem expenses vs. Consumer Price Index (CPI)

Category	% Increase 1978-79 S&MM	% Increase 1978-79 CPI[1]
Meals	+ 9.4%	+11.4%
Lodging	12.9	15.7
Auto rental	14.5	4.1[2]

[1] Dec.-to-Dec. period.
[2] CPI category defined as "Auto rentals, registrations, and other fees" whereas the S&MM figure is the combined average of standard and economy auto rental daily rates as shown in Section II. The marked difference between the S&MM and CPI rates of change is probably due to the behavior of "registrations and other fees" in the CPI category.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How to create your own cost-per-call efficiency index

S&MM's cost-per-call data can help you evaluate the effectiveness of your own management of this critical cost-ratio. Because the data are detailed for types of salespeople and selling situations, they are most helpful if you develop your own **Sales Call Efficiency Index** that you can then use to monitor the efficiency of your field sales force.

1. Call patterns. Information on your salespeople's call patterns (Table I-5) can be gained either by totalling the number of calls listed on call reports or by multiplying the average number of calls per day by the number of days salespeople spend in the field.

2. Direct sales costs. Unless you keep your own records, company financial records will provide much of the information on direct sales costs (Table I-6). They can be supplemented by the sales force's expense accounts, as well as the Metro Sales Costs (page 41) and Transportation (page 95) sections.

3. Cost per call. Using the summary data from the first two tables, you calculate cost per call (Table I-7) by dividing the salespeople's number of calls into their total direct sales costs. If you want to make the sales force more aware of this critical ratio, you can redesign the format of your call reports so that individuals can compute their own cost per call each time they submit a report.

4. Territory concentration factor. No two territories are exactly alike because of differences in geography, number and type of accounts, and industry concentration or dispersal. You can compensate for this diversity by assigning "weights" to the salespeople or territories being compared. Here, you first develop an average number of calls per day for your entire sales force; that figure represents the norm. Then, using the Territory Concentration Factor (Table I-8), which shows the statistical relationship between a set of common numbers, you "equalize" the differences in the number of sales calls. That is, it compensates for the differences where one territory averages eight calls per day, another, only four.

Next, you adjust for the difference in selling and living costs between the markets. A step-by-step procedure, comparing the Newark, N.J., and Boise, Idaho, markets, is provided on page 36.

TABLE I-5

How to compute your salesperson's call patterns

		Estimated Calls Per Year			
Salesperson	Actual Calls Reported	Average Calls Per Day	Total Days In Field	Estimated Total Calls	Actual Or Estimated Calls Per Year

TABLE I-6

How to compute your salesperson's direct sales costs

	Yearly Direct Sales Cost					
Salesperson	Base Salary	Bonus Or Comm	Auto Expense	Expense Account Reported	Other	Total Direct Sales Cost

TABLE I-7

How to compute your salesperson's per-call costs

Salesperson	Direct Sales Cost	Total Calls Per Year	Cost Per Salesman's Call

Note: Direct cost per salesperson's call $= \frac{\text{direct sales cost}}{\text{total calls per year}}$

TABLE I-8

Territory concentration factor

Standard Average Calls Per Day	Average Calls Per Day For Territory									
	10	9	8	7	6	5	4	3	2	1
10	1.00	1.11	1.25	1.42	1.66	2.00	2.50	3.33	5.00	10.00
9	.90	1.00	1.12	1.28	1.50	1.80	2.25	3.00	4.50	9.00
8	.80	.88	1.00	1.14	1.33	1.60	2.00	2.66	4.00	8.00
7	.70	.77	.87	1.00	1.16	1.40	1.75	2.33	3.50	7.00
6	.60	.66	.75	.85	1.00	1.20	1.50	2.00	3.00	6.00
5	.50	.55	.62	.71	.83	1.00	1.25	1.66	2.50	5.00
4	.40	.44	.50	.57	.66	.80	1.00	1.33	2.00	4.00
3	.30	.33	.37	.42	.50	.60	.75	1.00	1.50	3.00
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Step-by-step sequence in building a sales call efficiency index

TABLE 1-9

Sales call efficiency index

	Total Direct Sales Costs	Annual Number Of Sales Calls	Unweighted Cost Per Sales Call	Territory Concentration Factor (TCF)	Per Diem Index*	Sales Call Efficiency Index	**Weighted Sales Call Efficiency Index**
Boise	$25,000	956	$26	1.40	83	$22	**$20**
Newark	$31,000	1,912	$16	0.77	121	$17	**$20**

*As indicated in Section II Metro Sales Costs

In order to compare cost-per-call ratios of different sales territories equitably, variances between local markets must be considered. This hypothetical example analyzes two different markets: Boise, Idaho, with below-average per diem costs, and Newark, N.J., with above-average per diem costs.

The Boise salesperson has direct sales costs of $25,000 and makes 956 calls a year, while the Newark salesperson has direct sales costs of $31,000 and makes 1,912 calls. Thus the **Unweighted Cost Per Sales Call** in Boise is $26.15 ($25,000 ÷ 956 = $26.15) compared with $16.21 in Newark ($31,000 ÷ 1,912 = $16.21). At first glance, it appears that the Newark salesperson is managing his expenses much better than his Rocky Mountain counterpart.

However, a fair evaluation of the relative performance of each salesperson must recognize that Boise and Newark are two distinctly different markets. A first step toward developing a **Sales Call Efficiency Index** that compensates for these differences involves the Territory Concentration Factor (TCF) (Table I-8). Assuming the entire sales force averages seven calls per day, and using the table to relate each salesperson's calls to that number, the TCF of Boise's 5 calls per day is 1.40 while that of Newark's 9 calls is 0.77.

Next, the Metro Sales Costs section (page 41) reveals that Boise's per diem index is 83 and Newark's is 121. Dividing each number into 100, the all-U.S. norm, yields a factor of 1.20 for Boise and 0.83 for the Eastern city.

$$\text{Sales Call Efficiency Index} = \frac{\text{Direct sales cost}\ \dfrac{(100)}{(\text{Per diem index})}}{\text{Calls/year (Territory Concentration Factor)}}$$

For Boise, the calculation is as follows:

$$\frac{\$25{,}000\ (1.20)}{956\ (1.40)} = \frac{30{,}000}{1{,}338} = \$22.42$$

For Newark: $$\frac{\$31{,}000\ (0.83)}{1{,}912\ (0.77)} = \frac{25{,}730}{1{,}472} = \$17.48$$

With these data in hand, it is now possible to construct a **Sales Call Efficiency Index** for each territory using the equation illustrated above. This reveals that, on an adjusted basis allowing for market differences, the cost per call in Boise is $22.42 and in Newark, $17.48. What was a $10 difference has been cut in half.

Weighted to balance geographical differences in the cost of living

For Boise: $$\frac{\$18{,}000 + \$7{,}000\ (1.20)}{956\ (1.40)} = \frac{26{,}400}{1{,}338} = \$19.73$$

For Newark: $$\frac{\$21{,}500 + 9{,}600\ (0.83)}{1{,}912\ (0.77)} = \frac{29{,}468}{1{,}472} = \$20.02$$

The adjusted index can be further refined by allowing for living costs differences. In this example, the Boise salesperson has a base salary of $18,000 plus $7,000 for expenses, while the Newark salesperson has a base salary of $21,500 plus $9,600 for expenses. Using the above equation—multiplying each individual's expenses by the per diem factor mentioned earlier (1.20 for Boise, 0.83 for Newark)—results in a **Weighted Sales Call Efficiency Index** of $19.73 for the Boise salesperson and $20.02 for the Newark salesperson.

SURVEY HIGHLIGHT

How metro per diem and living costs increases compare

Metro Market	1978–79 % Increase: Per Diem Total	1978–79 % Increase: Consumer Price Index
NORTHEAST	**+12.0%**	**+11.8%**[1]
Boston	8.8	11.5[1]
Buffalo	12.3	10.8
New York	14.0	10.6
Philadelphia	14.4	11.2
Pittsburgh	14.6	11.7
MIDWEST	**10.9**	**13.7**
Chicago	14.5	15.0
Cincinnati	12.1	12.8[1]
Cleveland	8.2	13.0
Detroit	16.0	15.3
Kansas City	9.0	17.6
Milwaukee	13.5	15.5[1]
Minneapolis-St. Paul	13.8	12.2
St. Louis	9.4	13.2[1]
SOUTH	**11.5**	**12.8**
Atlanta	13.4	12.3
Baltimore	11.9	11.9[1]
Dallas-Fort Worth	**14.8**[2]	16.1
Houston	14.5	13.2
Miami	10.9%	11.2%[1]
Washington, D.C.	12.1	10.5[1]
WEST	**11.5**	**15.4**
Denver-Boulder	15.3	16.3[1]
Los Angeles-Long Beach	9.3	15.7
Portland	11.1	14.2[1]
San Diego	11.3	18.1[1]
San Francisco-Oakland	9.5	14.6
Seattle-Everett	11.4	11.8[1]
U.S.	**+11.5%**	**+13.3%**

Notes: Per diem total is the cost of three meals and one night's lodging. Sales & Marketing Management gathers the restaurant and hotel data in the fourth-quarter period; the Bureau of Labor Statistics develops its price indexes each month of the year.

[1] Consumer Price Index for the Dec.-to-Dec. period except for these markets where the Nov.-to-Nov. period is the latest data available.

[2] Dallas only.

Sources: *Sales & Marketing Management's 1980 Survey of Selling Costs*, Bureau of Labor Statistics' *Monthly Consumer Price Index Report*.

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Traveletter Payment Systems simplify, control and speed up every payment in the field.

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Step-by-step sequence in preparing a sales costs budget

(Bold-faced numbers in the drawing refer to explanations in adjoining column)

Step-by-step sequence in preparing a sales costs budget

TERRITORY PERIOD

1 Major Cities	2 Forecast Sales	3 Budgeted Salaries	4 Lodging	5 Food And Drink	6 Auto Rental	7 Misc (Parking Taxi Tips)	8 Entertainment	9 Other Travel	10 Promotional	11 Total City Expenses
	FORECAST OF FIELD SELLING EXPENSES									
12. Total	$									
13. % Total/ Territory	%		%	%	%	%	%	%	%	%
14. Total Territory	$									
15. Budgeted Salaries	$									
16. Forecast Expenses	$									
17. Total Expenses	$ −	Forecast Sales	$ =	Gross Dollar Return On Sales	%					

1. List the major cities in your territory that are included in *Section II: Metro Sales Costs.*

2. Enter the forecast sales for each city.

3. List in total only the budgeted salaries of the territory sales manager and salespeople as fixed costs.

4. Estimate the number of nights to be spent in each city and multiply by the lodging averages shown in Section II.

5. Estimate the number of meals and drinks per day in each city (S&MM assumes an allowance of two drinks per day per salesperson) and multiply by the appropriate food and drink medians that are shown in Section II.

6. If an auto will be rented, estimate the number of miles per week. *Multiply* the number of days by the rate per day, *add* the sum of the number of miles times the rate per mile, *add* insurance of $2 per day, and subtract your company discount (if any). Auto-rental data are in Sections II and VI.

7. Estimate the miscellaneous expenses.

8. Add entertainment costs by multiplying the dinner and drink rates (for each city) by the number of clients or customers entertained.

9. Estimate other travel expenses—air, train, or bus fares—that may be incurred in trips to the home office or to sales meetings.

10. Estimate promotion expenses by including advertising, sales promotion, trade shows, meetings, and so on that may be charged to the territory.

11. Total expenses across columns 4 to 10 to derive expenses by city.

12. Total all expenses shown in columns 4 to 11.

13. Calculate the percent of the territory's sales that will be accounted for by total sales of the cities listed; do the same for expenses. *A possible short-cut:* Assume that a city's percentage of total territory sales will be the same as its share of total territory expenses.

14. Enter the expected total sales of the territory.

15. Enter total budgeted salaries.

16. Enter total forecast expenses for the cities from column 11. Total salaries and expenses should be adjusted for any overhead—rent, utilities, secretarial expenses—charged to the sales office.

17. Add salaries (item 15) and expenses (item 16). Subtract total expenses (item 17) from forecasted sales (item 12), giving the gross dollar return on sales. This gross dollar return can then be converted to a percentage figure by dividing by the forecast sales total. Comparing the percent shown here with your company's targeted profit ratio tells you if you are on target. If you are not, analysis of the data may suggest the reasons why.

Are You Using Your Sales Force for Product Retrieval?

With today's rapidly escalating selling costs, using your sales force is a very expensive and inefficient way to obtain retail product samples. Not only are the costs for automobiles, gasoline, hotels, meals, etc. climbing steadily but also a sales professional's time is much too valuable to use for anything other than direct selling-related activities.

The Nielsen Product Pickup Service offers a sensible alternative. For a quick, reliable means of gathering and shipping retail product samples --- for less than it's costing you to use your sales force --- contact your nearest Nielsen office or . . .

John Davis
or
Sue Beanblossom

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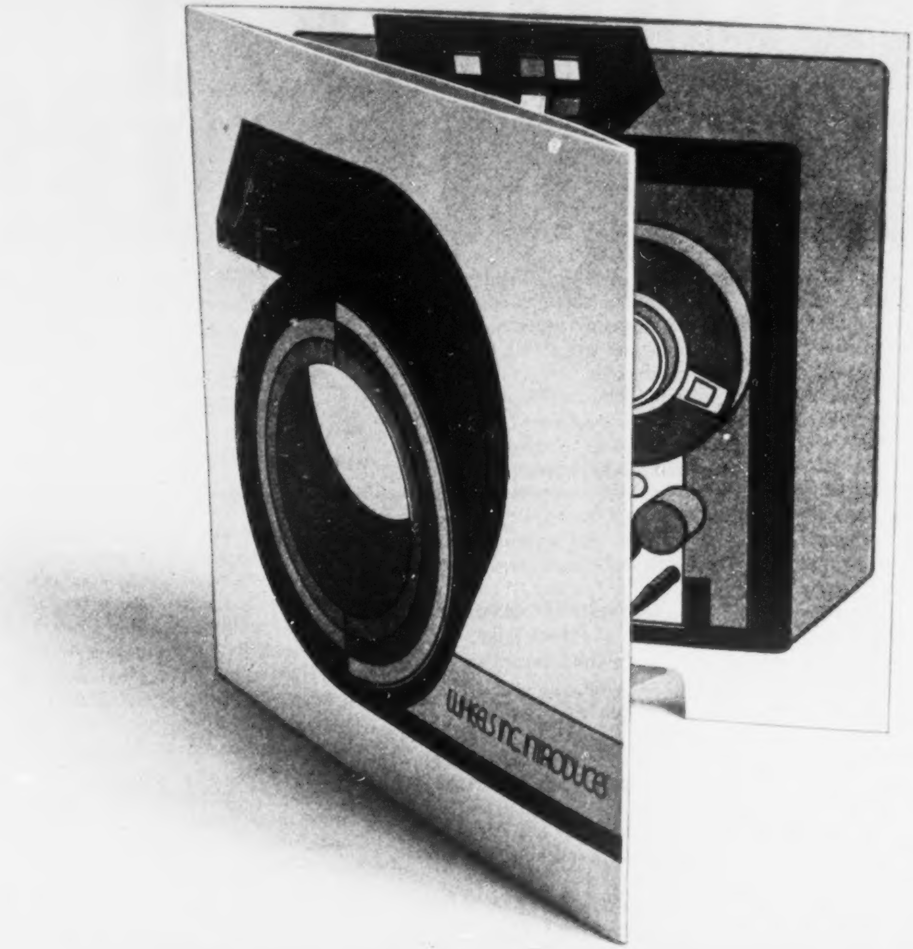

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SELL YOUR EXCESS INVENTORY AT FULL WHOLESALE!

There is another way for companies to sell excess inventory. An alternative that provides for immediate sale at full value. That helps generate corporate cash. That gives management better financial control. That alternative: The Tradewell Trade.

If your company is facing an excess inventory problem or you see one looming, you should know about the services of Tradewell Industries.

"We serve as a trading partner for companies that want to avoid costly markdowns of excess inventory. And **The Tradewell Trade** is a simple, uncomplicated, efficient transaction to accomplish that end," explains Tradewell President William S. Steinberg.

"We purchase merchandise at the regular wholesale price. Payment is made in the form of trade credits which our clients use to reduce the cost of television and radio advertising, premium and sales incentive programs, printing, and various other marketing services."

"Since our clients have already budgeted for these services, the use of trade credits represents considerable cash savings."

Full value credit is one reason why a growing number of companies are using the Tradewell Trade. Here are some other reasons:

No inventory problem is ever too big or complex.

To date, Tradewell Industries has entered into trading transactions that have ranged in dollar value from our minimum of $100,000 to as high as $5,000,000. Our average transaction is $500,000.

These transactions have involved a broad range of products, both consumer and industrial, for a broad range of clients.

Many Fortune 500 companies and their subsidiaries have turned to The Tradewell Trade to solve inventory problems. So have many smaller companies bent on reaching that list. Regardless of the size of your company or the size of your inventory problem, Tradewell Industries can help you.

Careful product distribution.

At Tradewell, our objective is to complement, not compete with a client's established distribution methods. To do this, we use a number of channels. These include: sales promotion, premium and incentive programs, the export market, direct response programs, the PX market, company stores and mass merchants.

Media and promotion specialists.

The professionals that staff our media department are among the most qualified in the industry today.

They concentrate on trading and placing client media needs. They provide in-depth demographic and rating analysis as well as comparisons of cost.

No media is placed without client approval. And we welcome the participation of a client's advertising agency.

Through our subsidiary, **Tradewell Merchandising Corporation,** we provide comprehensive sales promotion and merchandising services. These include: promotion planning and development, premium promotions, sweepstakes and contests and sales force and trade incentive programs.

The Tradewell Trade for financial control.

Barter transaction may afford your financial group considerable accounting flexibility. There are a number of alternative ways which may be available to you to report the transaction; you should seek your accountant's advice as to the most beneficial available alternative.

For many companies, The Tradewell Trade may be the perfect alternative for solving inventory and marketing problems and achieving better financial control. Tradewell would like to discuss this alternative with you.

If you are interested in learning more about barter from the leading trade specialists in the industry, call or write William S. Steinberg, President of Tradewell Industries Inc.
(212) 888-8500

**William S. Steinberg, President,
Tradewell Industries, Inc.:**
"In my talks with corporate management, I've found that a trade agreement does more than solve an immediate inventory problem. It opens new avenues for innovative and aggressive marketing."

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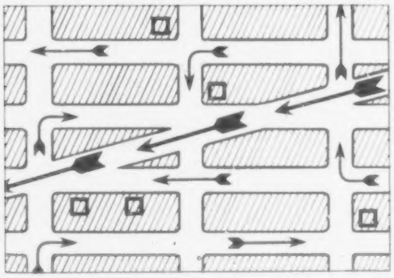
METRO SALES COSTS



U.S. and Canada

TABLE	TITLE
II-1	**Selling costs in 80 major U.S. markets**
	Lodging—Average daily rate and range of rates
	Meals—Median costs of breakfast, lunch, and dinner
	Per diem total—Lodging and meals
	Per diem increase—1978–79 increase in per diem total
	Per diem index—Market's lodging and meal costs compared with U.S. average
	Cost of two drinks
	Airport to downtown—Limousine and taxi rates, distances, and times
	Auto rental—Average car-rental rates per day
II-2	**Selling costs in six major Canadian markets**
II-3	**Meal and lodging tax rates by metropolitan market**

A helpful subject-matter index to all statistical information appears on page 101

TABLE II-1 Selling costs in 80 major U.S. markets

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1978–79	**Per Diem Index**	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
Akron, Ohio	Average $24.25 Range $18.50–$33.00	B $ 2.80 L $ 3.95 D $11.35	$42.35	8.0%	**82**	$3.40	Limo: $3.50 Taxi: $14.50 Dist.: 15 mi. Time: 30 min.	$42.50
Albany-Schenectady-Troy, N.Y.	Average $31.00 Range $23.00–$50.00	B $ 4.00 L $ 5.00 D $13.20	53.20	15.8	**103**	3.50	Limo: $3.75 Taxi: $10.20* Dist.: 8 mi. Time: 30 min.	40.50
Albuquerque, N.M.	Average $28.00 Range $16.00–$39.50	B $ 3.55 L $ 4.80 D $10.05	46.40	14.3	**90**	3.10	Limo: $2.25 Taxi: $5.58* Dist.: 5 mi. Time: 15 min.	35.75
Allentown-Bethlehem-Easton, Pa.	Average $29.25 Range $22.00–$42.00	B $ 2.80 L $ 4.35 D $11.50	47.90	9.0	**93**	3.30	Limo: $4.00 Taxi: $4.50* Dist.: 4 mi. Time: 30 min.	40.80
Atlanta, Ga.	Average $39.50 Range $25.00–$64.00	B $ 3.65 L $ 4.65 D $12.60	60.40	13.4	**117**	3.80	Limo: $3.50 Taxi: $8.20 Dist.: 8 mi. Time: 35 min.	41.15
Baltimore, Md.	Average $34.00 Range $14.00–$52.00	B $ 3.80 L $ 4.20 D $13.90	55.90	11.9	**108**	3.50	Limo: $3.00 Taxi: $6.30 Dist.: 10 mi. Time: 25 min.	46.95
Bethlehem, Pa.	**See Allentown-Bethlehem-Easton, Pa.**							
Billings, Mont.	Average $24.50 Range $14.00–$34.00	B $ 3.15 L $ 4.25 D $ 8.80	40.70	11.4	**79**	3.00	Limo: $2.00 Taxi: $2.65* Dist.: 2 mi. Time: 10 min.	37.40
Birmingham, Ala.	Average $26.00 Range $18.00–$41.00	B $ 3.65 L $ 5.00 D $10.70	45.35	10.9	**88**	5.00	Limo: $2.50 Taxi: $5.65 Dist.: 5 mi. Time: 30 min.	40.15
Boise, Idaho	Average $25.00 Range $14.00–$35.50	B $ 3.30 L $ 5.05 D $ 9.50	42.85	11.6	**83**	3.00	Limo: $1.50 Taxi: $5.65 Dist.: 5 mi. Time: 20 min.	31.40
Boston, Mass.	Average $44.00 Range $28.00–$75.00	B $ 3.55 L $ 5.35 D $12.45	65.35	8.8	**126**	3.60	Limo: $2.25 Taxi: $5.00 Dist.: 3 mi. Time: 30 min.	49.35
Boulder, Colo.	**See Denver-Boulder, Colo.**							
Bridgeport-Stamford-Norwalk-Danbury, Conn.	Average $37.75 Range $19.00–$56.00	B $ 3.40 L $ 5.00 D $11.25	57.40	14.3	**111**	3.40	Limo: $2.50 Taxi: $4.50 Dist.: 4 mi. Time: 10 min.	41.90
Bristol, Conn.	**See Hartford-New Britain-Bristol, Conn.**							

*= flat or zone rate.

DEFINITIONS—**Lodging:** Single-room rates, excluding local taxes, are shown. Double-room rates are approximately 1.27 times greater. **Meal costs:** A 12.5% tip is included in each meal cost shown. In some cities, medians have slightly declined. This may be due to changes in the sample rather than changes in cost of meals. **B**—Menu prices for a breakfast consisting of two eggs, bacon or sausage, and coffee (and juice if it is part of the meal). **L**—Menu price for a lunch consisting of ground sirloin steak (not a sandwich) or a comparable entrée, potato, vegetable, and coffee (and salad, roll and butter, and coleslaw if part of the meal). **D**—Menu price for dinner consisting of 12-oz. sirloin steak, baked potato, salad, and beverage (and appetizer, soup, and dessert if part of the meal). **Per diem total:** Total one-day cost of lodging and meals. **Per diem increase:** Percent change from 1978 to 1979 in total one-day cost of lodging and three meals. **Per diem index:** A city's per diem total expressed as a ratio of the all-U.S. average (an index of 110, for example, means that the area's total cost is 10% above the national average). **Cost of two drinks:** Price for two martinis made from the bar's house liquor. **Airport to downtown:** Taxi fares shown include a 12.5% tip, but exclude the cost of extraordinary waiting time due to traffic delays. Information is for first city in metro area title. **Auto rental:** Costs are based upon the published nondiscountable daily rate of major companies. Applicable local gas charges for 50 miles have been added. Note: **Average** is the sum of the dollar amounts divided by the number of responses. **Median** is the dollar amount that has an equal number of responses above and below it.

Sources: Sales & Marketing Management; American Hotel Assn.: *1979 Hotel and Motel Red Book*; *Official Airline Guide*.

TABLE II-1 Selling costs in 80 major U.S. markets

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1978–79	**Per Diem Index**	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
Buffalo, N.Y.	Average $28.25 Range $18.00–$41.00	B $ 3.40 L $ 4.20 D $11.30	$47.15	12.3%	**91**	$3.00	Limo: $3.00 Taxi: $8.60 Dist.: 9 mi. Time: 30 min.	$50.00
Canton, Ohio	Average $25.00 Range $13.00–$32.00	B $ 2.80 L $ 3.75 D $11.80	43.35	11.7	**84**	3.00	Limo: $3.00 Taxi: $13.50* Dist.: 10 mi. Time: 20 min.	43.70
Charleston, S.C.	Average $28.50 Range $17.00–$52.00	B $ 3.10 L $ 4.20 D $10.05	45.85	10.3	**89**	4.70	Limo: $3.50 Taxi: $10.80 Dist.: 12 mi. Time: 30 min.	39.65
Charlotte-Gastonia, N.C.	Average $26.50 Range $15.00–$35.00	B $ 3.95 L $ 4.45 D $12.00	46.90	10.0	**91**	4.50	Limo: $2.50 Taxi: $6.80 Dist.: 8 mi. Time: 30 min.	38.95
Chicago, Ill.	Average $51.00 Range $28.00–$78.00	B $ 4.55 L $ 5.80 D $14.65	76.00	14.5	**147**	4.30	**O'Hare** Limo: $4.30 Taxi: $15.25 Dist.: 19 mi. Time: 45–65 min. **Midway** Limo: $3.35 Taxi: $9.85 Dist.: 10 mi. Time: 40 min.	44.20
Cincinnati, Ohio	Average $30.25 Range $16.00–$47.00	B $ 3.60 L $ 4.35 D $11.75	49.95	12.1	**97**	3.80	Limo: $3.25 Taxi: $15.20* Dist.: 13 mi. Time: 45 min.	39.10
Cleveland, Ohio	Average $31.25 Range $22.00–$47.00	B $ 3.50 L $ 3.90 D $10.70	49.35	8.2	**95**	3.20	Limo: $3.50 Taxi: $11.20 Dist.: 12 mi. Time: 60 min.	42.70
Columbus, Ohio	Average $30.25 Range $22.00–$40.00	B $ 3.10 L $ 4.00 D $11.60	48.95	12.7	**95**	3.00	Limo: $2.25 Taxi: $8.00 Dist.: 8 mi. Time: 40 min.	36.80
Dallas, Texas	Average $36.25 Range $17.00–$65.00	B $ 4.15 L $ 5.80 D $14.00	60.20	14.8	**116**	4.00	Limo: $4.00 Taxi: $14.00 Dist.: 17 mi. Time: 60 min.	36.00
Danbury, Conn.		**See Bridgeport-Stamford-Norwalk-Danbury, Conn.**						
Davenport-Rock Island-Moline, Iowa-Ill.	Average $25.50 Range $18.00–$34.00	B $ 3.40 L $ 4.80 D $ 9.40	43.10	12.8	**83**	3.00	Limo: $4.25 Taxi: $11.80* Dist.: 10 mi. Time: 20 min.	39.75
Dayton, Ohio	Average $26.25 Range $21.50–$35.00	B $ 3.15 L $ 4.70 D $ 9.90	44.00	13.4	**85**	3.10	Limo: $3.75 Taxi: $11.50 Dist.: 13 mi. Time: 25 min.	39.35
Denver-Boulder, Colo.	Average $36.50 Range $25.00–$60.00	B $ 3.55 L $ 4.55 D $12.65	57.25	15.3	**111**	3.50	Limo: $2.35 Taxi: $6.75 Dist.: 7 mi. Time: 30 min.	38.10
Des Moines, Iowa	Average $25.00 Range $14.50–$35.00	B $ 3.70 L $ 5.00 D $10.90	44.60	10.7	**86**	3.00	Limo: $1.85 Taxi: $5.45 Dist.: 5 mi. Time: 20 min.	41.60

* = flat or zone rate.

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And if your customer has a complaint, you discuss it, take care of it at once. It also gives consumers immediate answers—about product specs, retail outlets, service locations.

As for cost of service, you can get low rates on time units as little as 10 hours per month, with even lower rates on time exceeding ten hours. It's a good investment and gives you a lot of prestige.

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You don't have to be a biggie to have a WATS line. You can have an unlimited number of calls on outward WATS for as little as ten hours a month. Or as much as 240 hours each month FOR A SINGLE CHARGE. And you don't have to buy the whole country, just the zones you call across to do business. With the right WATS, you'll be able to improve customer service, avoid the high costs of inventory outages, speed up cash flow and lower your operating expense.

#3 How a phone number can be your "office" in another city.

Bell can show you how to do business in a distant city without the expense of a local office. With the help of RCF—Remote Call Forwarding—you won't need an office, equipment, or additional help.

Bell assigns your firm a local number in the city of your choice. Calls are automatically redirected to you. No waiting. No operator assistance. You will be surprised to discover that the cost for this service is remarkably low.

This means your customer is only a local call away. With RCF, you can open new markets, test them out, accept out-of-town orders, and improve customer service.

#4 Selling on the phone instead of on the road.

Gasoline prices and other travel expenses are on the rise. So sending salespersons out to get small orders from small accounts is a waste of time and money. Our Bell experts can help you keep those customers by teaching you special techniques.

You'll learn how to call periodically when inventory is down and the customer is ready to buy. You'll contact smaller accounts more frequently, and at a lower cost, than is possible with on-premise visits.

#5 Improving credit management.

Successful credit management is the key to cash flow. Our Bell experts have programs that expand your market, develop customers, build profits, and give you a better handle on fiscal control. You'll be involved with an overall strategy that will enable you to check the customer's ability to pay on time, calculate marginal risk, and collect overdue accounts.

#6 Turning an inquiry into a sale.

Turning an inquiring prospect into an active customer takes skill that your people might not have.

Our Bell experts can show you how to screen and qualify an inquirer's interest, and then take immediate and competent action. In no time you'll learn how to capitalize on a prospect's interest and need immediately—when he or she is most receptive to your offer. Effectively used, our techniques will help improve your sales AND profits.

#7 Phoning for new business.

Today you can actually telephone for new business—and get it, provided you use the right techniques. Our Bell experts can teach you how to shop for new customers by building primary and secondary lists. How to screen a prospect's interest before sending out material. And how to follow up a prospect after a mailing. As a result, you'll increase your market coverage or extend the territory you now cover at a fraction of your present sales costs.

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A BELL BUSINESS EXPERT WILL TALK TO YOU. You can expect to have a relaxed, friendly talk. You'll discover whether one or more of these Bell System programs can be a practical, profitable plus for your business. To help you, we'll need information. So we'll ask questions, like the ones listed below. No surprises, nothing you won't have the answer to. You'll find the discussion thoroughly enlightening and enjoyable.

Q. What is your product or service?

Q. How many accounts do you sell or service?

Q. What geographic area do they cover?

Q. How many locations does your business have?

Q. How many sales people do you have?

Q. What is your primary method of customer contact?

Q. What type of advertising/promotion do you use?

"Hey! I want to keep my head above water. Tell me how Long Distance can help me manage my business better."

Q. Do you use services other than your local lines, such as WATS?

Q. How do you test or expand market areas?

Q. On the average, how many accounts fall past due each month?

Q. How do you handle inquiries at present?

Q. Do you have plans to meet specific business objectives—such as increasing market share?

OR WRITE.

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- ☐ #2 WATS Lines For Small and Medium Businesses
- ☐ #3 Remote Call Forwarding
- ☐ #4 Selling Smaller Accounts
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- ☐ #6 Handling Inquiries
- ☐ #7 Opening New Accounts

Name____________________

Title____________________

Company____________________

Address____________________

City__________ State______ Zip______

Area Code______ Business Phone__________

800-821-2121, Ext. 907

To call toll free, dial 800-821-2121, Ext. 907, anywhere in the contiguous United States. In Missouri, call 800-892-2121, Ext. 907

Bell System

907-010

TABLE II-1 Selling costs in 80 major U.S. markets

Metro Area	*Lodging (Daily)*	*Meals (Median)*	*Per Diem Total*	*Per Diem Increase 1978–79*	**Per Diem Index**	*Cost Of Two Drinks*	*Airport To Downtown*	*Per Diem Auto Rental*
Detroit, Mich.	Average $37.75 Range $25.50–$60.00	B $ 4.50 L $ 5.25 D $13.40	$60.90	16.0%	**118**	$3.30	Limo: $3.75 Taxi: $20.80 Dist.: 23 mi. Time: 40 min.	$40.50
Easton, Pa.	**See Allentown-Bethlehem-Easton, Pa.**							
Everett, Wash.	**See Seattle-Everett, Wash.**							
Fargo-Moorhead, N.D.-Minn.	Average $21.25 Range $8.00–$34.00	B $ 2.85 L $ 4.20 D $10.15	38.45	5.6	**74**	4.00	Limo: $4.00 Taxi: $4.35 Dist.: 3 mi. Time: 30 min.	32.65
Fitchburg, Mass.	**See Worcester-Fitchburg-Leominster, Mass.**							
Flint, Mich.	Average $27.75 Range $20.00–$42.50	B $ 3.20 L $ 4.60 D $12.45	48.00	12.7	**92**	3.50	Limo: $3.50 Taxi: $6.50 Dist.: 5 mi. Time: 15 min.	39.90
Fort Worth, Texas	Average $28.75 Range $17.00–$50.00	B $ 4.15 L $ 5.35 D $11.40	49.65	12.7	**96**	3.50	Limo: $4.00 Taxi: $16.90 Dist.: 17 mi. Time: 60 min.	36.05
Gastonia, N.C.	**See Charlotte-Gastonia, N.C.**							
Grand Rapids, Mich.	Average $25.50 Range $13.00–$42.00	B $ 3.50 L $ 4.80 D $10.05	43.85	11.0	**85**	3.20	Limo: None Taxi: $11.25* Dist.: 12 mi. Time: 30 min.	38.70
Greensboro-Winston Salem-High Point, N.C.	Average $25.00 Range $11.00–$55.00	B $ 3.65 L $ 3.75 D $11.40	43.80	8.4	**85**	4.50	Limo: $7.00 Taxi: $9.00* Dist.: 10 mi. Time: 30 min.	39.50
Greenville-Spartanburg, S.C.	Average $21.25 Range $12.00–$30.00	B $ 3.20 L $ 4.30 D $11.80	40.55	13.1	**78**	4.50	Limo: $5.00 Taxi: $12.90 Dist.: 15 mi. Time: 30 min.	39.35
Harrisburg, Pa.	Average $29.50 Range $20.00–$38.00	B $ 3.25 L $ 4.20 D $10.70	47.65	12.5	**92**	3.00	Limo: $2.50 Taxi: $9.95 Dist.: 9 mi. Time: 30 min.	40.25
Hartford-New Britain-Bristol, Conn.	Average $33.75 Range $20.00–$50.00	B $ 3.20 L $ 5.45 D $12.55	54.95	10.8	**106**	3.60	Limo: $2.35 Taxi: $12.40* Dist.: 14 mi. Time: 35 min.	43.20
High Point, N.C.	**See Greensboro-Winston Salem-High Point, N.C.**							
Houston, Texas	Average $39.25 Range $23.00–$59.00	B $ 4.25 L $ 5.75 D $12.95	62.20	14.5	**120**	3.30	Limo: $4.50 Taxi: $19.90* Dist.: 20 mi. Time: 45 min.	40.25

*=flat or zone rate.

DEFINITIONS—**Lodging:** Single-room rates, excluding local taxes, are shown. Double-room rates are approximately 1.27 times greater. **Meal costs:** A 12.5% tip is included in each meal cost shown. In some cities, medians have slightly declined. This may be due to changes in the sample rather than changes in cost of meals. **B**—Menu prices for a breakfast consisting of two eggs, bacon or sausage, and coffee (and juice if it is part of the meal). **L**—Menu price for a lunch consisting of ground sirloin steak (not a sandwich) or a comparable entrée, potato, vegetable, and coffee (and salad, roll and butter, and coleslaw if part of the meal). **D**—Menu price for dinner consisting of 12-oz. sirloin steak, baked potato, salad, and beverage (and appetizer, soup, and dessert if part of the meal). **Per diem total:** Total one-day cost of lodging and meals. **Per diem increase:** Percent change from 1978 to 1979 in total one-day cost of lodging and three meals. **Per diem index:** A city's per diem total expressed as a ratio of the all-U.S. average (an index of 110, for example, means that the area's total cost is 10% above the national average). **Cost of two drinks:** Price for two martinis made from the bar's house liquor. **Airport to downtown:** Taxi fares shown include a 12.5% tip, but exclude the cost of extraordinary waiting time due to traffic delays. Information is for first city in metro area title. **Auto rental:** Costs are based upon the published nondiscountable daily rate of major companies. Applicable local gas charges for 50 miles have been added.

Note: **Average** is the sum of the dollar amounts divided by the number of responses. **Median** is the dollar amount that has an equal number of responses above and below it.

Sources: Sales & Marketing Management; American Hotel Assn.: *1979 Hotel and Motel Red Book*; *Official Airline Guide*.

TABLE II-1 Selling costs in 80 major U.S. markets

Metro Area	*Lodging (Daily)*	*Meals (Median)*	*Per Diem Total*	*Per Diem Increase 1978–79*	***Per Diem Index***	*Cost Of Two Drinks*	*Airport To Downtown*	*Per Diem Auto Rental*
Indianapolis, Ind.	Average $28.75 Range $17.00–$42.00	B $ 3.30 L $ 4.40 D $12.85	$49.30	13.2%	**95**	$3.40	Limo: $4.00 Taxi: $4.90 Dist.: 5 mi. Time: 25 min.	$38.50
Jacksonville, Fla.	Average $27.25 Range $17.00–$52.00	B $ 3.50 L $ 4.35 D $10.95	46.05	12.0	**89**	3.50	Limo: $4.00 Taxi: $12.50 Dist.: 15 mi. Time: 30 min.	41.15
Kansas City, Mo.	Average $35.25 Range $18.00–$65.00	B $ 3.70 L $ 5.35 D $12.95	57.25	9.0	**111**	3.40	Limo: $7.00 Taxi: $19.15 Dist.: 18 mi. Time: 35 min.	38.35
Las Vegas, Nev.	Average $31.25 Range $22.00–$47.00	B $ 4.20 L $ 6.75 D $14.05	56.25	11.2	**109**	3.50	Limo: $2.50 Taxi: $6.00 Dist.: 6 mi. Time: 35 min.	41.65
Leominster, Mass.	**See Worcester-Fitchburg-Leominster, Mass.**							
Little Rock-North Little Rock, Ark.	Average $27.50 Range $16.00–$42.00	B $ 3.30 L $ 3.95 D $10.60	45.35	11.0	**88**	3.90	Limo: $3.25 Taxi: $3.40* Dist.: 4 mi. Time: 15 min.	37.40
Long Beach, Cal.	**See Los Angeles-Long Beach, Cal.**							
Los Angeles-Long Beach, Cal.	Average $41.00 Range $22.00–$74.00	B $ 3.90 L $ 7.05 D $16.30	68.25	9.3	**132**	3.60	**International** Limo: $5.60 Taxi: $18.35 Dist.: 17 mi. Time: 45 min. **Burbank** Limo: $ 1.55 Taxi: $22.40 Dist.: 21 mi. Time: 45 min.	41.65
Louisville, Ky.	Average $28.25 Range $21.00–$39.00	B $ 2.95 L $ 3.90 D $10.45	45.55	9.9	**88**	3.00	Limo: $3.50 Taxi: $5.40 Dist.: 5 mi. Time: 20 min.	38.20
Memphis, Tenn.	Average $24.25 Range $20.00–$34.00	B $ 3.50 L $ 4.15 D $11.25	43.15	13.3	**83**	3.50	Limo: $3.75 Taxi: $8.50 Dist.: 10 mi. Time: 40 min.	40.20
Meriden, Conn.	**See New Haven-Waterbury-Meriden, Conn.**							
Miami, Fla.	Average $43.00 Range $22.00–$90.00	B $ 3.65 L $ 4.55 D $13.35	64.55	10.9	**125**	3.90	Limo: $3.50 Taxi: $6.35 Dist.: 5 mi. Time: 20 min.	35.15
Milwaukee, Wis.	Average $30.50 Range $12.00–$50.00	B $ 3.45 L $ 4.60 D $12.45	51.00	13.5	**99**	3.00	Limo: $3.40 Taxi: $6.25 Dist.: 6 mi. Time: 30 min.	38.60
Minneapolis-St. Paul, Minn.	Average $34.75 Range $16.00–$55.00	B $ 3.70 L $ 5.00 D $12.65	56.10	13.8	**108**	3.60	Limo: $2.50 Taxi: $9.30 Dist.: 10 mi. Time: 25 min.	38.50
Moline, Ill.	**See Davenport-Rock Island-Moline, Iowa-Ill.**							
Moorhead, Minn.	**See Fargo-Moorhead, N.D.-Minn.**							
Nashville-Davidson, Tenn.	Average $28.50 Range $18.00–$50.00	B $ 3.65 L $ 4.50 D $12.55	49.20	11.6	**95**	3.50	Limo: $3.50 Taxi: $10.00 Dist.: 8 mi. Time: 30 min.	40.30
New Britain, Conn.	**See Hartford-New Britain-Bristol, Conn.**							

* = flat or zone rate

TABLE II-1 Selling costs in 80 major U.S. markets

Metro Area	*Lodging (Daily)*	*Meals (Median)*	*Per Diem Total*	*Per Diem Increase 1978–79*	**Per Diem Index**	*Cost Of Two Drinks*	*Airport To Downtown*	*Per Diem Auto Rental*
New Haven-Waterbury-Meriden, Conn.	Average $26.25 Range $15.00–$35.00	B $ 4.05 L $ 5.05 D $11.20	$46.55	10.2%	**90**	$3.50	Limo: $3.60 Taxi: $6.15 Dist.: 3.5 mi. Time: 15 min.	$43.25
New Orleans, La.	Average $37.50 Range $16.50–$80.00	B $ 4.80 L $ 6.45 D $14.55	63.30	11.9	**122**	3.80	Limo: $4.00 Taxi: $15.75* Dist.: 15 mi. Time: 30 min.	40.55
New York, N.Y.	Average $54.75 Range $29.00–$103.00	B $ 5.05 L $ 9.85 D $18.00	87.65	14.0	**169**	5.50	**LaGuardia** Limo: $3.50 Taxi: $7.30 Dist.: 8 mi. Time: 60 min. **Kennedy** Limo: $ 4.00 Taxi: $12.85 Dist.: 15 mi. Time: 75 min. **Newark, N.J.** Limo: $ 2.15 Taxi: $29.55 (plus tolls) Dist.: 10 mi. Time: 60 min.	50.60
Newark, N.J.	Average $40.25 Range $29.00–$52.00	B $ 3.70 L $ 5.05 D $13.50	62.50	14.6	**121**	3.50	Limo: $1.95 Taxi: $6.75* Dist.: 3 mi. Time: 15 min.	51.00
Norfolk-Virginia Beach-Portsmouth, Va.	Average $30.25 Range $20.00–$58.00	B $ 3.10 L $ 4.55 D $12.45	50.35	11.0	**97**	3.60	Limo: $3.25 Taxi: $7.20 Dist.: 8 mi. Time: 25 min.	38.65
North Little Rock, Ark.	**See Little Rock-North Little Rock, Ark.**							
Norwalk, Conn.	**See Bridgeport-Stamford-Norwalk-Danbury, Conn.**							
Oakland, Cal.	**See San Francisco-Oakland, Cal.**							
Ogden, Utah	**See Salt Lake City-Ogden, Utah**							
Oklahoma City, Okla.	Average $28.50 Range $17.00–$42.00	B $ 3.30 L $ 4.55 D $10.05	46.40	11.0	**90**	No sale by drink permitted	Limo: $3.50 Taxi: $9.90 Dist.: 10 mi. Time: 30 min.	37.30
Omaha, Neb.	Average $26.25 Range $15.50–$40.00	B $ 2.65 L $ 3.50 D $ 9.85	42.25	11.3	**82**	2.90	Limo: $2.80 Taxi: $4.05 Dist.: 4.5 mi. Time: 20 min.	37.75
Pawtucket, R.I.	**See Providence-Warwick-Pawtucket, R.I.**							
Peoria, Ill.	Average $30.25 Range $21.00–$38.00	B $ 3.30 L $ 4.90 D $10.40	48.85	6.4	**94**	3.20	Limo: $2.00 Taxi: $5.25 Dist.: 5 mi. Time: 20 min.	40.80
Philadelphia, Pa.	Average $38.25 Range $23.50–$50.00	B $ 3.80 L $ 5.75 D $14.00	61.80	14.4	**119**	3.70	Limo: $2.80 Taxi: $7.30 Dist.: 7 mi. Time: 35 min.	43.90

* = flat or zone rate.

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Note: **Average** is the sum of the dollar amounts divided by the number of responses. **Median** is the dollar amount that has an equal number of responses above and below it.

Sources: Sales & Marketing Management; American Hotel Assn.: *1979 Hotel and Motel Red Book*; *Official Airline Guide*.

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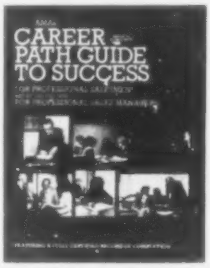

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TABLE II-1 Selling costs in 80 major U.S. markets

Metro Area	*Lodging (Daily)*	*Meals (Median)*	*Per Diem Total*	*Per Diem Increase 1978–79*	***Per Diem Index***	*Cost Of Two Drinks*	*Airport To Downtown*	*Per Diem Auto Rental*
Phoenix, Ariz.	Average $30.25 Range $15.00–$72.00	B $ 3.30 L $ 4.50 D $10.30	$48.35	11.9%	**93**	$3.00	Limo: $2.75 Taxi: $4.75 Dist.: 4 mi. Time: 20 min.	$36.45
Pittsburgh, Pa.	Average $38.00 Range $21.00–$54.00	B $ 3.90 L $ 5.40 D $13.65	60.95	14.6	**118**	3.50	Limo: $3.25 Taxi: $16.45 Dist.: 17 mi. Time: 55 min.	42.70
Portland, Ore.	Average $32.50 Range $23.50–$60.00	B $ 3.75 L $ 3.95 D $12.30	52.50	11.1	**101**	2.80	Limo: $2.75 Taxi: $13.30 Dist.: 9 mi. Time: 25 min.	41.00
Portsmouth, Va.				**See Norfolk-Virginia Beach-Portsmouth, Va.**				
Providence-Warwick-Pawtucket, R.I.	Average $30.25 Range $24.00–$50.00	B $ 3.65 L $ 5.00 D $11.75	50.65	10.6	**98**	3.00	Limo: $3.50 Taxi: $8.50 Dist.: 8.5 mi. Time: 40 min.	43.95
Reading, Pa.	Average $28.50 Range $22,00–$35.00	B $ 3.15 L $ 5.30 D $12.60	49.55	12.5	**96**	3.30	Limo: $1.00 Taxi: $5.40 Dist.: 3 mi. Time: 20 min.	40.50
Richmond, Va.	Average $26.00 Range $14.00–$45.00	B $ 3.20 L $ 3.65 D $11.55	44.40	7.1	**86**	3.70	Limo: $3.50 Taxi: $9.00 Dist.: 8 mi. Time: 20 min.	39.75
Rochester, N.Y.	Average $31.25 Range $16.00–$43.00	B $ 3.70 L $ 4.60 D $11.75	51.30	11.2	**99**	3.10	Limo: None Taxi: $4.50 Dist.: 4 mi. Time: 20 min.	47.60
Rock Island, Ill.				**See Davenport-Rock Island-Moline, Iowa-Ill.**				
Sacramento, Cal.	Average $28.00 Range $20.00–$47.00	B $ 3.80 L $ 5.65 D $10.70	48.15	11.6	**93**	2.70	Limo: $1.90 Taxi: $12.40 Dist.: 11 mi. Time: 20 min.	41.00
St. Louis, Mo.	Average $31.25 Range $20.00–$45.00	B $ 3.30 L $ 4.90 D $12.85	52.30	9.4	**101**	3.50	Limo: $3.75 Taxi: $14.40 Dist.: 15 mi. Time: 45 min.	40.00
St. Paul, Minn.				**See Minneapolis-St. Paul, Minn.**				
St. Petersburg, Fla.				**See Tampa-St. Petersburg, Fla.**				
Salt Lake City-Ogden, Utah	Average $30.00 Range $18.00–$48.00	B $ 3.75 L $ 4.75 D $11.50	50.00	11.6	**97**	No sale by drink permitted	Limo: None Taxi: $4.70 Dist.: 4 mi. Time: 30 min.	39.10
San Antonio, Texas	Average $29.00 Range $15.00–$54.00	B $ 3.95 L $ 4.45 D $11.10	48.50	14.3	**94**	3.50	Limo: $2.75 Taxi: $7.85 Dist.: 8.6 mi. Time: 45 min.	37.75

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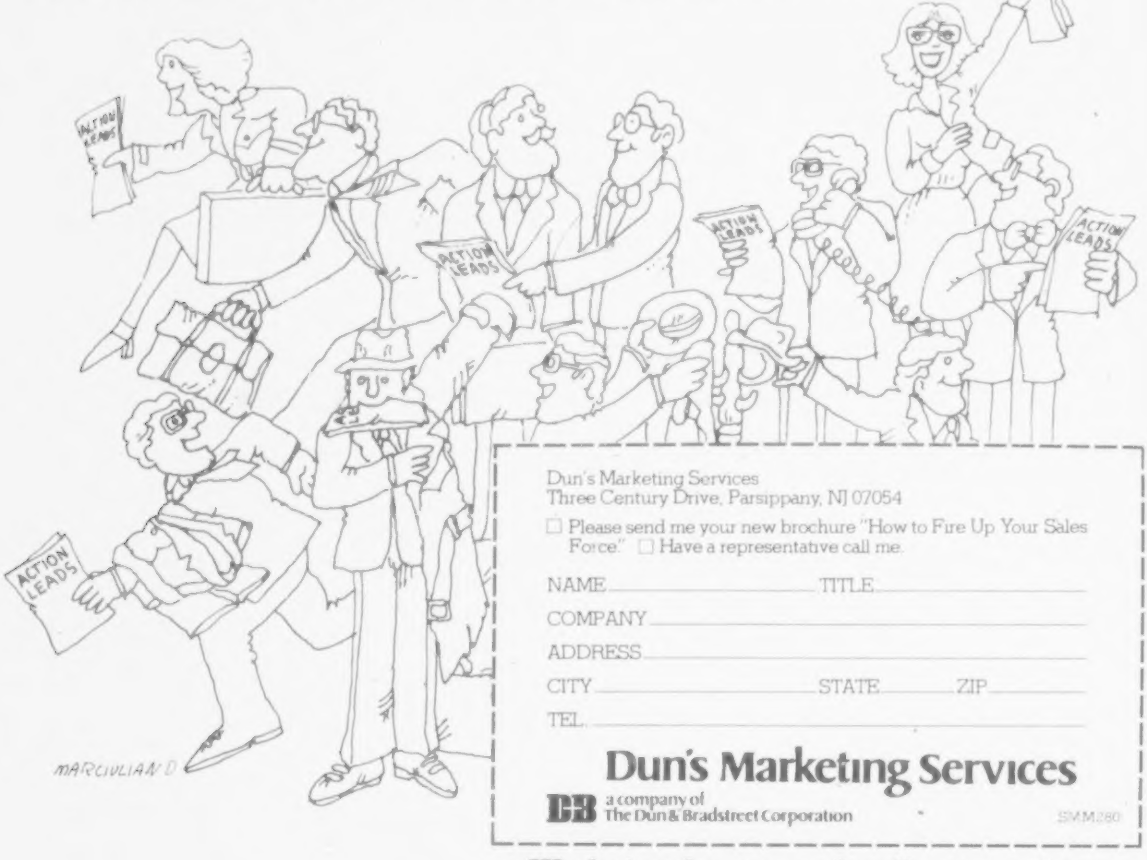

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TABLE II-1 Selling costs in 80 major U.S. markets

Metro Area	Lodging (Daily)	Meals (Median)	Per Diem Total	Per Diem Increase 1978–79	**Per Diem Index**	Cost Of Two Drinks	Airport To Downtown	Per Diem Auto Rental
San Diego, Cal.	Average $34.25 Range $15.00–$78.00	B $ 3.45 L $ 4.25 D $11.55	$53.50	11.3%	**103**	$3.00	Limo: $3.00 Taxi: $3.25 Dist.: 3 mi. Time: 15 min.	$41.85
San Francisco-Oakland, Cal.	Average $50.75 Range $19.00–$104.00	B $ 5.05 L $ 6.30 D $15.05	77.15	9.5	**149**	4.70	**International** Limo: $1.75 Taxi: $16.20 Dist.: 15 mi. Time: 45 min. **Oakland** Limo: $ 1.90 Taxi: $21.25 Dist.: 20 mi. Time: 60 min.	40.95
San Jose, Cal.	Average $35.00 Range $18.00–$50.00	B $ 3.65 L $ 4.40 D $11.25	54.30	10.9	**105**	3.00	Limo: $3.05 Taxi: $3.60 Dist.: 3 mi. Time: 15 min.	40.80
Schenectady, N.Y.	**See Albany-Schenectady-Troy, N.Y.**							
Seattle-Everett-Wash.	Average $38.50 Range $20.00–$57.00	B $ 3.55 L $ 4.90 D $12.20	59.15	11.4	**114**	3.90	**Seattle** Limo: $3.00 Taxi: $16.90 Dist.: 14 mi. Time: 25 min. **Boeing** Limo: $ 1.50 Taxi: $ 6.75 Dist.: 5 mi. Time: 25 min.	41.35
Spartanburg, S.C.	**See Greenville-Spartanburg, S.C.**							
Stamford, Conn.	**See Bridgeport-Stamford-Norwalk-Danbury, Conn.**							
Syracuse, N.Y.	Average $26.00 Range $15.00–$35.00	B $ 3.65 L $ 4.10 D $11.50	45.25	9.0	**87**	3.20	Limo: None Taxi: $8.10 Dist.: 7 mi. Time: 20 min.	44.35

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TABLE II-1 Selling costs in 80 major U.S. markets

Metro Area	*Lodging (Daily)*	*Meals (Median)*	*Per Diem Total*	*Per Diem Increase 1978–79*	**Per Diem Index**	*Cost Of Two Drinks*	*Airport To Downtown*	*Per Diem Auto Rental*
Tampa-St. Petersburg, Fla.	Average $30.25 Range $18.50–$49.00	B $ 3.10 L $ 3.85 D $11.50	$48.70	9.1%	**94**	$3.10	Limo: $3.00 Taxi: $6.30 Dist.: 6 mi. Time: 20 min.	$35.20
Toledo, Ohio	Average $28.25 Range $20.00–$39.00	B $ 3.15 L $ 3.85 D $12.85	48.10	11.9	**93**	3.00	Limo: $6.50 Taxi: $18.40 Dist.: 17 mi. Time: 35 min.	38.40
Troy, N.Y.	**See Albany-Schenectady-Troy, N.Y.**							
Tulsa, Okla.	Average $28.25 Range $21.00–$54.00	B $ 3.65 L $ 4.45 D $10.70	47.05	10.4	**91**	No sale by drink permitted	Limo: $3.15 Taxi: $7.95 Dist.: 9 mi. Time: 25 min.	37.50
Virginia Beach, Va.	**See Norfolk-Virginia Beach-Portsmouth, Va.**							
Warren, Ohio	**See Youngstown-Warren, Ohio**							
Warwick, R.I.	**See Providence-Warwick-Pawtucket, R.I.**							
Washington, D.C.	Average $50.50 Range $29.50–$80.00	B $ 5.55 L $ 6.00 D $15.05	77.10	12.1	**149**	4.00	**National** Limo: $2.75 Taxi: $5.15 Dist.: 4 mi. Time: 25 min. **Dulles** Limo: $ 4.25 Taxi: $23.85 Dist.: 26 mi. Time: 45 min.	47.90
Waterbury, Conn.	**See New Haven-Waterbury-Meriden, Conn.**							
Wichita, Kan.	Average $26.00 Range $12.00–$36.00	B $ 2.80 L $ 4.10 D $ 9.15	42.05	6.3	**81**	No sale by drink permitted	Limo: $4.85 Taxi: $7.00 Dist.: 6 mi. Time: 20 min.	37.30
Wilmington, Del.	Average $30.50 Range $23.00–$42.00	B $ 3.95 L $ 5.55 D $11.80	51.80	12.7	**100**	3.30	Limo: $4.75 Taxi: $7.55 Dist.: 5 mi. Time: 20 min.	44.15
Winston Salem, N.C.	**See Greensboro-Winston Salem-High Point, N.C.**							
Worcester-Fitchburg-Leominster, Mass.	Average $27.75 Range $15.50–$38.00	B $ 3.65 L $ 4.45 D $12.05	47.90	10.8	**93**	3.30	Limo: $3.00 Taxi: $6.55 Dist.: 5 mi. Time: 20 min.	46.10
York, Pa.	Average $26.00 Range $18.00–$32.00	B $ 3.65 L $ 4.20 D $10.65	44.50	9.6	**86**	3.20	Limo: $5.00 Taxi: $23.30* Dist.: 29 mi. Time: 60 min.	47.10
Youngstown-Warren, Ohio	Average $24.75 Range $14.00–$34.00	B $ 3.00 L $ 3.75 D $ 9.15	40.65	5.0	**79**	3.00	Limo: $2.50 Taxi: $13.50* Dist.: 11 mi. Time: 45 min.	41.85

* = flat or zone rate

DEFINITIONS—**Lodging:** Single-room rates, excluding local taxes, are shown. Double-room rates are approximately 1.27 times greater. **Meal costs:** A 12.5% tip is included in each meal cost shown. In some cities, medians have slightly declined. This may be due to changes in the sample rather than changes in cost of meals. **B**—Menu prices for a breakfast consisting of two eggs, bacon or sausage, and coffee (and juice if it is part of the meal). **L**—Menu price for a lunch consisting of ground sirloin steak (not a sandwich) or a comparable entrée, potato, vegetable, and coffee (and salad, roll and butter, and coleslaw if part of the meal). **D**—Menu price for dinner consisting of 12-oz. sirloin steak, baked potato, salad, and beverage (and appetizer, soup, and dessert if part of the meal). **Per diem total:** Total one-day cost of lodging and meals. **Per diem increase:** Percent change from 1978 to 1979 in total one-day cost of lodging and three meals. **Per diem index:** A city's per diem total expressed as a ratio of the all-U.S. average (an index of 110, for example, means that the area's total cost is 10% above the national average). **Cost of two drinks:** Price for two martinis made from the bar's house liquor. **Airport to downtown:** Taxi fares shown include a 12.5% tip, but exclude the cost of extraordinary waiting time due to traffic delays. Information is for first city in metro area title. **Auto rental:** Costs are based upon the published nondiscountable daily rate of major companies. Applicable local gas charges for 50 miles have been added.

Note: **Average** is the sum of the dollar amounts divided by the number of responses. **Median** is the dollar amount that has an equal number of responses above and below it.

Sources: Sales & Marketing Management; American Hotel Assn.: 1979 *Hotel and Motel Red Book*; *Official Airline Guide*

TABLE II-2 Selling costs in major Canadian markets

Metro Area	*Lodging (Daily)*	*Meals (Median)*	*Per Diem Total*	*Per Diem Increase 1978–1979*	***Per Diem Index***	*Cost Of Two Drinks*	*Airport To Downtown*	*Per Diem Auto Rental*
Calgary, Alberta	Average $40.50 Range $20.00–$56.00	B $ 4.45 L $ 6.65 D $13.20	$64.80	7.1%	**100**	$4.50	Limo: $5.15 Taxi: $6.50 Dist.: 6 mi. Time: 30 min.	$29.40
Montreal, Quebec	Average $44.25 Range $29.00–$75.00	B $ 4.40 L $ 6.20 D $14.90	69.75	7.1	**108**	6.00	Limo: $4.30 Taxi: $16.10 Dist.: 14 mi. Time: 25 min.	32.10
Ottawa, Ontario	Average $39.50 Range $28.00–$51.00	B $ 4.00 L $ 5.20 D $12.45	61.25	7.8	**95**	4.20	Limo: $3.15 Taxi: $11.10 Dist.: 11 mi. Time: 25–50 min.	30.00
Toronto, Ontario	Average $40.25 Range $21.00–$68.00	B $ 4.45 L $ 6.65 D $14.50	65.85	7.1	**102**	4.60	Limo: $4.30 Taxi: $16.30* Dist.: 18 mi. Time: 30 min.	32.90
Vancouver, British Columbia	Average $42.25 Range $22.50–$68.00	B $ 5.25 L $ 5.55 D $14.00	67.60	7.4	**104**	5.20	Limo: $3.45 Taxi: $12.30 Dist.: 11 mi. Time: 60 min.	28.80
Winnipeg, Manitoba	Average $35.00 Range $22.00–$52.00	B $ 4.20 L $ 6.35 D $14.00	59.55	8.1	**92**	4.00	Limo: $2.90 Taxi: $4.55 Dist.: 4 mi. Time: 15 min.	30.70

* - flat or zone rate.

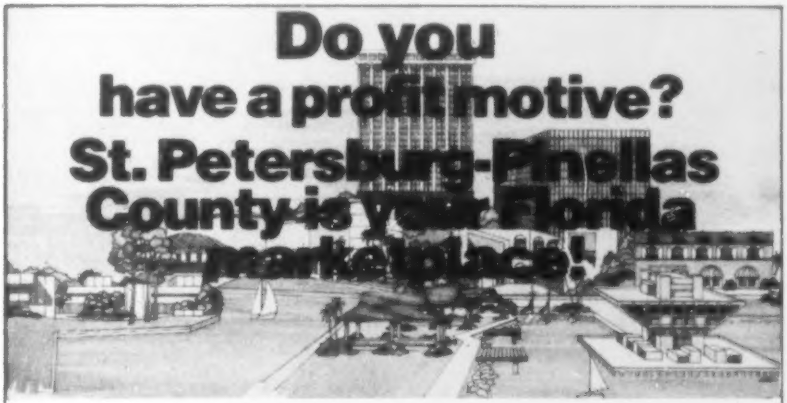

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TABLE II-3

Meal & lodging tax rates by metropolitan market

*U.S. Metro Area**	*Lodging Tax*	*Meal Tax*
Akron	7.0%	4.0%
Albany-Schenectady-Troy	7.0	7.0
Albuquerque	7.25	4.0
Allentown-Bethlehem-Easton	6.0	6.0
Atlanta	7.0	4.0
Baltimore	8.0	5.0
Billings	—	—
Birmingham	6.0	6.0
Boise	5.0	3.0
Boston	5.7	5.0
Bridgeport-Stamford-Norwalk-Danbury	7.0	7.0
Buffalo	9.0	7.0
Canton	4.0	4.0
Charleston	4.0	4.0
Charlotte-Gastonia	4.0	4.0
Chicago	8.1	5.0
Cincinnati	7.5	4.5
Cleveland	8.5	5.5
Columbus	7.0	4.0
Dallas	7.0	5.0
Davenport-Rock Island-Moline	3.0	3.0
Dayton	7.5	4.5
Denver-Boulder	7.5	6.5
Des Moines	8.0	3.0
Detroit	4.0	4.0
Fargo-Moorhead	4.0	3.0
Flint	7.0	4.0
Ft. Worth	6.0	5.0
Grand Rapids	7.0	4.0
Greensboro-Winston-Salem-High Point	4.0	4.0
Greenville-Spartanburg	4.0	4.0
Harrisburg	6.0	6.0
Hartford-New Britain-Bristol	7.0	7.0
Houston	7.0	6.0
Indianapolis	9.0	4.0
Jacksonville	4.0	4.0
Kansas City	7.625	5.125
Las Vegas	6.0	3.5
Little Rock-North Little Rock	5.0	5.0
Los Angeles-Long Beach	6.0	6.0
Louisville	8.0	5.0
Memphis	11.0	6.0
Miami	6.0	4.0
Milwaukee	9.0	4.0
Minneapolis-St. Paul	7.0	4.0
Nashville-Davidson	9.0	6.0
New Haven-West Haven-Waterbury-Meriden	7.0	7.0
New Orleans	8.0%	6.0%
New York	8.0 (plus $1 surcharge)	8.0
Newark	5.0	5.0
Norfolk-Virginia Beach-Portsmouth	7.0	7.0
Oklahoma City	6.0	4.0
Omaha	4.5	4.5
Peoria	8.0	7.0
Philadelphia	6.0	6.0
Phoenix	5.0	5.0
Pittsburgh	7.0	6.0
Portland	5.0	—
Providence-Warwick-Pawtucket	5.0	6.0
Reading	6.0	6.0
Richmond	6.0	5.0
Rochester	9.0	7.0
Sacramento	10.0	6.0
St. Louis	7.625	5.625
Salt Lake City-Ogden	8.0	5.0
San Antonio	7.0	5.5
San Diego	8.0	6.0
San Francisco-Oakland	8.0	6.5
San Jose	6.0	6.5
Seattle-Everett	5.4	5.4
Syracuse	9.0	7.0
Tampa-St. Petersburg	4.0	4.0
Toledo	7.5	4.5
Tulsa	7.0	4.0
Washington, D.C.	8.0	8.0
Wichita	5.0	3.0
Wilmington	6.0	—
Worcester-Fitchburg-Leominster	5.7	5.0
York	6.0	6.0
Youngstown-Warren	7.0	4.0

Source: Sales & Marketing Management survey

Canadian Metro Area	*Lodging Tax*	*Meal Tax*
Calgary	—	—
Montreal	—	10.0%
Ottawa	—	10.0
Toronto	—	10.0
Vancouver	5.0%	—
Winnipeg	5.0	5.0

Source: Sales & Marketing Management survey

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*Tax rates are for the first city in a multiple-name metro area.

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COMPENSATION

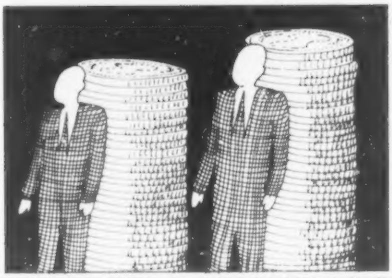


TABLE	TITLE
III-1	**Sales force selling expenses as a percentage of company sales**
III-2	Total selling expenses as a percentage of sales in major industries
III-3	Salespeople's annual compensation
III-4	Compensation for three types of salespeople by industry
III-5	**How salespeople's total compensation is growing**
III-6	How compensation for sales-support personnel is growing
III-7	Manufacturers' representatives' commissions
III-8	Alternative sales compensation and incentive plans
III-9	Daily expenses of field salespeople
III-10	Starting salaries of trainees with college degrees
III-11	Starting salaries of college graduates to be hired

A helpful subject-matter index to all statistical information appears on page 101.

TABLE III-1

Sales force selling expenses as a percentage of company sales

Industry	*Compensation*		*T&E Expenses*		*Total*	
	1979	*1978*	*1979*	*1978*	**1979**	*1978*
Consumer goods						
Apparel	3.3%	5.2%	N.A.	0.7%	**3.3%**	5.9%
Durable goods	1.1	1.9	0.8%	0.8	**1.9**	2.7
Ethical pharmaceuticals, surgical supplies & equipment	3.6	5.6	1.0	2.9	**4.6**	8.5
Food	1.7	1.7	0.8	0.7	**2.5**	2.4
Major household items	2.2	2.4	0.4	0.7	**2.6**	3.1
Proprietary drugs & toiletries	1.8	2.0	0.5	0.7	**2.3**	2.7
Industrial goods						
Aerospace products	N.A.	1.5	N.A.	1.1	**N.A.**	2.6
Automotive parts & accessories	2.5	3.0	0.9	1.6	**3.4**	4.6
Building materials	1.2	1.2	0.5	0.6	**1.7**	1.8
Chemicals	2.1	1.9	0.9	1.3	**3.0**	3.2
Computers	4.8	4.4	1.0	1.6	**5.8**	6.0
Containers & packaging materials	1.8	1.2	1.1	0.6	**2.9**	1.8
Electrical materials	2.2	3.1	0.9	0.7	**3.1**	3.8
Electronics	1.7	2.6	0.8	1.2	**2.5**	3.8
Fabricated metals (heavy)	1.6	1.4	0.5	0.5	**2.1**	1.9
Fabricated metals (light)	1.8	2.3	0.6	1.2	**2.4**	3.5
Fabrics	1.3	1.5	0.2	0.7	**1.5**	2.2
Instruments	2.0	3.9	1.2	1.5	**3.2**	5.4
Iron & steel	0.8	0.7	0.1	0.3	**0.9**	1.0
Machinery (heavy)	1.9	2.1	0.7	0.9	**2.6**	3.0
Machinery (light)	2.1	3.7	1.0	1.4	**3.1**	5.1
Office & educational supplies & equipment	11.0	7.5	1.0	1.1	**12.0**	8.6
Paper	1.1	1.5	0.6	0.8	**1.7**	2.3
Printing & publishing	6.1	6.9	1.8	2.5	**7.9**	9.4
Rubber, plastics & leather	1.0	1.4	N.A.	0.6	**1.0**	2.0
Tools & hardware	2.3	1.7	0.9	0.8	**3.2**	2.5

Note: Includes only salespeople's total compensation plus their expenses, that is, travel, lodging, meals, and entertainment. It should be noted that some of the differences between years reflect changes in the organizations that reported data. Because of insufficient data, the following industries are not included in this year's listing: automobile & truck, glass & allied products, and petroleum.
Percentages in this table are percentages of sales by the sales force.
N.A.—Not available, sample too small.
Source: American Management Assns., *Executive Compensation Service*.

TABLE III-2

Total selling expenses as a percentage of sales in major industries

Industry	**1979**	*1978*
Consumer goods		
Apparel	**11.2%**	9.4%
Durable goods	**5.1**	5.3
Ethical pharmaceuticals, surgical supplies & equipment	**13.5**	10.5
Food	**5.4**	5.2
Major household items	**2.8**	4.9
Proprietary drugs and toiletries	**16.1**	16.0
Industrial goods		
Aerospace products	**N.A.**	4.1
Automotive parts & accessories	**4.0**	4.1
Building materials	**2.8**	2.3
Chemicals	**4.2**	4.4
Computers	**19.4**	9.5
Containers & packaging materials	**2.7**	2.6
Electrical materials	**5.6%**	4.8%
Electronics	**4.4**	5.7
Fabrics	**4.0**	1.1
Fabricated metals (heavy)	**3.4**	2.7
Fabricated metals (light)	**4.0**	4.2
Instruments	**7.3**	5.5
Iron & steel	**1.4**	1.2
Machinery (heavy)	**4.3**	3.8
Machinery (light)	**5.5**	6.8
Office supplies & equipment	**10.0**	15.2
Paper	**2.1**	1.7
Petroleum	**N.A.**	6.3
Printing & publishing	**10.4**	9.5
Rubber, plastics & leather	**1.7**	2.9
Tools & hardware	**5.6**	9.1

Note: **Selling expenses** cover cost of median compensation of salespeople and sales management, travel, lodging, meals and entertainment, advertising, and promotion. One of the major difficulties encountered in gathering such information is that wide differences exist between companies in the definition of selling expenses and the costs included in such figures. In addition, some of the differences between years reflect changes in the organizations that reported data. Because of insufficient data, the following industries are not included in this year's listing: automobile & truck, glass & allied products, and petroleum.
N.A.—Not available, sample too small.
Source: American Management Assns., *Executive Compensation Service*.

TABLE III-3

Salespeople's annual compensation

Salesperson Level	Consumer Products 1979	Consumer Products 1978	Consumer Products % Change	Industrial Products 1979	Industrial Products 1978	Industrial Products % Change
Sales trainee						
Straight salary	**$12,900**	$10,925	+18.1%	**$13,650**	$12,950	+ 5.4%
Salary plus incentive						
Salary	**12,167**	12,450	− 2.3	**12,440**	14,000	− 11.1
Incentive	**1,200**	1,300	− 7.7	**3,780**	1,867	+102.5
Total	**13,200**	14,300	− 7.7	**15,700**	15,400	+ 1.9
A&B salespeople						
Straight salary	**15,300**	15,400	− 0.6	**19,925**	18,781	+ 6.1
Salary plus incentive						
Salary	**16,117**	14,950	+ 7.8	**17,474**	16,389	+ 6.6
Incentive	**3,383**	3,583	− 5.6	**5,148**	3,810	+ 35.1
Total	**19,767**	19,233	+ 2.8	**23,079**	20,700	+ 11.5
Senior salespeople						
Straight salary	**26,750**	18,900	+41.5	**25,536**	23,827	+ 7.2
Salary plus incentive						
Salary	**19,950**	19,217	+ 3.8	**21,871**	20,710	+ 5.6
Incentive	**4,383**	5,617	−22.0	**5,347**	5,079	+ 5.3
Total	**24,950**	26,433	− 5.6	**26,112**	26,284	− 0.7
Sales supervisor						
Straight salary	**29,900**	23,775	+25.8	**28,979**	28,193	+ 2.8
Salary plus incentive						
Salary	**27,450**	23,140	18.6	**25,316**	24,065	+ 5.2
Incentive	**4,533**	4,825	− 6.1	**7,426**	6,506	+ 14.1
Total	**32,217**	29,180	+10.4	**32,953**	31,823	+ 3.6

Note: Some differences between years reflect changes in the organizations that reported data. It should also be noted that in the "salary plus incentive" category, the "total" compensation will not equal the sum of the "salary" and "incentive" components because not all respondents provided information for each of the components, as is the case with industrial-products senior salespeople. The AMA attributes the apparent decrease in compensation of consumer-goods sales trainees paid on a salary-plus-incentive basis to an increased number of respondents and corresponding changes in industry categories. The 102.5% increase in industrial-goods sales trainee incentive payments is attributed to the increased number of industries in 1979 that were not included in 1978 because of insufficient data.
Source: American Management Assns., *Executive Compensation Service*

TABLE III-4

Compensation for three types of salespeople by industry

Industry	Experienced Salesperson 1979	% Change 1977–79	Semi-Exp'd. Salesperson 1979	% Change 1977–79	Sales Trainee 1979	% Change 1977–79
Consumer goods						
Drugs/medicines	$25,500	+27.5%	$12,900	−19.4%	$15,800	+29.5%
Food	23,900	+23.2	18,500	+23.3	13,500	+ 3.8
Housewares	26,000	+12.6	19,200	+ 9.7	13,000	+21.5
Industrial goods						
Chemicals	24,000	+ 6.7	19,600	+ 4.3	16,000	+33.3
Elect. equip./ supplies	27,000	+14.9	18,700	− 4.1	15,000	N.C.
Electronics	26,500	+12.8	18,800	− 6.0	14,500	+25.0
Fabricated metals	24,700	+ 5.6	21,500	+13.2	16,500	+12.2
General machinery	25,000	+10.6	21,400	+14.4	15,000	− 4.5
Office mach./ equip.	21,500	−13.7	20,600	N.A.	13,000	N.C.
Tools/hardware	28,400	+55.2	20,000	N.A.	14,000	+20.7

Note: Data are medians of the middle-half range of the average compensation for all salespeople reported by respondents.
N.A.—Not available because of lack of 1977 data.
N.C.—No change.
Sources: S&MM calculations; Dartnell Corp., *Compensation of Salesman: 20th Biennial Survey.* Reprinted by permission.

Definitions

Field sales personnel

Sales trainee: Anyone who is learning about the company's products, services, and policies, as well as proven sales techniques, in preparation for a sales assignment.

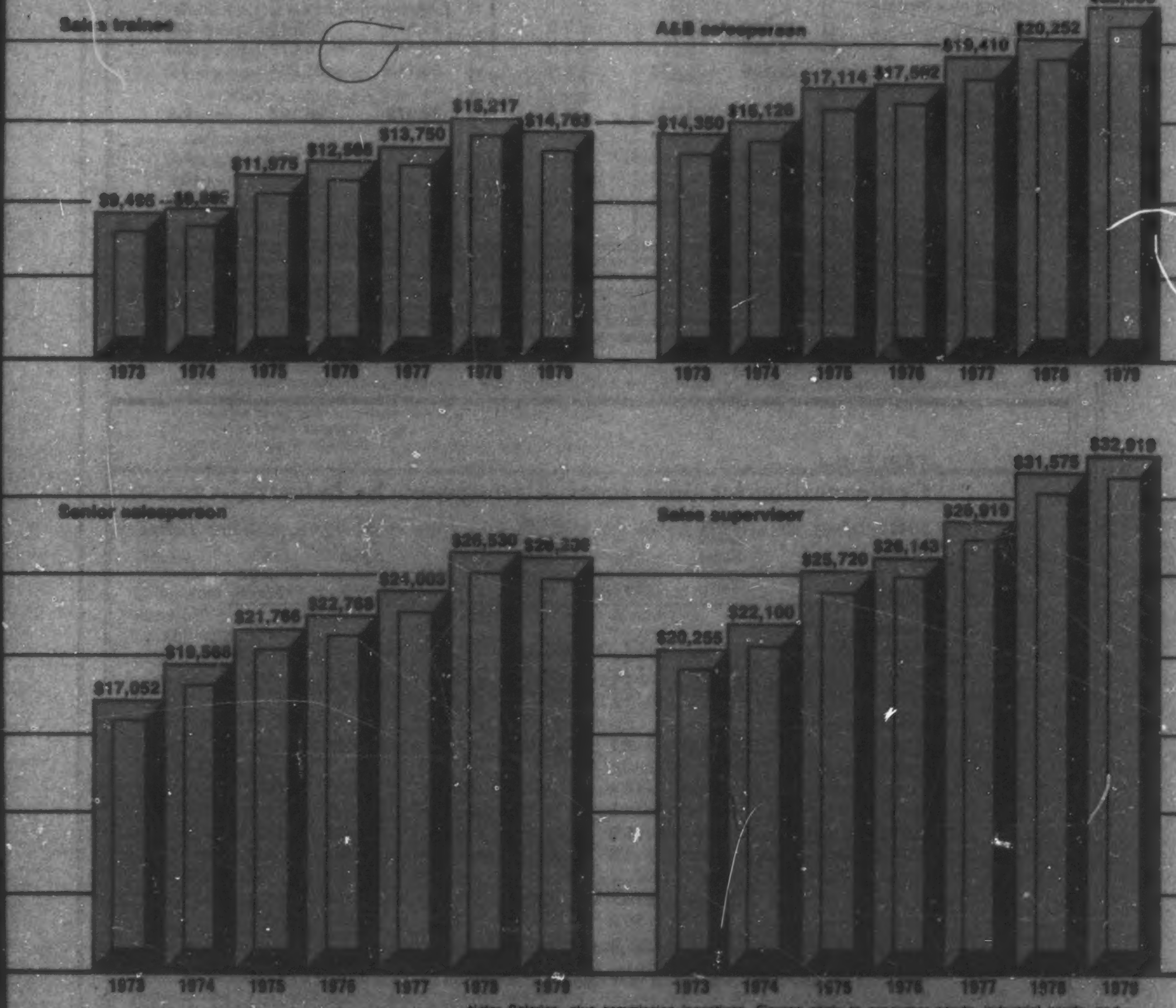
Salesperson Grade A: A "regular" salesperson who has little or no selling experience except that which has been acquired in the company's sales training program. He contacts established and prospective customers to develop interest in the company's products and to sell them.

Salesperson Grade B: A salesperson who has broad knowledge of the company's products and services and sells in a specifically assigned territory. He maintains contact with established customers and develops new prospects.

Senior salesperson: A salesperson at the highest level of selling responsibility. He is completely familiar with the company's products, services, and policies; he usually has years of experience and is assigned to major accounts and territories.

TABLE III-5

How salespeople's total compensation is growing



Note: Salaries, plus commission incentives. Figures apply to consumer goods, industrial goods, and "other," that is, insurance, services, transportation and utilities. Also, while the entire range of salaries increased over 1978, AMA says the decrease in trainee average is because of an increased sample and change in respondent base. In addition, decreased incentives contributed to the lower overall average salary for senior salespeople.

Source: American Management Assns., *Executive Compensation Service.*

Sales supervisor: A veteran salesperson who, because of his abilities and experience, leads others. Although his primary function is to direct the activities of and train salespeople and sales trainees, he may also sell to selected key accounts.

Sales-support personnel

Level I: This individual performs assigned tasks, using established procedures that require little evaluation. Generally reports to a supervisor.

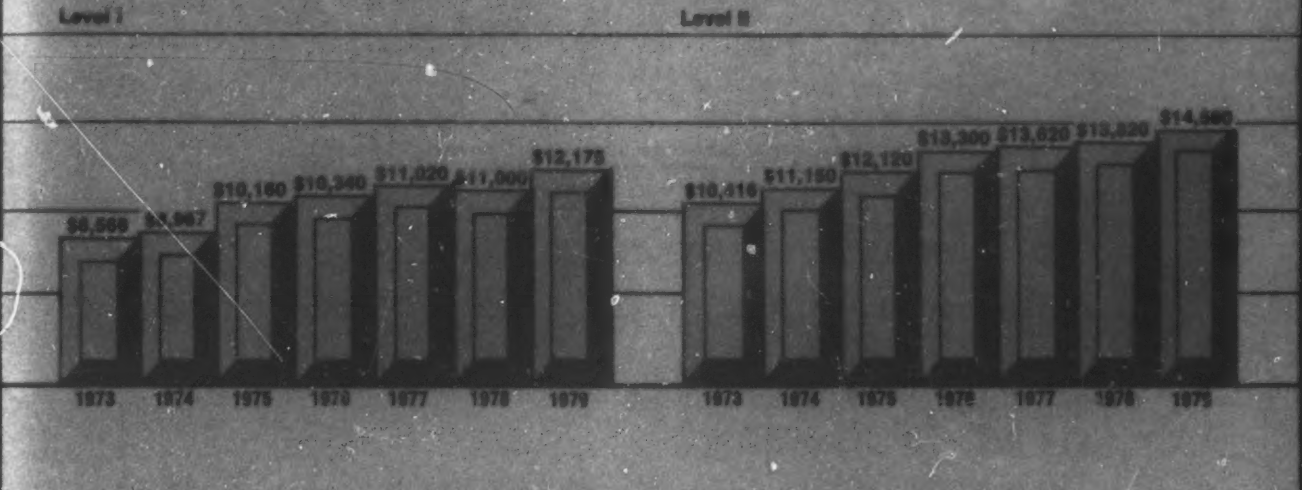
Level II: An intermediate-level worker who performs tasks involving limited responsibilities and standard procedures. Some originality and evaluation is required.

Level III: The highest nonsupervisory worker, expected to exercise considerable originality and make evaluations. On occasion, this person assists in training and supervising trainees and Level I employees.

Supervisor: This individual's primary job is to direct others in the accomplishment of assigned work. He also consults with superiors on more complex phases of assigned work.

TABLE III-6

How compensation for sales-support personnel is growing



Note: Includes sales analysts, customer service representatives, sales correspondents, sales training representatives, exhibit and display coordinators. One category (sales estimators) from previous years does not appear in the 1975, 1976, 1977, 1978, or 1979 data.
Source: American Management Assns., *Executive Compensation Service.*

TABLE III-7

Manufacturers' representatives' commissions

Industry	Average Of Single-Percent Commissions 1979	Average Of Single-Percent Commissions 1978	1979 Range Of Sliding-Scale Commissions Low	1979 Range Of Sliding-Scale Commissions High
Consumer goods				
Durables	**6.0%**	6.0%	6.9%	8.3%
Ethical pharmaceuticals, surgical supplies & equipment	**5.5**	10.0	N.A.	N.A.
Food	**6.7**	5.3	4.0	5.0
Major household items	**7.0**	3.0	2.5	16.0
Proprietary drugs & toiletries	**6.0**	7.0	N.A.	N.A.
Industrial goods				
Automotive parts & accessories	**4.3**	9.5	N.A.	N.A.
Chemicals	**11.3**	8.3	5.5	15.0
Containers & packaging materials	**N.A.**	**7.3**	**2.0**	**5.0**
Electrical materials	**6.4**	5.8	4.3	12.9
Electronics	**15.3**	10.5	2.5	6.0
Fabricated metals (heavy)	**5.6**	6.6	N.A.	N.A.
Fabricated metals (light)	**11.0**	7.0	7.3	19.9
Fabrics	**6.5**	12.5	2.6	4.2
Instruments	**8.5**	10.0	4.0	20.0
Machinery (heavy)	**6.9**	8.6	2.1	6.5
Machinery (light)	**11.4**	13.4	7.1	14.0
Printing & publishing	**7.0**	14.1	7.8	13.8
Rubber, plastics & leather	**4.5**	4.9	5.0	10.8

Note: Two types of commission arrangements are shown here. "Single-percent commissions" pertains to reps who are paid a fixed single percent regardless of the product type or sales volume they sell; "sliding-scale commissions" refers to plans where reps are compensated on a sliding scale according to product type and sales volume. Also, some of the differences between years reflect changes in the organizations reporting data.
N.A.—Not available; sample too small.
Source: American Management Assns., *Executive Compensation Service.*

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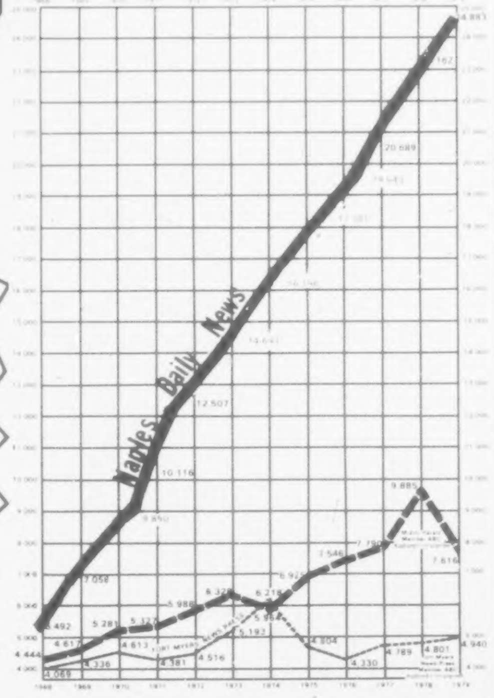

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TABLE III-8

Alternative sales compensation and incentive plans

	Percent Of Companies Using Plans				
	All Industries		*Consumer Products*	*Industrial Products*	*Other Commerce/Industry*
Method	***1979***	*1978*	*1979*	*1979*	*1979*
Straight salary	**21.4%**	23.7%	12.1%	21.0%	34.2%
Draw against commission	**6.3**	6.1	8.8	6.7	1.3
Salary plus commission	**27.8**	30.0	15.4	30.6	29.0
Salary plus individual bonus	**29.3**	28.3	49.4	26.3	19.7
Salary plus group bonus	**4.8**	4.0	6.6	4.6	4.0
Salary plus commission plus individual or group bonus	**10.4**	7.9	7.7	10.8	11.8
Total	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Note: Some year-to-year differences reflect changes in the organizations reporting data.
Source: American Management Assns., *Executive Compensation Service*.

TABLE III-9

Daily expenses of field salespeople

	Percent Of Companies					
	Consumer Products		*Industrial Products*		*Other Commerce/Industry*	
*Cost Per Day Per Salesperson**	***1979***	*1978*	***1979***	*1978*	***1979***	*1978*
Under $10	—	—	**2.2%**	2.5%	**5.6%**	3.5%
$10–$19	**9.1%**	12.1%	**5.8**	5.4	**8.3**	31.0
$20–$29	**31.8**	21.2	**7.2**	10.0	**11.1**	—
$30–$39	**9.1**	9.1	**17.9**	20.4	**8.3**	10.3
$40–$49	**9.1**	21.2	**12.6**	11.5	**16.7**	3.5
$50–$59	**11.4**	13.6	**14.3**	14.3	**13.9**	17.2
$60–$69	**9.1**	7.6	**10.8**	11.5	**8.3**	13.8
$70 and over	**20.4**	15.2	**29.2**	24.4	**27.8**	20.7
Total	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

*Includes food, lodging, travel, entertainment, and auto expenses.
Note: Some year-to-year differences reflect changes in the organizations reporting data.
Source: American Management Assns., *Executive Compensation Service*.

TABLE III-10

Starting salaries of trainees with college degrees

Bachelor's Degree

	Average Annual Salary		
Functional Area	*1979*	*1978*	*% Gain*
Marketing: Consumer goods & services	$13,044	$11,928	+ 9.4%
Marketing: Industrial goods & services	15,168	13,584	+11.7

Note: Applies to candidates with one year or less of full-time, nonmilitary employment. Data are based on offers, not acceptances.
Source: College Placement Council, *A Study of 1978–79 Beginning Offers, Final Report, July 1979*; copyright 1979.

M.B.A. Candidates

	Average Annual Salary		
Type Of Degree	*1979*	*1978*	*% Gain*
Business administration, industrial management, or commerce			
With nontechnical undergraduate degree	$19,332	$17,976	+ 7.5%
With technical undergraduate degree	20,976	19,428	+ 8.0

TABLE III-11

Starting salaries of college graduates to be hired

Field	*Class Of 1980*	*Class Of 1979**	*% Gain 1979–80*
Bachelor's Degree			
Sales-marketing	$15,936	$13,092	+21.7%
Business administration	14,100	13,464	4.7
M.B.A. Degree			
With technical B.S.	$22,632	$19,812	+14.2
With nontechnical B.A.	21,672	18,468	17.3

Note: Salaries are what companies offered, not what they actually paid.
*Actual starting salaries paid to graduates last year, Northwestern Univ. says, were $15,072 for sales-marketing graduates, $13,440 for business administration, $20,904 for M.B.A. with technical B.S., and $20,016 for M.B.A. with nontechnical B.A.
Source: Northwestern Univ. Placement Center, *The Endicott Report 1980*; copyright 1979.

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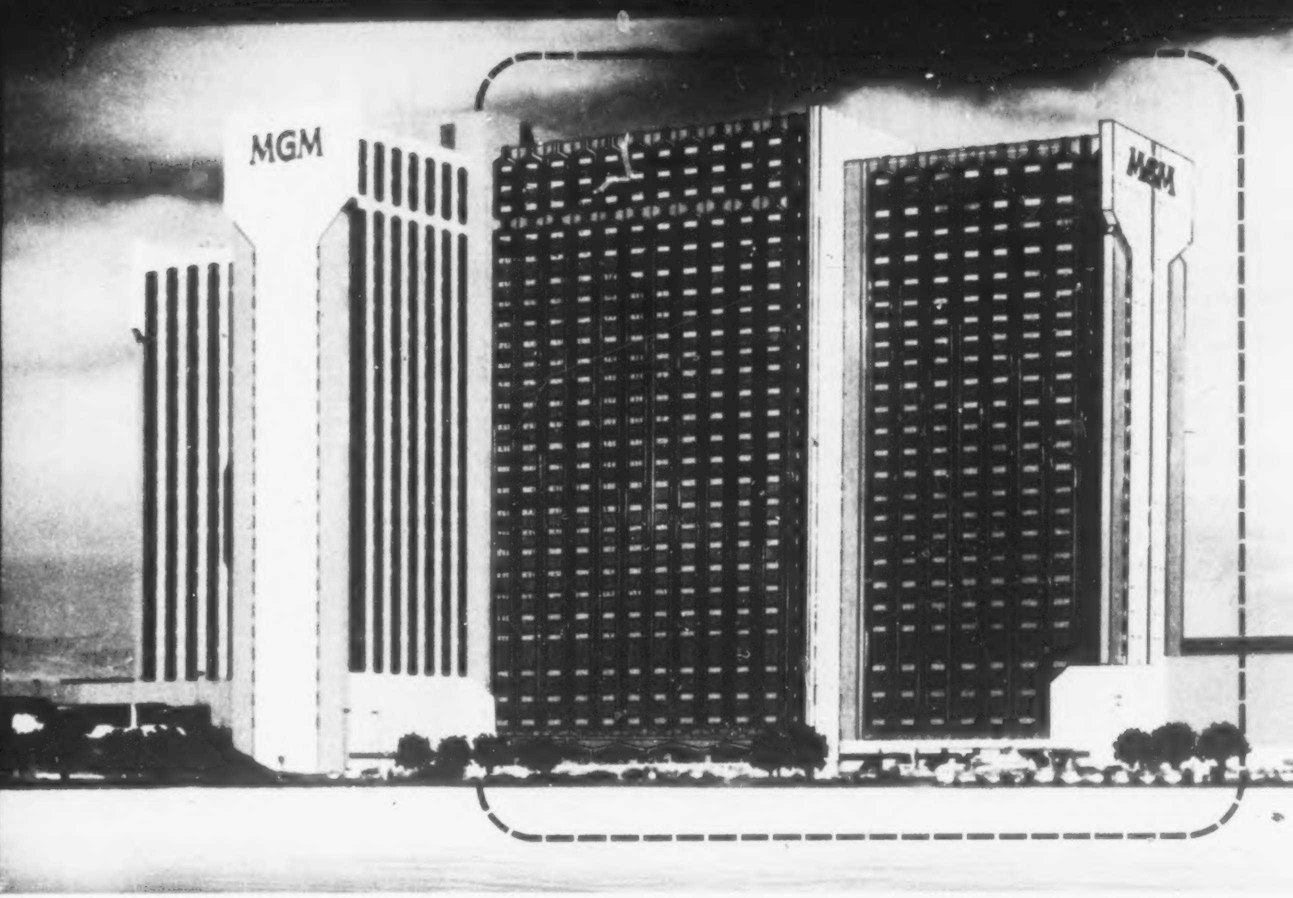

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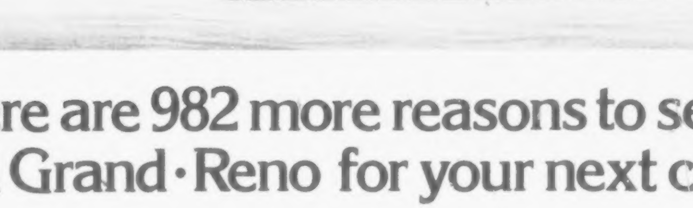

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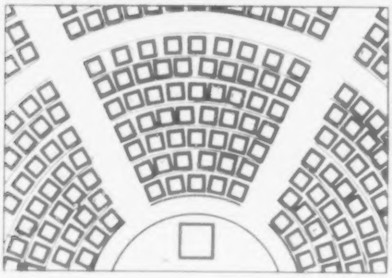

TABLE TITLE

IV-1 **Average cost of sales training per salesperson**

IV-2 Length of training period for new salespeople

IV-3 Sites most frequently used for sales training

Step-by-step sequence in preparing a sales meeting budget

IV-4 Sales meetings costs in major metropolitan markets

IV-5 Conference centers: Learning away from it all

IV-6 Selected resort hotels: Combining learning with luxury

6

A helpful subject-matter index to all statistical information appears on page 101.

TABLE IV-1

Average cost of sales training per salesperson

	Training Cost Including Salary*		*% Increase*	*Median Training Period (Weeks)*	
Type Of Company	*1979*	*1978*	*1978–79*	*1979*	*1978*
Industrial products	**$19,025**	$15,479	22.9%	26	24
Consumer products	**13,173**	11,338	16.2	16	16
Services**	**9,918**	8,828	12.3	9	8

*In addition to salary, covers such items as instructional materials prepared, purchased, and rented for training program; transportation and living expenses incurred during training course; instructional staff; outside seminars and courses; and management time spent with salesperson when it is a part of the training budget.

**Includes insurance, financial, utilities, transportation, retail stores, etc.

Source: Sales & Marketing Management survey.

TABLE IV-2

Length of training period for new salespeople

	Type Of Company					
	Industrial Products		*Consumer Products*		*Services**	
Time Period	*1979*	*1978*	*1979*	*1978*	*1979*	*1978*
0 to 6 wk.	14%	16%	27%	25%	31%	36%
Over 6 wk. to 3 mo.	7	9	24	16	33	28
Over 3 mo. to 6 mo.	30	42	39	42	25	27
Over 6 mo. to 12 mo.	49	33	7	9	9	9
Over 12 mo.	0	0	3	8	2	0
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
Median Training Period (wk.)	**26**	**24**	**16**	**16**	**9**	**8**

*Includes insurance, financial, utilities, transportation, retail stores, etc.

Source: Sales & Marketing Management survey.

TABLE IV-3

Sites most frequently used for sales training

	% Of Companies Conducting Training At This Location			*Median Length Of Training Time At This Location*		
Location	*Industrial Products*	*Consumer Products*	*Services**	*Industrial Products*	*Consumer Products*	*Services**
Home office	80%	78%	96%	2 wk.	2 wk.	3 wk.
Field office	74	56	83	24 wk.	12 wk.	4 wk.
Regional office	53	34	52	3 wk.	5 wk.	1 wk.
Plant locations	46	4	0	4.5 wk.	1 wk.	0
Central training facility (away from home office)	13	7	17	3 wk.	2 wk.	3 wk.
Noncompany site (hotel, restaurant, club)	7	0	23	1 wk.	0	1 wk.

*Includes insurance, financial, utilities, transportation, retail stores, etc.

Note: Length of time should not necessarily be considered cumulative because not all training programs include all locations.

Source: Sales & Marketing Management survey.

Step-by-step sequence in preparing a sales meeting budget

Hotel costs	**1.** *City (Write In)*	**2.** *No. Of Meeting Participants*	**3.** *No. Of Times Cost Is Incurred*	**4.** *Cost Per Person*	**11.** *Total Cost Per Meeting*
5. Lodging	$40.00	35	60	$43.20	$2,592
6. Meals					
B	6.35	35	70	6.35	445
L	8.15	35	70	8.15	571
D	14.85	38	38	14.85	564
7. Coffee breaks	2.25	35	105	2.25	236
8. Cocktail party	9.15	38	38	9.15	348
9. Meeting room					—
10. Hospitality-suite rental					—
12. Subtotal (hotel costs)					$4,756
Supplementary costs					
13. Audiovisual rental					—
14. Meals away from hotel					$ 289
15. Transportation from airport to meeting site					$ 165
16. Automobile rental					—
17. Transportation to and from meeting					$2,500
18. Entertainment, printed materials, handouts, etc.					$ 450
19. Subtotal (supplementary costs)					$3,404
20. Grand total					$8,160
21. Number of participants					35
22. Average cost per participant					$233.14

Using information from S&MM's *Survey of Selling Costs*, the marketer can get a more reliable fix on the costs of a particular meeting as well as compare meeting costs of various city locations. In the hypothetical example used here, a two-day divisional meeting is planned for San Diego. Of the 35 people who will attend, 25 will arrive from out of town the evening before the meeting starts.

Hotel costs

1. According to Table IV-4: Sales Meeting Costs (page 73), median group lodging rates range from $38 to $51 for a single room. For budgetary purposes, the sales manager plans to use a hotel that charges no more than $40 daily (Column 1, Line 5).
2. He enters the number of meeting participants, 35, who will attend each function in items 5 through 8.
3. The 25 people arriving the night before will need lodging for two nights, the other 10 only one night, so the number of times the lodging cost is incurred comes to 60 (Column 3, Line 5).
4. Table II-3: Meal and Lodging Tax Rates (page 55) indicates that San Diego has an 8% room tax, which brings the cost per person to $43.20.
5. Multiplying this figure by the figure in column 3 results in a total lodging cost of $2,592 (Column 11, Line 5).
6. Referring again to Table IV-4, he enters the cost of group meals in Column 1, Line 6: Breakfast, $6.35; Lunch, $8.15, and Dinner, $14.85. The two-day meeting will require two breakfasts and two lunches so the number of times those individual costs are incurred comes to 70. Multiplying that figure by each meal cost results in a total breakfast cost of $445 and a total lunch cost of $571. A reception and dinner will be held in the hotel at the end of the first day, and 3 people from top management will attend as guest speakers, bringing the number of attendees to 38. Multiplying that number by the meal cost results in a total dinner cost of $564.
7. The meeting will end early the afternoon of the second day so only three coffee breaks are planned (Column 3, Line 7).
8. Although the median rate for a 2-hour reception is $18.30 (as indicated in Table IV-4), the sales manager plans only a 1-hr. function and cuts the cost in half to $9.15 (Column 3, Line 8).
9. Because he has reserved sleeping rooms and will have sizable meal functions, the sales manager knows that the hotel will waive meeting room charges.
10. The same applies to hospitality suite rental.
11. The total cost for each function is derived by multiplying the cost of each function by the number of times the cost will be incurred (Column 11).
12. Adding the functional costs in Column 11 results in a total hotel cost of $4,756.

Supplementary costs.

13. The sales manager has no audiovisual rental cost because he does not need anything other than the overhead projector and screen normally furnished by hotels (Line 13).
14. Dinner costs will have to be allowed for the 25 attendees arriving on the night before the meeting. Table II-1: Metro Sales Costs (page 52) shows that a dinner in San Diego costs about $11.55. Multiplying this figure by 25 results in a $289 cost for meals away from hotel (Line 14).
15. The taxi fare from airport to downtown, also found in Table II-1, indicates that the total cost for this item will come to $165 (Line 15).
16. The attendees will spend all their time at the meeting, hence there will be no need for auto rentals (Line 16).
17. The traffic department tells the sales manager that air coach fares for flying the 25 out-of-towners to San Diego will aggregate $2,500 (Line 17).
18. The cost for transparencies, printed workshop materials, and the like is budgeted at $450 (Line 18).
19. Adding up the various supplementary items results in a subtotal of $3,404 (Line 19).
20. Combining hotel and supplementary costs provides a grand total of $8,160 (Line 20).
21. The number of participants is 35.
22. Dividing grand total costs by 35 results in an average cost per participant of $233.14 (Line 22). If this same procedure is followed for calculating the per-participant cost of other candidate cities, the sales manager will learn which location is a more economical choice.

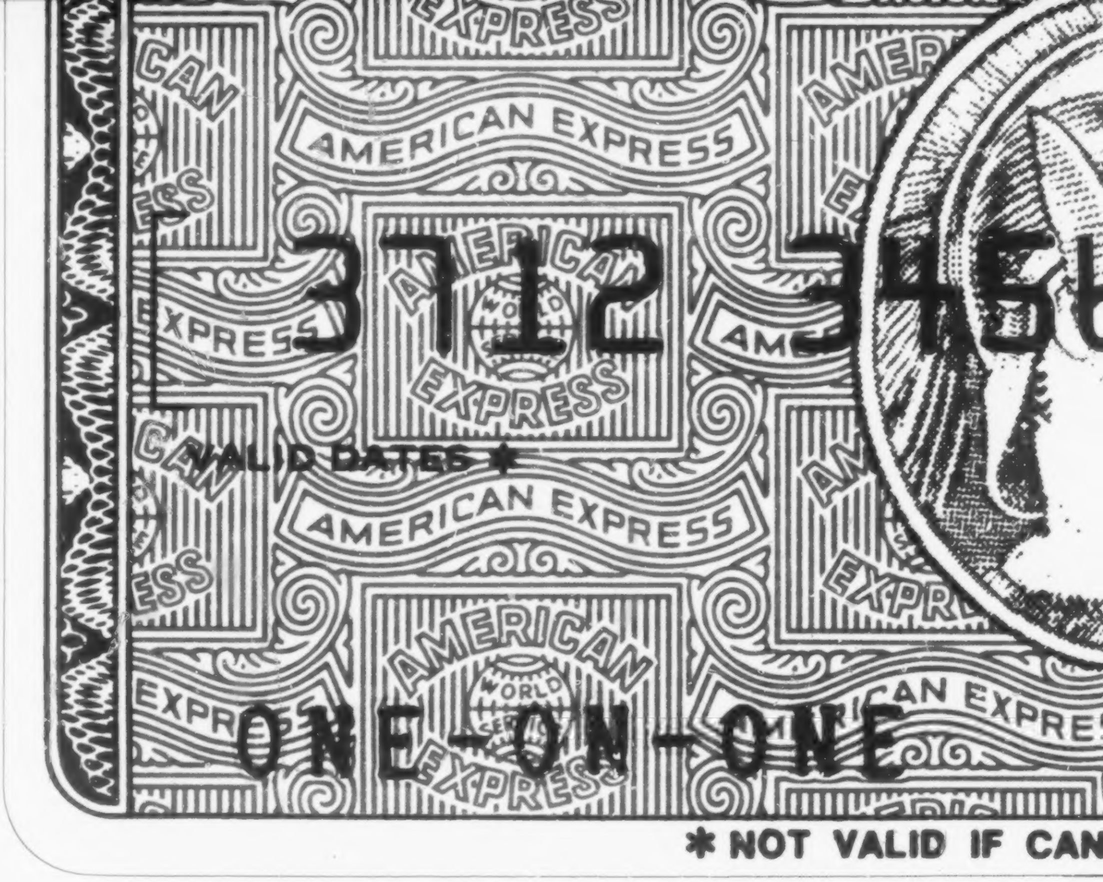

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TABLE IV-4

Sales meetings costs

City	Lodging (Group Rates) Daily Room Rates Single	Double	Food And Beverage (Group Rates) Meals (Per Person)	Coffee Break With Rolls (Per Person)	Hospitality Functions Hospitality Suite Rental	2-Hr. Reception With Hors d'Oeuvres (Per Person)	Meeting Rooms Median Rental
Atlanta, Ga.	*Low:* Median $40.00 Range $32.00–$45.00 *High:* Median $53.50 Range $32.00–$62.00	*Low:* Median $51.00 Range $38.00–$57.00 *High:* Median $64.00 Range $38.00–$74.00	B— Median $5.95 Range $3.85–$8.65 L— Median $9.50 Range $5.95–$11.90 D— Median $13.70 Range $9.50–$23.80	Median $2.15 Range $1.80–$2.50	Median $150.00 Range $100.00–$175.00	Median $15.50 Range $14.20–$17.55	For 25: $ 62.50 For 50: 90.00 For 75 181.25 For 100: 200.00
Boston, Mass.	*Low:* Median $53.00 Range $30.00–$60.00 *High:* Median $58.00 Range $49.00–$70.00	*Low:* Median $64.00 Range $36.00–$70.00 *High:* Median $69.50 Range $58.00–$80.00	B— Median $6.35 Range $3.95–$10.90 L— Median $10.25 Range $7.85–$16.35 D— Median $14.75 Range $10.30–$23.90	Median $2.15 Range $1.80–$2.65	Median $150.00 Range $100.00–$350.00	Median $17.30 Range $15.35–$18.45	For 25: $100.00 For 50: 150.00 For 75: 162.50 For 100: 250.00
Chicago, Ill.	*Low:* Median $48.00 Range $33.00–$57.00 *High:* Median $59.50 Range $46.00–$67.00	*Low:* Median $58.00 Range $46.00–$69.00 *High:* Median $69.50 Range $58.00–$90.00	B— Median $6.50 Range $3.60–$8.50 L— Median $10.70 Range $7.30–$14.00 D— Median $16.35 Range $10.70–$22.25	Median $2.50 Range $2.15–$2.70	Median $125.00 Range $50.00–$450.00	Median $13.75 Range $11.55–$17.40	For 25: $ 65.00 For 50: 96.25 For 75: 137.50 For 100: 137.50
Cleveland, Ohio	*Low:* Median $35.00 Range $26.00–$42.00 *High:* Median $38.00 Range $29.00–$57.00	*Low:* Median $43.50 Range $31.00–$52.00 *High:* Median $47.50 Range $34.00–$75.00	B— Median $5.80 Range $2.75–$10.40 L— Median $8.25 Range $5.75–$16.35 D— Median $10.50 Range $8.50–$29.25	Median $1.95 Range $1.50–$2.70	Median $95.00 Range $45.00–$275.00	Median $15.00 Range $10.35–$19.15	For 25: $ 37.50 For 50: 50.00 For 75: 93.75 For 100: 162.50
Dallas, Texas	*Low:* Median $40.00 Range $34.00–$55.00 *High:* Median $46.50 Range $38.00–$85.00	*Low:* Median $51.50 Range $40.00–$70.00 *High:* Median $59.00 Range $44.00–$100.00	B— Median $7.05 Range $5.40–$12.00 L— Median $9.45 Range $6.00–$12.00 D— Median $15.55 Range $7.80–$28.80	Median $2.35 Range $1.90–$3.40	Median $150.00 Range $50.00–$250.00	Median $19.60 Range $13.80–$21.90	For 25: $ 67.50 For 50: 82.50 For 75: 120.00 For 100: 132.50

DEFINITIONS—**Lodging:** Rates are shown for two types of accommodations, economy (low) and premium (high). The median rate is the figure that has an equal number of responses above and below it. Preferred rates are often available if the group guarantees a specific number of rooms. **Food and beverage:** Tax and tips included in median costs. **B**—Breakfast typically includes fruit or juice, entrée, rolls/toast/sweet rolls, and beverage. **L** and **D**—Lunch or dinner typically includes appetizer, salad, entrée, two vegetables or potato and a vegetable, roll, butter, dessert, and beverage. Buffet meals, cold plates, and sandwich menus are often available at approximately the same costs at noon. **Hospitality functions:** Groups are not always charged for a hospitality suite if the hotel provides liquor and hors d'oeuvres. **Meeting rooms:** There is generally no meeting room charge if a specific number of sleeping rooms are required or if a group meal is included with the meeting.

Source: Sales & Marketing Management survey.

TABLE IV-4

Sales meetings costs

City	Lodging (Group Rates) Daily Room Rates Single	Lodging (Group Rates) Daily Room Rates Double	Food And Beverage (Group Rates) Meals (Per Person)	Food And Beverage (Group Rates) Coffee Break With Rolls (Per Person)	Hospitality Functions Hospitality Suite Rental	Hospitality Functions 2-Hr. Reception With Hors d'Oeuvres (Per Person)	Meeting Rooms Median Rental
Detroit, Mich.	*Low:* Median $41.50 Range $30.00–$55.00 *High:* Median $46.50 Range $30.00–$55.00	*Low:* Median $49.00 Range $40.00–$65.00 *High:* Median $54.00 Range $40.00–$65.00	B—Median $6.10 Range $5.10–$10.70 L—Median $9.45 Range $6.60–$15.45 D—Median $12.50 Range $8.65–$21.40	Median $2.40 Range $2.35–$2.70	Median $115.00 Range $60.00–$250.00	Median $13.10 Range $8.35–$16.95	For 25: $ 50.00 For 50: 75.00 For 75: 87.50 For 100: 150.00
Houston, Texas	*Low:* Median $40.00 Range $36.00–$60.00 *High:* Median $47.00 Range $42.00–$70.00	*Low:* Median $49.00 Range $44.00–$75.00 *High:* Median $54.00 Range $50.00–$85.00	B—Median $6.80 Range $5.80–$11.80 L—Median $9.80 Range $7.85–$14.50 D—Median $13.00 Range $9.15–$24.40	Median $2.55 Range $2.30–$3.65	Median $187.50 Range $95.00–$250.00	Median $19.00 Range $15.25–$21.20	For 25: $ 62.50 For 50: 100.00 For 75: 150.00 For 100: 200.00
Indianapolis, Ind.	*Low:* Median $26.50 Range $16.00–$42.00 *High:* Median $30.50 Range $28.00–$50.00	*Low:* Median $31.50 Range $20.00–$48.00 *High:* Median $40.00 Range $35.00–$52.00	B—Median $5.95 Range $3.50–$7.75 L—Median $6.80 Range $5.00–$11.90 D—Median $11.30 Range $7.15–$19.65	Median $1.95 Range $1.50–$2.70	Median $65.00 Range $35.00–$150.00	Median $12.05 Range $10.85–$16.10	For 25: $ 40.00 For 50: 75.00 For 75: 125.00 For 100: 150.00
Los Angeles, Cal.	*Low:* Median $45.00 Range $32.00–$62.00 *High:* Median $56.00 Range $36.00–$74.00	*Low:* Median $54.00 Range $37.00–$77.00 *High:* Median $65.00 Range $41.00–$89.00	B—Median $6.95 Range $4.80–$9.40 L—Median $10.00 Range $6.35–$16.35 D—Median $14.20 Range $8.15–$33.90	Median $2.20 Range $1.80–$3.05	Median $117.50 Range $65.00–$400.00	Median $15.50 Range $12.70–$45.40	For 25: $ 55.00 For 50: 100.00 For 75: 150.00 For 100: 200.00
Miami, Fla.	IN SEASON		YEAR-ROUND		YEAR-ROUND		YEAR-ROUND
	Low: Median $73.00 Range $45.00–$100.00 *High:* Median $87.50 Range $52.00–$110.00	*Low:* Median $75.00 Range $55.00–$105.00 *High:* Median $92.50 Range $62.00–$110.00	B—Median $6.75 Range $5.45–$9.90 L—Median $9.70 Range $6.25–$12.70 D—Median $16.65 Range $9.10–$28.45	Median $2.40 Range $1.95–$3.00	Median $144.00 Range $60.00–$210.00	Median $16.45 Range $10.20–$32.05	For 25: $ 50.00 For 50: 73.75 For 75: 125.00 For 100: 150.00

OFF SEASON

Single	
Low:	*High:*
Median	Median
$45.00	$51.00
Range	Range
$35.00–$60.00	$35.00–$68.00

Double	
Low:	*High:*
Median	Median
$50.00	$58.00
Range	Range
$45.00–$60.00	$45.00–$70.00

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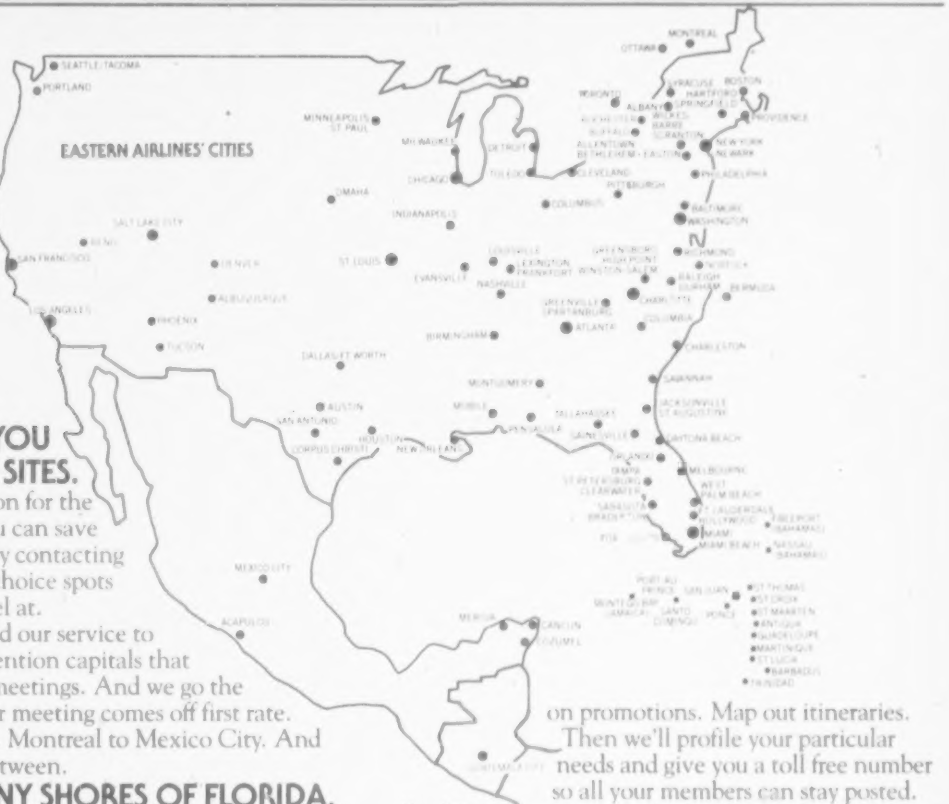
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TABLE IV-4

Sales meetings costs

City	*Lodging (Group Rates)* Daily Room Rates Single	Double	*Food And Beverage (Group Rates)* Meals (Per Person)	Coffee Break With Rolls (Per Person)	*Hospitality Functions* Hospitality Suite Rental	2-Hr. Reception With Hors d'Oeuvres (Per Person)	*Meeting Rooms* Median Rental
Milwaukee, Wis.	*Low:* Median $36.75 Range $28.50-$44.00 *High:* Median $41.00 Range $28.50-$49.50	*Low:* Median $47.75 Range $32.00-$56.50 *High:* Median $51.00 Range $32.00-$61.50	B—Median $5.20 Range $3.50-$6.55 L—Median $7.45 Range $5.05-$10.40 D—Median $11.90 Range $6.55-$15.50	Median $2.15 Range $1.45-$3.00	Median $112.00 Range $40.00-$250.00	Median $15.70 Range $12.50-$17.85	For 25: $ 45.00 For 50: 82.75 For 75: 200.00 For 100: 225.00
Minneapolis, Minn.	*Low:* Median $37.00 Range $17.50-$47.00 *High:* Median $40.00 Range $36.00-$62.00	*Low:* Median $43.00 Range $25.00-$55.00 *High:* Median $54.00 Range $38.00-$70.00	B—Median $5.05 Range $2.45-$10.40 —Median $7.45 Range $4.70-$11.30 D—Median $11.15 Range $7.45-$22.00	Median $2.10 Range $1.65-$2.40	Median $100.00 Range $46.00-$355.00	Median $13.40 Range $10.20-$26.80	For 25: $ 50.00 For 50: 55.00 For 75: 95.00 For 100: 150.00
New Orleans, La.	*Low:* Median $40.00 Range $37.00-$55.00 *High:* Median $48.00 Range $40.00-$80.00	*Low:* Median $47.50 Range $44.00-$75.00 *High:* Median $52.00 Range $47.00-$100.00	B—Median $6.10 Range $3.15-$9.70 L—Median $10.00 Range $6.95-$14.50 D—Median $16.30 Range $8.75-$26.60	Median $2.20 Range $1.80-$2.70	Median $105.00 Range $75.00-$500.00	Median $14.50 Range $11.60-$27.25	For 25: $ 55.00 For 50: 100.00 For 75: 100.00 For 100: 125.00
New York, N.Y.	*Low:* Median $59.00 Range $53.00-$62.00 *High:* Median $66.50 Range $53.00-$84.00	*Low:* Median $61.00 Range $59.00-$72.00 *High:* Median $72.00 Range $61.00-$93.00	B—Median $7.85 Range $6.25-$10.65 L—Median $13.75 Range $12.50-$17.50 D—Median $22.50 Range $12.50-$28.15	Median $2.90 Range $2.50-$3.25	Median $150.00 Range $140.00-$200.00	Median $19.05 Range $14.70-$23.35	For 25: $ 80.00 For 50: 100.00 For 75: 225.00 For 100: 225.00
Philadelphia, Pa.	*Low:* Median $39.00 Range $27.00-$50.00 *High:* Median $45.50 Range $27.00-$56.00	*Low:* Median $46.00 Range $32.00-$58.00 *High:* Median $57.00 Range $32.00-$73.00	B—Median $6.30 Range $5.30-$8.70 L—Median $8.60 Range $6.20-$14.25 D—Median $14.25 Range $11.20-$17.35	Median $2.55 Range $2.15-$3.05	Median $112.50 Range $75.00-$150.00	Median $16.75 Range $11.25-$19.55	For 25: $ 50.00 For 50: 75.00 For 75: 106.25 For 100: 150.00

DEFINITIONS—**Lodging:** Rates are shown for two types of accommodations, economy (low) and premium (high). The median rate is the figure that has an equal number of responses above and below it. Preferred rates are often available if the group guarantees a specific number of rooms. **Food and beverage:** Tax and tips included in median costs. **B**—Breakfast typically includes fruit or juice, entrée, rolls/toast/sweet rolls, and beverage. **L** and **D**—Lunch or dinner typically includes appetizer, salad, entrée, two vegetables or potato and a vegetable, roll, butter, dessert, and beverage. Buffet meals, cold plates, and sandwich menus are often available at approximately the same costs at noon. **Hospitality functions:** Groups are not always charged for a hospitality suite if the hotel provides liquor and hors d'oeuvres. **Meeting rooms:** There is generally no meeting room charge if a specific number of sleeping rooms are required or if a group meal is included with the meeting.

Source: Sales & Marketing Management survey.

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TABLE IV-4

Sales meetings costs

City	*Lodging (Group Rates)*		*Food And Beverage (Group Rates)*		*Hospitality Functions*		*Meeting Rooms*
	Daily Room Rates Single	*Double*	*Meals (Per Person)*	*Coffee Break With Rolls (Per Person)*	*Hospitality Suite Rental*	*2-Hr. Reception With Hors d'Oeuvres (Per Person)*	*Median Rental*
Pittsburgh, Pa.	*Low:* Median $42.50 Range $32.00–$50.00 *High:* Median $49.00 Range $36.00–$65.00	*Low:* Median $49.50 Range $36.00–$60.00 *High:* Median $58.00 Range $50.00–$75.00	B—Median $7.25 Range $3.65–$10.90 L—Median $10.30 Range $4.85–$12.10 D—Median $14.20 Range $8.45–$20.50	Median $2.15 Range $1.50–$3.05	Median $62.50 Range $35.00–$100.00	Median $14.50 Range $10.90–$30.85	For 25: $ 55.00 For 50: 100.00 For 75: 100.00 For 100: 150.00
St. Louis, Mo.	*Low:* Median $38.00 Range $30.00–$50.00 *High:* Median $43.00 Range $34.00–$50.00	*Low:* Median $46.00 Range $35.00–$58.00 *High:* Median $50.00 Range $40.00–$58.00	B—Median $5.75 Range $4.25–$8.80 L—Median $9.05 Range $5.00–$10.30 D—Median $11.40 Range $10.20–$21.25	Median $1.65 Range $1.25–$2.50	Median $127.50 Range $60.00–$300.00	Median $15.70 Range $10.20–$18.20	For 25: $ 65.00 For 50: 75.00 For 75: 100.00 For 100: 150.00
San Diego, Cal.	*Low:* Median $38.00 Range $30.00–$44.00 *High:* Median $51.00 Range $30.00–$64.00	*Low:* Median $46.50 Range $36.00–$54.00 *High:* Median $62.00 Range $36.00–$69.00	B—Median $6.35 Range $4.25–$10.85 L—Median $8.15 Range $6.00–$16.35 D—Median $14.85 Range $9.10–$29.05	Median $2.25 Range $2.10–$2.75	Median $135.00 Range $65.00–$237.00	Median $18.30 Range $10.85–$27.25	For 25: $ 62.50 For 50: 87.50 For 75: 125.00 For 100: 137.50
San Francisco, Cal.	*Low:* Median $51.00 Range $46.00–$85.00 *High:* Median $56.00 Range $51.00–$125.00	*Low:* Median $59.00 Range $44.00–$150.00 *High:* Median $66.00 Range $57.00–$145.00	B—Median $7.65 Range $6.35–$9.70 L—Median $10.30 Range $7.55–$11.55 D—Median $18.25 Range $9.60–$31.60	Median $3.05 Range $1.80–$4.75	Median $162.50 Range $70.00–$250.00	Median $16.35 Range $9.10–$25.00	For 25: $ 95.00 For 50: 125.00 For 75: 156.25 For 100: 250.00
Washington, D.C.	*Low:* Median $53.00 Range $48.00–$73.00 *High:* Median $63.50 Range $51.00–$80.00	*Low:* Median $68.00 Range $58.00–$90.00 *High:* Median $76.00 Range $61.00–$94.00	B—Median $8.20 Range $7.75–$11.15 L—Median $12.75 Range $11.80–$15.50 D—Median $18.00 Range $13.60–$32.35	Median $3.55 Range $3.35–$5.25	Median $185.00 Range $100.00–$400.00	Median $17.00 Range $13.95–$24.65	For 25: $ 72.50 For 50: 102.50 For 75: 162.50 For 100: 200.00

DEFINITIONS—**Lodging:** Rates are shown for two types of accommodations, economy (low) and premium (high). The median rate is the figure that has an equal number of responses above and below it. Preferred rates are often available if the group guarantees a specific number of rooms. **Food and beverage:** Tax and tips included in median costs. **B**—Breakfast typically includes fruit or juice, entrée, rolls/toast/sweet rolls, and beverage. **L** and **D**—Lunch or dinner typically includes appetizer, salad, entrée, two vegetables or potato and a vegetable, roll, butter, dessert, and beverage. Buffet meals, cold plates, and sandwich menus are often available at approximately the same costs at noon. **Hospitality functions:** Groups are not always charged for a hospitality suite if the hotel provides liquor and hors d'oeuvres. **Meeting rooms:** There is generally no meeting room charge if a specific number of sleeping rooms are required or if a group meal is included with the meeting.

Source: Sales & Marketing Management survey.

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TABLE IV-5

Conference centers: Learning away from it all

Facilities & Rates	**Airlie House** *Warrenton, Va.*	**Colonial Williamsburg** *Williamsburg, Va.*	**Dodgertown* Conference Ctr.** *Vero Beach, Fla.*	**Harrison Conference Ctr.** *Southbury, Conn.*	**Harrison Conference Ctr.** *Lake Bluff, Ill.*
Sleeping rooms	105	600	90	121	84
Capacity	212	800	180	225	167
Meeting rooms	25	26	11	20	12
Rate/person/day (double occupancy)	$42.50	$29.00–$81.00	$65.00	$89.00	$77.00
Nearest major airport	Dulles, Washington, D.C.	Newport News, Va.	Melbourne	Bradley Int'l, Windsor Locks, Conn.	O'Hare
Driving time from center to airport	30–40 min.	20 min.	45 min.	45 min.	30 min.
Recreation	Access to 18-hole golf course, outdoor swimming pool, 5 tennis courts, 8 racquetball courts, pub, game room, health club, jogging trails, indoor track	9- and 18-hole golf courses, outdoor swimming pool, 8 tennis courts, tours of historic Williamsburg	9- and 18-hole golf courses, 2 swimming pools, 4 tennis courts, game room, jogging trails, health club, charter deep-sea fishing, baseball and athletic fields, basketball and volleyball courts	9- and 18-hole golf courses, 2 tennis courts, heated swimming pool (outdoor), sauna, whirlpool, jacuzzi baths, gym, game room with billiards; access to skiing, horseback riding	Driving range; access to 18-hole golf course, 2 tennis courts, heated swimming pool (outdoor), health club, sauna, game room with billiards

*A Harrison Conference Center

Source: Sales & Marketing Management survey

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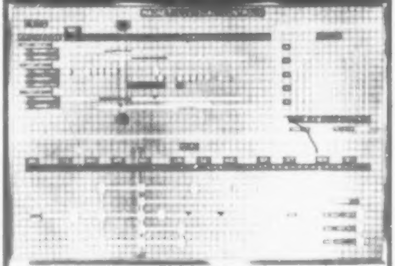

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TABLE IV-5

Conference centers: Learning away from it all

Facilities & Rates	**Harrison Conference Ctr.** *Glen Cove, N.Y.*	**Hilton Inn at Inverrary** *Ft. Lauderdale, Fla.*	**National Conference Ctr.** *East Windsor, N.J.*	**Shawnee Inn*** *Shawnee, Pa.*	**Woodlands Inn & Country Club** *Woodlands, Texas*
Sleeping rooms	133	200	200	86	236
Capacity	224	400	350	151	500
Meeting rooms	20	12	32	12	16
Rate/person/day (double occupancy)	$89.00	$77.00	$83.00	$79.00	$80.00
Nearest major airport	Kennedy La Guardia	Ft. Lauderdale	Newark	A-B-E, Allentown, Pa.	Houston Intercontinental
Driving time from center to airport	45 min.	20 min.	40 min.	35 min.	20 min.
Recreation	Access to 18-hole golf course, 2 tennis courts, 2 swimming pools (outdoor), sauna, bowling/game room, billiards, jogging trail, pitch 'n putt golf course	Access to three 18-hole golf courses, 30 tennis courts (some lighted), swimming pool, health club, game room	Access to 5 18-hole golf courses, 3 tennis courts (indoor), sauna and weight room, outdoor pool, volleyball court, 2 game rooms	27-hole PGA golf course, driving range, putting green, 6 tennis courts, 3 swimming pools (1 indoor), health club, game room, jogging trail, fishing, ski area, horseback riding, canoeing	14 tennis courts, 2 PGA golf courses, equestrian center, health club, ice rink, aquatic center

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Source: Sales & Marketing Management survey

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TABLE IV-6

Selected resort hotels: Combining learning with luxury

Facilities & Rates	**Boca Raton Hotel & Club** *Boca Raton, Fla.*	**The Breakers** *Palm Beach, Fla.*	**Callaway Gardens** *Pine Mountain, Ga.*	**The Greenbrier** *White Sulphur Springs, W. Va.*	**Kiawah Island Resort** *Charleston, S.C.*
Sleeping rooms	700	566	355	650	225
Meeting rooms	25	18	30	30	10
Average group lodging rates	IN SEASON 1/1–4/30 Single: $ 95–$145 Double: $120–$170 2/1–3/31 Single: $100–$150 Double: $125–$175 SHOULDER SEASON 5/1–6/25 Single: $ 65–$110 Double: $ 90–$135 9/1–12/24 Single: $ 55–$115 Double: $ 80–$140 OFF SEASON 6/26–8/31 Single: $ 70 Double: $ 85	IN SEASON 1/1–1/31 Single: $100–$125 Double: $110–$135 2/1–3/31 Single: $115–$140 Double: $125–$150 SHOULDER SEASON 4/1–5/31 10/1–12/31 Single: $ 90–$115 Double: $100–$125 OFF SEASON 6/1–9/30 Single: $ 36–$50 Double: $ 40–$55	IN SEASON 2/15–3/13 Single: $45 Double: $45 3/14–11/23 Single: $50 Double: $50 OFF SEASON 11/24–2/14 Single: $35 Double: $35	IN SEASON 4/1–10/31 Single: $85–$155 Double: $70–$87.50/ person OFF SEASON 12/1–2/29 Single: $55–$85 Double: $55–$65/ person 3/1–3/31 11/1–11/30 Single: $60–$90 Double: $60–$70/ person	IN SEASON 3/16–4/30 10/1–10/31 Single: $72 Double: $72 5/1–9/30 11/1–11/15 Single: $68 Double: $68 OFF SEASON 11/16–3/15 Single: $39 Double: $39
Approximate group meal costs (tax and tip included)	Breakfast and dinner included in rates. Lunch: $10.20–$16.80 No meals served to nonguests.	B $ 3.60–$ 7.20 L $ 4.50–$10.20 D $24.00	B $ 5.95 L $ 7.15 D $20.25	Breakfast and dinner included in rates Lunch: $7.65–$14.75	B $ 4.75 L $ 8.35 D $17.85
Recreation:					
Golf	4 18-hole courses	2 18-hole courses	3 18-hole courses 1 9-hole course	3 18-hole courses (1 year-round)	1 18-hole course
Swimming	3 pools; beach	2 pools; beach	1 pool; beach	2 pools (indoor & outdoor)	1 pool; beach
Tennis	36 courts	14 courts	19 courts	20 courts (5 indoor)	11 courts
Horseback riding	No	No	Yes	Yes	No
Health club	Yes	No	No	Yes	Yes
Sauna	Yes	Yes	No	Yes	Yes
Meal plan	Modified and Full American	Modified American (IN SEASON); European (OFF SEASON)	European, Modified and Full American	Modified American	European and Modified American
Nearest airport	Fort Lauderdale or West Palm Beach	Palm Beach International	Atlanta	Greenbrier Valley Airport	Charleston; Johns Island
Distance/time from airport	22 mi. from either 30 min.	6 mi. 15 min.	60 mi. 70 min.	12 mi. 15 min.	42 mi. 45 min.

(continued on next page)

Olympia Resort & Spa *Oconomowoc, Wis.*	**The World of Palm-Aire** *Pompano Beach, Fla.*
430 32	215 16
IN SEASON 5/1–5/31 10/1–10/31 Single: $44 Double: $48 6/1–9/30 Single: $54 Double: $58 OFF SEASON 1/1–4/30 11/1–12/31 Single: $36 Double: $40	IN SEASON 12/18–4/30 Single: $60–$90 Double: $60–$90 OFF SEASON 5/1–12/17 Single: $20–$35 Double: $30–$45
B $ 4.15–$ 5.95 L $ 5.95–$ 8.95 D $ 9.50–$15.45	B $ 4.75 L $ 5.95 D $13.10
1 18-hole course 2 pools (1 indoor); beach 14 courts (6 indoor)	5 18-hole courses 5 pools (2 indoor); beach 37 courts
Yes	No
Yes Yes	Yes Yes
European, Modified and Full American	European, Modified and Full American
Milwaukee	Ft. Lauderdale
30 mi. 40 min.	20 mi. 25 min.

Source: Sales & Marketing Management survey

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COMPANY __________ PHONE NO __________ EXT _____

ADDRESS __________ CITY ______ STATE _____ ZIP _____

A

TABLE IV-6

Selected resort hotels: Combining learning with luxury *(continued from previous page)*

Facilities & Rates	**Palmas del Mar** *Humaco, Puerto Rico*	**The Pinehurst Hotel And Country Club** *Pinehurst, N.C.*	**PineIsle Resort** *Buford, Ga.*	**The Pointe Resort** *Phoenix, Ariz.*	**Royal Biscayne** *Key Biscayne, Fla.*
Sleeping rooms	444	628	244	580	200
Meeting rooms	8	17	18	40	6
Average group lodging rates	IN SEASON 12/20–4/15 Single: $65 Double: $65/person SHOULDER SEASON 4/16–12/19 Single: $50 Double: $35/person	IN SEASON 3/1–11/16 Single: $105 Double: $ 70/person OFF SEASON 11/17–2/29 Single: $54 Double: $36.50/person	IN SEASON 4/1–4/30 Single: $58 Double: $63 5/1–6/30 9/1–10/31 Single: $64 Double: $68 7/1–8/31 Single: $56 Double: $62 OFF SEASON 2/1–2/28 Single: $40 Double: $44 3/1–3/31 Single: $46 Double: $52 11/1–1/31 Single: $44 Double: $50	IN SEASON 1/1–4/30 Single: $80 Double: $90 5/1–5/31 Single: $56 Double: $66 OFF SEASON 6/1–9/15 Single: $36 Double: $42 9/16–12/31 Single: $66 Double: $76	IN SEASON 12/15–4/27 Single: $105 Double: $105 SHOULDER SEASON 4/28–5/31 10/13–12/14 Single: $75 Double: $75 OFF SEASON 6/1–10/12 Single: $60 Double: $60
Approximate group meal costs (tax and tip included)	B $ 3.45–$ 6.90 L $ 4.60–$ 8.05 D $13.80–$20.70	Breakfast and dinner included in rates Lunch: $8.00–$10.00	B $ 4.85–$ 7.25 L $ 6.05–$ 9.70 D $10.90–$19.35	B $ 7.80 L $10.20 D $19.80	B $ 6.85 L $10.65 D $20.00
Recreation: **Golf**	1 18-hole course	6 18-hole courses	1 18-hole course	1 18-hole course	1 18-hole course
Swimming	4 pools; beach	5 pools (4 outdoor and 1 indoor heated); beach	2 pools (1 indoor); beach	4 pools	2 pools; beach
Tennis	20 courts (4 lighted)	24 courts (4 lighted)	7 courts (3 indoor)	8 courts	10 courts (lighted)
Horseback riding	Yes	Yes	Yes	Yes	No
Health club	Yes	Yes	No	Yes	Yes
Sauna	Yes	Yes	Yes	Yes	No
Meal plan	European, Modified and Full American	Modified American	European	European	European and Modified American
Nearest airport	San Juan International	Fayetteville or private plane to Pinehurst	Atlanta	Phoenix	Miami
Distance/time from airport	40 mi. 50 min. (15 min. air taxi)	40 mi. 50 min.	56 mi. 70 min.	7½ mi. 15 min.	12–15 mi. 20 min.

Taminent Resort *Taminent, Pa.*	Tan-Tar-A Resort *Osage Beach, Mo.*
500 35	650 38
IN SEASON 6/15–9/1 Single: $70 Double: $55/person	IN SEASON 4/1–10/31 Single: $70 Double: $70
SHOULDER SEASON 4/15–6/14 9/2–11/15 Single: $60 Double: $45/person	OFF SEASON 11/1–3/31 Single: $50 Double: $70
OFF SEASON 11/16–4/14 Single: $55 Double: $40/person	
Breakfast and dinner included in rates Lunch: $7.25	B $ 6.20 L $ 7.40 D $13.60
1 18-hole course	1 18-hole course 1 9-hole course
2 pools (1 indoor)	4 pools (1 indoor); beach
10 courts (4 indoor)	11 courts (5 indoor)
Yes	Yes
Yes Yes	Yes Yes
Modified and Full American	European; add $23.00 per person for Full American
Allentown (A-B-E)	L.C. Fine Memorial
50 mi. 55 min.	12 mi. 20 min.

Source: Sales & Marketing Management survey.

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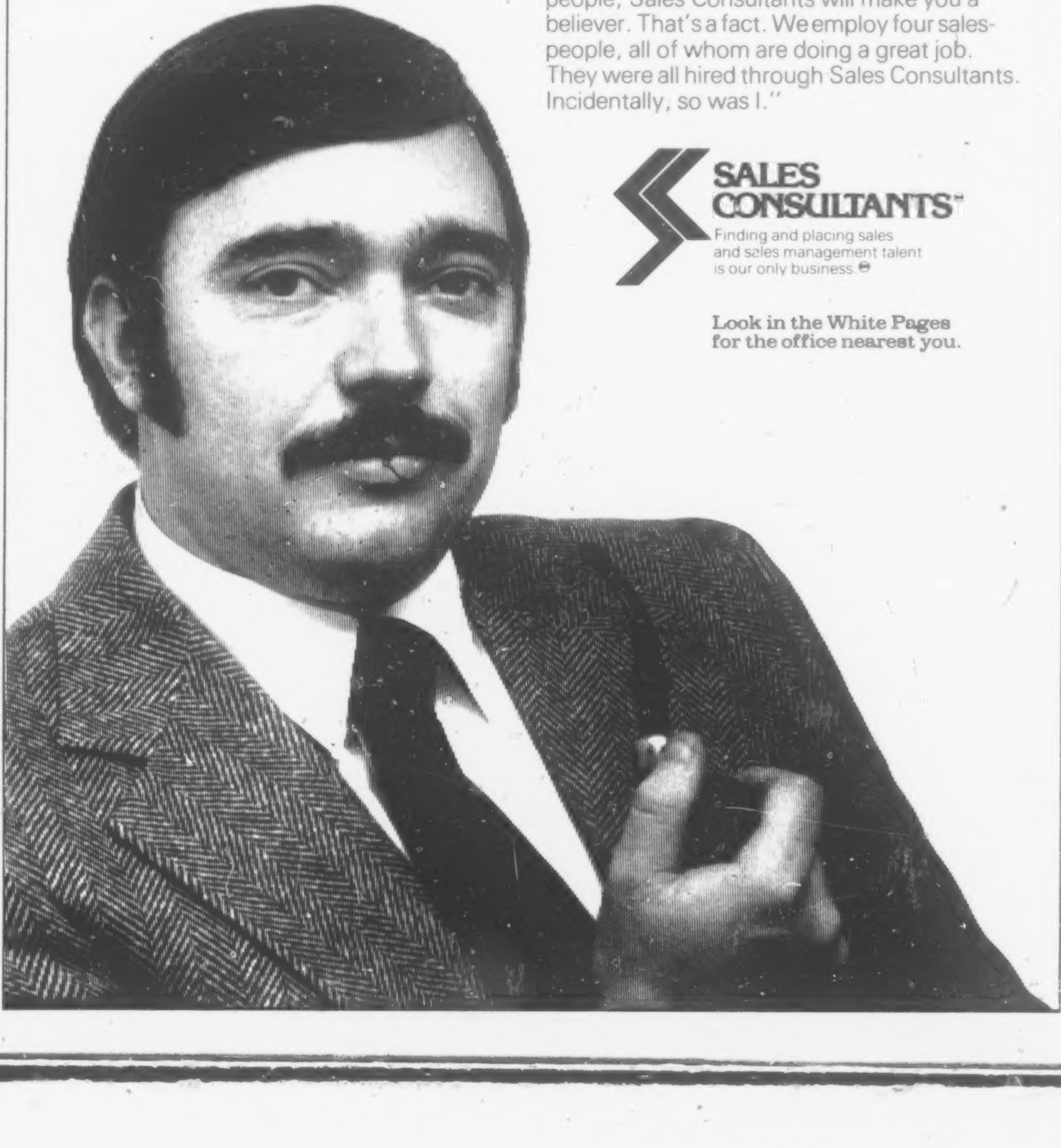

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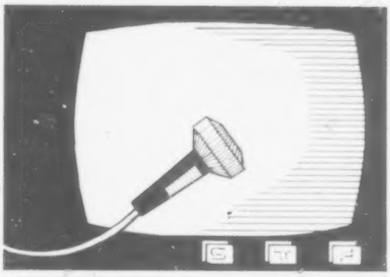

TABLE	TITLE
V-1	Audiovisual equipment purchase costs
V-2	Audiovisual equipment rental costs
V-3	Share of sales incentive dollar spent for merchandise and travel
V-4	Sales incentive spending by industry
V-5	Trends in manufacturers' usage of incentives in sales promotion
V-6	Expected 1980 advertising costs: Rising faster
V-7	Estimated advertising percentages in selected industries
V-8	Average cost of 15 frequently made moves
V-9	Expected increases in 1980 trade show exhibition costs
V-10	Average cost of moving between selected cities

A helpful subject-matter index to all statistical information appears on page 101.

TABLE V-1

Audiovisual equipment purchase costs

Equipment	*Purchase Price* *1979*	*1978*	*% Change 1978–79*
Projectors			
Super 8 mm sound movie	$429–495	$300–550	+ **8.7%**
16 mm sound movie	940–1,103	895–1,030	+ **6.1**
35 mm slide	175–400	149–329	**+20.3**
35 mm slide with synchronized tape deck	275–800	249–729	+ **9.9**
Rear-screen 35 mm filmstrip with self-contained synchronized tape deck	400–600	350–480	**+20.5**
Opaque	550	380–530	**+20.9**
Overhead transparency	196–750	188–295	**+95.6**
Remote-control silent filmstrip	175	160	+ **9.4**
Tape recorders			
Cassette	50–325	49–230	**+34.4**
Reel-to-reel	350–400	280–310	**+27.1**
Video equipment			
Nonproduction recorders and players			
Black and white	1,050–1,560	1,050–1,525	+ **1.4**
Color	1,150–2,150	1,135–1,895	+ **8.9**
Cameras			
Black and white	610–1,165	550–1,095	+ **7.9**
Color	995–5,000	2,800–4,900	**−22.1**
Receivers and monitors			
Black and white	335–495	315–445	+ **9.2**
Color	395–1,560	715–1,450	+ **9.7**

N.C.—No change

Note: These are factory-suggested retail prices for typical audiovisual equipment, without optional extras, which can be purchased at corporate as well as at branch sales offices. Significant changes in the price ranges reflect manufacturer changes in product line.

Source: Sales & Marketing Management survey.

TABLE V-2

Audiovisual equipment rental costs

Equipment		*Average Rental Rates* *Daily* **1979**	*1978*	*Weekly* **1979**	*1978*
Projectors					
Super 8 mm sound movie		**$18**	$18	**$ 60**	$60
16 mm sound movie		**22**	20	**70**	65
35 mm slide		**15**	15	**50**	50
35 mm slide with synchronized tape deck		**28**	27	**93**	88
Rear-screen 35 mm filmstrip with self-contained synchronized tape		**32**	23	**108**	78
Opaque		**20**	20	**65**	65
Overhead transparency		**17**	17	**55**	55
Remote-control silent filmstrip		**15**	15	**50**	50
Tape recorders					
Cassette	mono	**13**	12	**38**	37
	stereo	**17**	22	**55**	67
Reel-to-reel	mono	**15**	15	**45**	50
	stereo	**22**	20	**70**	60

Source: Sales & Marketing Management survey.

TABLE V-3

Share of sales incentive dollar spent for merchandise and travel

(Based on total spending of $20 million or more in 1978)

	Merchandise	*Travel*
All Industry	77%	**23%**
Auto parts, accessories & tires	75%	**25%**
Automobiles & trucks	86%	14%
Banks, S&L associations	91%	9%
Beer, ale & soft drinks	78%	**22%**
Building materials	83%	17%
Detergents & cleansers	96%	4%
Electronics, radio & TV	79%	**21%**
Farm equipment	61%	**39%**
Feed, fertilizer & farm supplies	69%	**31%**
Food products	84%	16%
Heating & air conditioning	44%	**56%**
Housewares & home furnishings	85%	15%
Insurance	53%	**47%**
Machinery & supplies	65%	**35%**
Office equipment	42%	**58%**
Petroleum products	86%	14%
Pharmaceuticals	79%	**21%**
Publishers, printers & broadcasters	88%	12%
Toiletries	89%	11%

Sources: *Incentive Marketing*, a Bill Communications publication; S&MM calculations.

TABLE V-4

Sales incentive spending by industry

Rank	Industry	1978 Sales Incentive Spending ($000)	% Change 1977 1978	% Of Industry's Total Incentive Spending
1.	Insurance	$159,830	+18.3%	72.0%
2.	Toiletries	131,246	+15.8	38.4
3.	Auto parts, accessories & tires	127,495	+30.9	37.9
4.	Automobiles & trucks	86,684	+19.6	49.1
5.	Electronics, radio & TV	82,540	+12.2	47.2
6.	Food products	59,147	+16.5	9.4
7.	Building materials	58,494	+11.4	48.1
8.	Publishers, printers & broadcasters	45,681	+14.4	45.5
9.	Office equipment	42,136	+18.2	43.5
10.	Farm equipment	41,233	+19.5	25.4
11.	Petroleum products	36,698	+23.5	25.0
12.	Machinery & supplies	35,796	+13.0	73.5
13.	Housewares & home furnishings	34,660	+14.0	29.5
14.	Heating & air conditioning	33,838	+17.1	30.3
15.	Detergents & cleansers	32,399	+5.2	32.3
16.	Pharmaceuticals	31,044	0.2	46.9
17.	Beer, ale & soft drinks	23,847	+25.3	28.1
18.	Feed, fertilizer & farm supplies	23,521	15.1	22.5
19.	Banks, S&L associations	22,044	+21.8	15.0
20.	Electrical appliances	17,662	+10.0	23.5
21.	Electrical & lighting equipment	13,120	+7.0	28.9
22.	Furniture & floor coverings	8,777	+23.6	22.8
23.	Industrial chemicals	8,737	+11.6	23.6
24.	Paper products & packaging	8,626	+6.5	27.5
25.	Apparel	8,426	+15.9	28.4
26.	Paints & varnishes	7,918	7.6	31.5
27.	Sporting goods & toys	6,768	10.6	29.7
28.	Hardware	5,728	+8.9	33.4
29.	Luggage, jewelry & accessories	4,840	26.5	43.3
30.	Public utilities	4,008	+17.5	33.3
	TOTAL	**$1,574,857**	**+17.8%**	23.4%

Sources: *Incentive Marketing*, a Bill Communications publication; S&MM calculations

TABLE V-5

Trends in manufacturers' usage of incentives in sales promotion

Promotion Type	1980 Spending Forecast ($000)	% Gain 1979-80	1979 Spending Est. ($000)	% Gain 1978-79	1978 Spending Est. ($000)	% Gain 1977-78
Sales incentives	$1,991,442	+12.4%	$1,771,621	+12.5%	$1,574,857	+17.8%
Merchandise	1,571,606	13.5	1,384,675	11.1	1,213,563	17.4
Travel	419,836	8.5	386,946	7.1	361,294	19.1
Dealer incentives	1,580,972	14.0	1,386,459	11.1	1,248,095	15.2
Merchandise	952,985	2.5	929,741	13.1	822,052	15.3
Travel	627,987	37.5	456,718	7.2	426,043	15.2
Self liquidators	804,870	14.3	704,173	14.2	616,365	15.4
Direct premiums	761,080	20.8	630,033	18.3	532,572	16.7
Business gifts	754,000	14.6	658,000	16.0	567,000	6.6
Trading stamps	451,000	11.9	403,000	12.3	359,000	14.7
Factory packs	388,652	24.6	311,920	10.1	283,306	14.9
Free mail-in offers	331,092	3.5	319,896	22.9	260,290	13.5
Coupon plan	247,787	13.4	218,507	9.3	199,915	15.8
Sweepstakes, contests	129,387	15.0	112,510	1.1	111,287	16.7
Other retail	1,210,000	10.2	1,098,000	14.5	967,000	14.8
TOTAL	**$8,650,282**	**+13.6%**	**$7,614,119**	**+13.3%**	**$6,719,687**	**+15.0%**

Source: *Incentive Marketing*, a Bill Communications publication

TABLE V-6

Expected 1980 advertising costs: Rising faster

	Index Of Unit Costs			% Change In Unit Costs	
Media	*1978 Base*	*1979*	*1980*	*1978-79*	*1979-80*
Network TV	100	112	128	+12%	+14%
Spot TV	100	109	122	+ 9	+12
Magazines	100	110	119	+10	+ 8
Newspapers	100	109	118	+ 9	+ 8
Radio	100	109	120	+ 9	+10
Composite	**100**	**110**	**123**	**+10**	**+12**

Source: Robert Coen, senior vice president, McCann-Erickson, Inc.

The accompanying table is based on the third annual study of advertising and promotion expenditures of major U.S. corporations and industry sectors. It was performed by Schonfeld & Associates, a Chicago consulting company, and covers 2,230 major U.S. companies in 179 industry sectors. The raw data for the study are compiled from 10-K reports filed with the Securities and Exchange Commission by publicly owned companies.

Although data are compiled from published financial statements rather than surveys, cautious interpretation is required for several reasons. First, companies may vary in what they include under advertising and promotion expenditures. Second, many large companies are in several fields, yet are listed in only one industry sector. This may result in some distortion because a large-sized subsidiary will not be included in the sector in which it competes. Third, a few large companies are privately held, and their figures are not included.

Copies of the study are available for $225 from Schonfeld & Associates, 120 S. LaSalle St., Chicago, Ill. 60603.

TABLE V-7

Estimated advertising percentages in selected industries

Industry Sector	*Advertising & Promotion Budget As % Of Net Sales 1978*	*Change In Pct. Points of Advertising & Promotion % 1977–1978*
FOOD PRODUCTS		
Food & kindred products	3.3%	+0.4
Meat products	1.2	+0.1
Dairy products	1.7	−0.3
Canned foods	2.3	−0.3
Flour & other grain mill products	1.9	−0.2
Bakery products	1.6	−0.6
Malt beverages	5.1	N.C.
TOBACCO PRODUCTS		
Cigarettes	6.2	+0.8
Cigars	2.3	+0.3
TEXTILE MILL PRODUCTS		
Textile products	.8	+0.5
Floor covering mills	1.3	−4.7
APPAREL PRODUCTS		
Apparel & finished products	1.7	+0.4
FURNITURE & FIXTURES		
Household furniture	1.7	+0.1
Office furniture	.9	+0.7
PAPER		
Paper products	.9	+0.4
PRINTING & PUBLISHING		
Publishing	4.4	+1.5
Newspapers	2.8	+1.9
Periodicals	3.9	−0.2
Books	4.2	N.C.

Industry Sector	*Advertising & Promotion Budget As % Of Net Sales 1978*	*Change In Pct. Points of Advertising & Promotion % 1977–1978*
CHEMICALS & ALLIED PRODUCTS		
Chemicals	1.9%	+0.3
Industrial inorganic chemicals	1.9	+1.5
Plastics materials & synthetic resins	5.6	+5.2
Ethical drugs	6.4	+0.7
Soap & other detergents	10.4	+3.2
Paints, varnishes & lacquers	1.8	+0.2
PETROLEUM & COAL PRODUCTS		
Petroleum refining	.6	+0.3
Paving & roofing materials	1.0	+0.5
RUBBER & MISC. PLASTICS PRODUCTS		
Rubber products	1.3	+0.2
Misc. plastic products	.9	+0.1
Footwear, except rubber	2.3	+0.4
STONE, CLAY & GLASS PRODUCTS		
Glass containers	5.9	+5.7
Pottery & china	2.5	−1.1
FOUNDRIES		
Blast furnaces	.2	+0.1
FABRICATED METALS		
Heating equipment & plumbing fixtures	1.3	−0.5
MACHINERY & EQUIPMENT		
Farm & garden machinery & equipment	1.1	−0.1
Metalworking equipment	.8	+0.3

N.C.—No change
Source: Schoenfeld & Associates

TABLE V-8

Average cost of 15 frequently made moves

Rank	From	To	1978 Cost	% Increase 1977 78
1.	New York	Miami	$2,079	19%
2.	New York	Los Angeles	3,370	20
3.	Chicago	Los Angeles	2,841	20
4.	New York	Chicago	1,667	18
5.	Chicago	New York	1,667	18
6.	New York	San Francisco	3,450	20
7.	Los Angeles	New York	3,370	20
8.	New York	Washington, D.C.	1,252	18
9.	Chicago	San Francisco	2,931	20
10.	New York	Houston	2,364	20
11.	Los Angeles	Chicago	2,841	20
12.	Los Angeles	Seattle	1,800	20
13.	Los Angeles	Houston	2,163	21
14.	San Francisco	New York	3,450	20
15.	Washington, D.C.	New York	1,162	18
	Average of 15 moves		**$2,427**	**20%**

Note Based on average move of 8,000 lb. Excludes packing charges, which may vary within the areas indicated, depending on origin of move. Costs between the same two cities may vary, depending on the direction of the move. Transportation rates effective 10/10/79. Fuel surcharge, based on 9.5% of transportation rate, is subject to change as fuel prices rise.
Source: Sales & Marketing Management survey.

TABLE V-9

Expected increases in 1980 trade show exhibition costs

Component	Projected Increase In Costs
Space rental rates	N.A.
Personnel	
Projectionist	9.0%
Janitor	7.0
Plumber	9.0
Electrician	9.0
Carpenter	10.0
Equipment	
Audiovisual	9.0
Furniture	7.0
Services	
Photographer	7.0
Florist	9.0
Other	
Design & detailing	9.0
Shop construction materials	13.0
Shop construction labor	11.0
Freight	12.0
Drayage	10.0

N.A.—Not available.
Source: National Trade Show Exhibitors Assn.

Industry Sector	Advertising & Promotion Budget As % Of Net Sales 1978	Change In Pct. Points of Advertising & Promotion % 1977–1978
Office computing & accounting machines	1.3%	-0.2
Refrigeration & service industry equipment	1.8	+0.7
ELECTRIC & ELECTRONIC EQUIPMENT		
Household appliances	3.9	+1.4
Radio, TV sets & home entertainment	3.8	+0.8
TRANSPORTATION EQUIPMENT		
Automotive vehicles	1.6	+0.8
Travel trailers & campers	.9	-0.5
INSTRUMENTS & RELATED PRODUCTS		
Optical instruments & lenses	1.7	+0.7
Medical instruments & appliances	1.5	-1.2
Photographic	1.9	-0.3
Watches & clocks	1.7	-2.1
MISC. MANUFACTURING INDUSTRIES		
Jewelry & silverware	5.6	+1.0
Musical instruments	2.1	-1.5
Toys, games & sporting goods	5.2	-0.2
Pens & other writing instruments	3.8	-0.9
COMMUNICATIONS		
Radio-TV broadcasters	2.6	+0.3
CATV companies	1.6	+0.4

Industry Sector	Advertising & Promotion Budget As % Of Net Sales 1978	Change In Pct. Points of Advertising & Promotion % 1977–1978
WHOLESALING		
Autos & parts	1.3%	+0.8
Sporting & recreational goods	4.3	-2.6
Drugs	1.9	-0.6
Food	.6	-0.3
RETAILING		
Lumber	3.2	+1.6
Department stores	2.9	+0.3
Variety stores	2.3	+0.1
Grocery store chains	1.3	+0.5
Automotive dealers & supplies	2.1	-0.7
Apparel	2.6	+0.5
Women's ready-to-wear	2.0	+1.3
Shoes	2.1	+0.3
Furniture	5.8	+0.1
Household appliances	3.5	-1.7
Restaurants & fast-food chains	2.9	+0.3
Mail-order houses	13.4	-3.2
FINANCIAL		
Savings & loan	.9	+0.2
Consumer finance	1.7	+0.7
Financial service	1.7	+0.9
MISC. SERVICE INDUSTRIES		
Hotels & motels	2.5	+0.5
Personal & family services	3.0	-0.9
Motion pictures	7.6	+0.6
Educational services	6.3	+1.4

TABLE V-10

Average cost of moving between selected cities

Average cost of moving between selected cities

TO FROM	ATLANTA	BOSTON	CHICAGO	COLUMBUS	DENVER	DETROIT	HOUSTON	LOS ANGELES	MEMPHIS	MIAMI	NEW YORK	PHILADELPHIA	PHOENIX	ST. LOUIS	SAN FRANCISCO	SEATTLE	WASHINGTON, D.C.
ATLANTA		1,681	1,423	1,171	1,993	1,396	1,429	2,872	1,020	1,292	1,618	1,423	2,402	1,211	3,084	3,164	1,306
BOSTON	1,681		1,727	1,411	2,669	1,525	2,493	3,383	1,971	2,157	1,169	1,100	3,152	1,812	3,442	3,383	1,169
CHICAGO	1,466	1,727		1,219	1,692	1,243	1,898	2,841	1,402	2,082	1,667	1,534	2,445	1,248	2,931	2,841	1,482
COLUMBUS	1,171	1,411	1,128		1,826	1,006	1,720	2,885	1,218	1,800	1,297	1,154	2,495	1,096	3,023	2,960	1,081
DENVER	1,993	2,669	1,692	1,826		1,919	1,635	1,675	1,675	2,681	2,518	2,306	1,407	1,510	1,866	1,962	2,264
DETROIT	1,396	1,525	1,243	1,006	1,919		1,919	2,967	1,412	2,002	1,433	1,285	2,599	1,216	3,031	2,967	1,216
HOUSTON	1,429	2,493	1,898	1,720	1,635	1,919		2,163	1,197	1,778	2,364	2,163	1,720	1,447	2,535	2,927	2,009
LOS ANGELES	2,872	3,383	2,841	2,885	1,675	2,967	2,163		2,521	3,166	3,370	3,206	1,070	2,521		1,800	3,180
MEMPHIS	1,072	1,971	1,402	1,218	1,675	1,412	1,197	2,521		1,612	1,863	1,652	2,068	1,073	2,851	2,967	1,550
MIAMI	1,292	2,117	2,042	1,760	2,681	1,962	1,778	3,166	1,612		2,019	1,818	2,887	1,818	3,357	3,501	1,723
NEW YORK	1,618	1,259	1,667	1,393	2,518	1,476	2,364	3,370	1,863	2,059		1,125	3,123	1,735	3,450	3,402	1,252
PHILADELPHIA	1,423	1,100	1,519	1,154	2,306	1,285	2,163	3,206	1,652	1,858	1,045		2,960	1,550	3,323	3,270	993
PHOENIX	2,402	3,152	2,445	2,495	1,407	2,599	1,720	1,070	2,068	2,887	3,123	2,060		2,105	1,431	2,068	2,885
ST. LOUIS	1,211	1,812	1,248	1,096	1,510	1,216	1,447	2,521	1,073	1,818	1,735	1,550	2,106		2,819	2,819	1,487
SAN FRANCISCO	3,084	3,442	2,931	[illegible]	1,866	3,031	2,535		2,851	3,357	3,450	3,323	1,431	2,819		1,513	3,270
SEATTLE	3,164	3,383	2,841	2,960	1,962	2,967	2,927	1,800	2,967	3,501	3,402	3,270	2,068	2,819	1,513		3,206
WASHINGTON, D.C.	1,306	1,169	1,482	1,081	2,264	1,216	2,009	3,180	1,550	1,723	1,162	993	2,885	1,487	3,270	3,206	

NOTE Charges stated in dollars, based on an average move of 8,000 pounds. Excludes packing and other charges which may vary within the areas indicated, depending on origin of move. It should also be noted that because moving rates are calculated from the city of origin, costs between the same two cities may vary depending on the direction of the move. Transportation rates effective 10/10/79. Fuel surcharge, based on 9.5% of transportation rates, is subject to changes as fuel prices rise.

Source: Sales & Marketing Management survey

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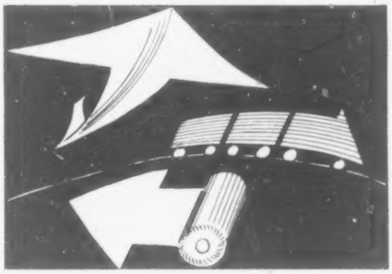

TABLE TITLE

Car allowances vary by region

VI-1 Automobile standard allowances: 1980

VI-2 Combined owning and operating costs per mile

VI-3 Automobile fleet purchase costs

VI-4 Fuel cost and consumption by car size

VI-5 Standard and economy car-rental rates

VI-6 Auto mileage reimbursement plans

VI-7 Sources of autos used by salespeople

A helpful subject-matter index to all statistical information appears on page 101.

Car allowances vary by region

One of the greatest problems in car allowances for salespeople who use their own cars on company business is the failure to recognize cost differences by sales territory. Many companies, says Runzheimer & Co., the Rochester, Wis., consulting firm that specializes in automobile-reimbursement programs, establish an arbitrary allowance paid to all sales personnel, regardless of where they live and drive. This can be unfair to the driver and unwise for the company.

The regional table accompanying this article shows the critical differences between the four major regions. Ownership-per-day costs, which include insurance, license, taxes, and depreciation, can vary by 22%; operating-per-mile costs, which include gasoline, oil, maintenance, and tires, by 9%.

Important differences can also exist between a city and its region. In the San Francisco area, Runzheimer notes, car ownership, at $6.70, and operating costs, at 9.75¢, are both significantly higher than the comparative western averages. Similarly, in Miami, where the ownership cost is $6.35 and operating cost 8.60¢, expenses exceed the regional averages. At 20,000 business miles and 240 business days annually, the difference in San Francisco can amount to $699; in Miami, to $716, Runzheimer says. Thus the regional data shown here should be used as guidelines, supplemented by the cost factors that make one sales area different from another.

TABLE VI-1

Automobile standard allowances: 1980

	Ownership Per Day	*Operating Per Mile*
Northeast	$ 5.39	7.40¢
Midwest	5.40	7.60
South	4.74	6.95
West	5.79	7.35
U.S.	**$ 5.33**	**7.33¢**

Note: Figures represent a 1980 intermediate-sized car equipped with a 6-cylinder engine, automatic transmission, power steering, power disc brakes, AM radio, air conditioning, and tinted glass. All costs based on an economic use cycle of three years and 60,000 miles. Ownership per day costs are based on a 365-day calendar year.

Source: Runzheimer and Co.

TABLE VI-2

Combined owning and operating costs per mile

City	*Compact*	*Small Mid-Sized*	*Intermediate*	**Index**[1]
Atlanta	31.27¢	35.70¢	37.18¢	**98**
Boston	31.97	36.50	38.02	**100**
Chicago	33.04	37.73	39.92	**103**
Cincinnati	27.24	31.10	32.39	**85**
Cleveland	29.44	33.62	35.01	**92**
Dallas	31.34	35.78	37.27	**98**
Denver	38.77	44.27	46.10	**121**
Detroit	29.20	33.34	34.72	**91**
Dist. of Col.	32.55	37.17	38.71	**102**
Houston	33.67	38.45	40.04	**105**
Los Angeles	44.20	50.47	52.55	**138**
Miami	33.26	37.98	39.55	**104**
Milwaukee	32.97	37.65	39.20	**103**
Minneapolis	34.43	39.31	40.94	**108**
New York City	43.91	50.14	52.21	**137**
Pittsburgh	32.04	36.58	38.10	**100**
St. Louis	30.95	35.34	36.80	**97**
San Diego	30.82	35.19	36.65	**96**
San Francisco	36.92	42.16	43.90	**116**
Seattle	33.97	38.79	40.39	**106**
U.S.	**31.94¢**	**36.47¢**	**37.98¢**	**100**

Source: Hertz Corp.

[1] Index is the ratio of the city's cost to the U.S. average; an index of 103 means the city's cost is 3% over the U.S. average.

Note: Examples of auto sizes: Ford Fairmont, compact; Granada, small mid-sized; and LTD II, intermediate. Costs are for a vehicle driven 10,000 miles a year for three years.

TABLE VI-3

Automobile fleet purchase costs

Model	Fleet Purchase Price Eight-Cylinder 1980	 1979	 % Increase 1979–80	 Six-Cylinder 1980	 1979	 % Increase 1979–80
American Motors Concord,[1] four-door sedan	—	—	—	$4,400	$3,655	N.A.
Chevrolet Caprice Classic, two-door sedan	$5,404	$4,853	11.4%	5,254	4,672	12.5%
Dodge Diplomat Medallion, four-door sedan	5,775	4,896	18.0	5,596	4,717	18.6
Ford LTD-S, four-door pillared	5,181[2]	4,625	12.0	5,058	—	—
Mercury Monarch, four-door pillared	4,571	4,074	12.2	4,417	3,839	15.1
Plymouth Volare, four-door sedan	4,421	3,750	17.9	4,242	3,571	18.8

Note: All prices include only the equipment that the manufacturer considers standard. Freight charges are not included. Fleet purchase prices will vary according to deals worked out by individual buyers and sellers. The basic prices listed above are commonly obtainable when five or more cars are purchased.

N.A.—Not available; substantial model changes make comparison invalid.

[1] Not available as an eight-cylinder model.

[2] LTD-S replaces LTD-II.

Source: Sales & Marketing Management survey.

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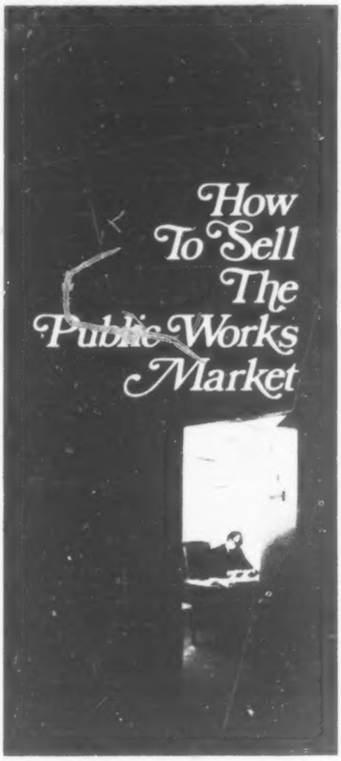
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TABLE VI-4

Fuel cost and consumption by car size

Category	1980 Full-Sized 8-Cyl. (267 CID) Engine	1980 Intermediate 6-Cyl. (229 CID) Engine	1980 Compact 4-Cyl. (151 CID) Engine
Fuel cost and consumption			
Expected miles per gallon	15.0	17.0	20.0
Prevailing gasoline price	104.6¢	104.6¢	104.6¢
Fuel consumption (gallons) @ 20,000 annual business miles	1,333 gal.	1,176 gal.	1,000 gal.
Annual fuel cost @ 20,000 annual business miles	$1,394	$1,230	$1,046
Fixed and operating costs (Annual @ 20,000 business miles per year)			
Gasoline and oil	$1,420	$1,256	$1,078
Maintenance	276	262	238
Tires	124	112	94
Insurance	790	728	728
License	25	25	25
Depreciation	1,337	1,265	1,193
Total annual cost	**$3,972**	**$3,648**	**$3,356**

Note: Gasoline price is for unleaded premium in October 1979, as reported by the Bureau of Labor Statistics.
Source: Runzheimer & Co.

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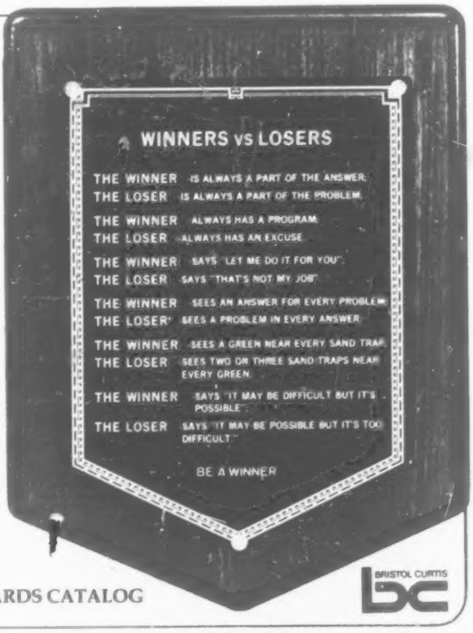
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THE LOSER ALWAYS HAS AN EXCUSE.
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THE LOSER SAYS "THAT'S NOT MY JOB".
THE WINNER SEES AN ANSWER FOR EVERY PROBLEM.
THE LOSER SEES A PROBLEM IN EVERY ANSWER.
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TABLE VI-5

Standard and economy car-rental rates

City Or Metro Area	Average Standard Rates $ Per Day/ ¢ Per Mile	Economy Rates $ Per Day/ ¢ Per Mile
Northeast		
Albany	$22.95/28¢	$16.95/17¢
Boston	26.00/39	23.00/36
Bridgeport-Stamford-Norwalk-Danbury	23.95/29	23.95[1]/
Buffalo	27.00/38	28.95[1]/
Hartford	24.00/31	23.95/29
New York	27.00/39	24.00/32
Newark	27.00/39	18.95/28
Philadelphia	24.00/32	21.95/30
Pittsburgh	23.95/31	22.00/28
Providence	24.00/32	17.95/22
Rochester	25.95/36	18.75/19
Average	**$25.07/34¢**	**$21.85/22¢**
Midwest		
Chicago	$23.95/33¢	$20.95/26¢
Cincinnati	21.95/27	19.95/23
Cleveland	24.00/29	21.95/25
Columbus	20.00/26	17.95/21
Dayton	21.95/28	19.95/24
Detroit	22.95/28	21.95/25
Indianapolis	22.00/25	19.95/23
Kansas City, Mo.	21.95/26	19.95/23
Milwaukee	22.00/25	19.95/20
Minneapolis-St. Paul	21.95/26	32.95/21[2]
Omaha	21.00/25	19.95/23
St. Louis	22.00/28	19.95/26
Toledo	22.00/25	18.95/20
Average	**$22.13/27¢**	**$21.10/23¢**
South		
Atlanta	$24.95/26¢	$22.00/24¢
Baltimore	27.00/33	19.95/19
Birmingham	23.95/26	15.95/16
Greensboro, N.C.	23.00/26	15.95/17
Houston	22.95/28	19.95/26
Louisville	21.95/26	17.95/20
Memphis	23.95/26	29.95[1]
Miami	21.00/21	26.95[1]
Nashville	23.95/26	19.00/25
New Orleans	$23.00/28¢	$20.95/25¢
Oklahoma City	21.95/24	19.92/21
San Antonio	21.00/26	28.95[1]
Tampa-St. Petersburg	21.00/21	26.95[1]
Washington D.C.	27.00/34	15.95/27
Average	**$23.33/27¢**	**$21.46/16¢**
West		
Denver	$21.00/26¢	$33.95[1]
Los Angeles	23.95/29	22.00/26¢
Phoenix	20.95/24	25.95/16[2]
Portland	22.95/29	20.95/28
Sacramento	22.95/29	21.95/26
Salt Lake City	22.00/26	18.95/21
San Diego	23.95/29	23.95/28
San Francisco	22.95/29	20.95/28
San Jose	22.95/29	20.95/28
Seattle	23.00/29	21.95/29
Average	**$22.67/28¢**	**$23.16/23¢**
Canada*		
Calgary	$25.95/13¢	$21.00
Montreal	27.95/13	24.95/10
Ottawa	25.95/13	22.95
Toronto	28.00/16	24.00
Vancouver	24.95/14	26.95
Winnipeg	26.95/13	25.95
Average	**$26.63/14¢**	**$24.30/N.A.**

*Canadian dollars.

[1] Includes unlimited mileage.

[2] Includes 100 free miles.

Canadian rates include from 100 to unlimited kilometers. Where indicated, excess rates shown are per kilometer.

N.A.—Not applicable due to varying rate structures.

Note: Average standard rates are obtained from current Avis, Hertz, and National directories (in Canada, National is affiliated with Tilden); average economy rates obtained from current Budget directory. Rates are applicable to basic sedan such as Granada, Malibu, or LeMans and do not include gasoline. Rates shown here are the commonly used nondiscountable "dry rates" (no gas).

Note: When comparing regional average standard and economy rates, allowance must be made for the fact that the latter group's charges include free mileage from 100 miles to unlimited.

Source: Sales & Marketing Management survey.

TABLE VI-6

Auto mileage reimbursement plans

Allowance Plan	Percent Of Companies Consumer Products 1979	Consumer Products 1978	Industrial Products 1979	Industrial Products 1978	Other* 1979	Other* 1978
Single Rate Mileage Allowance						
Under 12¢ per mile	**7.1%**	1.0%	**1.0%**	1.1%	—	1.8%
12¢ per mile	**2.9**	8.7	**1.7**	4.1	—	—
13¢ per mile	—	1.0	**1.7**	1.7	—	1.8
14¢ per mile	**2.9**	7.8	**4.6**	8.0	**1.5%**	**5.4**
15¢ per mile	**27.1**	46.6	**34.0**	44.6	**24.6**	41.1
Over 15¢ per mile	**38.6**	12.6	**41.2**	22.3	**50.7**	23.2
Fixed periodic allowance	**4.3**	4.8	**3.0**	2.8	**1.5**	5.4
Graduated mileage allowance	**1.4**	6.8	**4.3**	6.9	**7.3**	7.1
Combination allowances**	**4.3**	4.9	**2.6**	3.3	**4.3**	5.3
Other	**11.4**	5.8	**5.9**	5.2	**10.1**	8.9
Total	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

*Includes services, financial institutions, transportation, utilities, etc.

**Typically include allowances per mile plus allowances per week or month.

Note: Some yearly differences reflect changes in companies reporting data.

Source: American Management Assns. *Executive Compensation Service*

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ORGANIZATION ____________

ADDRESS ____________

CITY ____________ STATE ________ ZIP ________

PHONE (   ) ____________

TABLE VI-7

Sources of autos used by salespeople

% Of Companies

	Company-leased auto	Employee-owned auto	Company-owned auto	Employee-leased auto
1979	54.4%	21.9%	17.9%	4.5%
1978	52.8%	22.3%	21.0%	2.7%
1977	52.7%	23.2%	19.7%	3.3%
1976	59.2%	18.6%	18.5%	3.7%
1975	53.4%	24.7%	18.2%	1.1%

Note: Change in category groupings from year to year make comparisons imprecise. "Other" category, not shown here, includes unspecified method of fleet operations. This category represented 1.3% in 1979, 1.2% in 1978, and 1.1% in 1977. Details may add up to more than 100 due to rounding.

Source: American Management Assns., *Executive Compensation Service.*

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MAR 17
1980

S&MM
SALES & MARKETING MANAGEMENT

MARCH 17, 1980
A BILL PUBLICATION
TWO DOLLARS

Lehigh breaks away from the herd

In a Lehigh Valley Farms commercial, a family that enjoys the great outdoors quaffs "America's most refreshing new soft drink," low-fat Lite milk. Using a brand name and advertising on TV are just two ways the farm co-op is bringing milk marketing into the 1980s. The results include a doubling of sales in just four months. Story on page 29.

Inside Out

Selling to the Soviets. Except for products redlined by the U.S. government, it's business as usual for marketers with Russian clients. Page 10.

Sales promotions. Cracker Jack packs some new prizes that are so big they won't even fit in the box. Page 13.

Cents-off coupons. A judge is asked to decide this intriguing question: are coupons a case of predatory pricing? Page 15.

Computers. As lower-cost computers enter the market, IBM experiments with low-cost selling. Page 19.

Airline marketing. World Airways is back in the sky to lure price-conscious passengers away from the major carriers. Page 19.

Training. To ensure that its new cardiovascular drug goes over, E.R. Squibb & Sons staged its most ambitious sales training program yet. Page 33.

Salesmanship. You're never too old to sell, says Henry Flarsheim, who, at age 83, offers himself as a prime example. Page 41.

Making the sale. For many salespeople, dealing with the customer's objections is the most objectionable part of selling. But it needn't be. Page 102.

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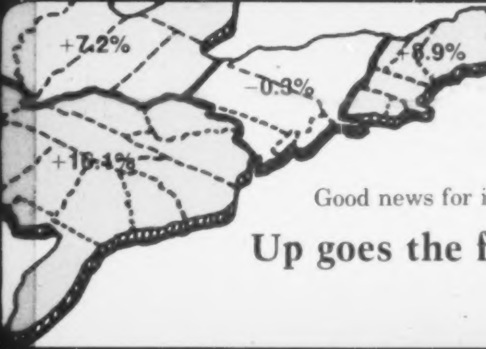

Good news for industrial marketers

Up goes the factory count

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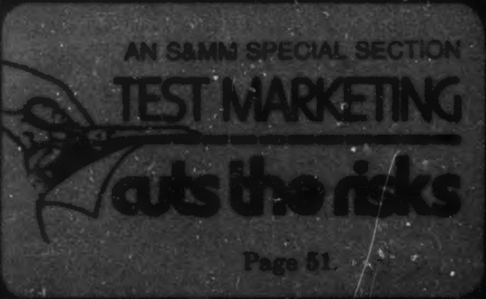

AN S&MM SPECIAL SECTION

TEST MARKETING cuts the risks

Page 51.

SILVER SPRIN
8901 COLESVILLE
SILVER SPRING

What's coming up

An S&MM Special Section: Sales incentives. Seven out of ten companies will be using incentive programs in 1980, the majority spending record amounts to guarantee results. S&MM tracks the most effective ways companies today use contests, awards, and recognition programs. Also: the results of our survey on, among other things, how industrial and consumer-goods marketers rate cash, merchandise, and travel incentives. Apr. 7.

How Josten's trains salespeople. S&MM spends a day with some new hires, who are taught selling, A to Z, the Josten way. Apr. 7.

Industrial markets. S&MM's annual *Survey of Industrial Purchasing Power* updates the 1977 *Census of Manufactures* for shipments by county and four-digit SIC industry. Apr. 28.

Customer sales planning. Marketing professor Daniel Caust explains a grid that enables salespeople to get the most out of a territory—and lets managers get the most out of salespeople. May 19.

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All unsolicited manuscripts must be accompanied by a return envelope with sufficient first-class postage. We regret that those arriving without such postage cannot be returned.

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10 Industrial marketing / **Communicating for sales**
11 Crisis at the pumps / **Help!**
11 Marketing strategies / **IBM tries low-cost selling**
13 Sales promotions / **Cracker Jack's 'Super Surprise'**
13 Incentive sales / **Going West**
13 Marketing research / **Taming the information beast**
15 Cents-off coupons / **Grounds for a lawsuit?**
15 S&MM barometer / **Toward wage-price controls**
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S&MM **Sales & Marketing Management** [ISSN 0163-7517], a Bill publication, is published monthly except in February, April, July, and October, when it is published twice a month. Controlled circulation postage paid at New York, N.Y. 10001, and East Stroudsburg, Pa. 183[illegible] Form 3579 requested at 633 Third Ave., New York, N.Y. 10017. Executive, editorial, and circulation offices: 633 Third Ave., New York, N.Y. 10017. SUBSCRIPTIONS: U.S.A. and Canada, $28 a year. Foreign, $45. Allow 4 to 6 weeks for first issue to arrive. Member of the Audit Bureau of Circulations, American Business Press, Business Publications Audit of Circulation, and Magazine Publishers Assn. © Copyright **S&MM** [Sales & Marketing Management], 1979. All rights reserved.

such as *California Business* and *Crain's Chicago Business*). Enter a new service to help researchers keep abreast of all that's being published of interest to them. It's called the Advertising and Marketing Intelligence Service (AMI), and it's a joint venture of the New York Times Information Service and J. Walter Thompson advertising agency.

Developed from a limited service provided to J. Walter Thompson by the Times' Information Service, AMI stores abstracts of articles and news items from 60 general and business publications (including S&MM) in a computer in Parsippany, N.J. Abstracts are added daily and appear on the user's own video and print terminals.

Wayne Fickinger, president of J. Walter Thompson, notes that the service is compatible with over 400 types of computer terminals. Access to AMI's computer via regular telephone lines costs $4,850 per year and includes 30 hours of on-line time. Each hour thereafter costs $95.

CENTS-OFF COUPONS

Grounds for a lawsuit?

In 1971 Procter & Gamble's Folger Coffee signalled its entry into the Cleveland and Pittsburgh markets with a salvo of cents-off coupons. The goal was to dislodge General Foods' Maxwell House brand, but the campaign hurt Breakfast Cheer, then owned by Indian Coffee Corp., Pittsburgh.

In 1974, Indian sold out to Wechsler Coffee Corp., Moonachie, N.J., but not before owner

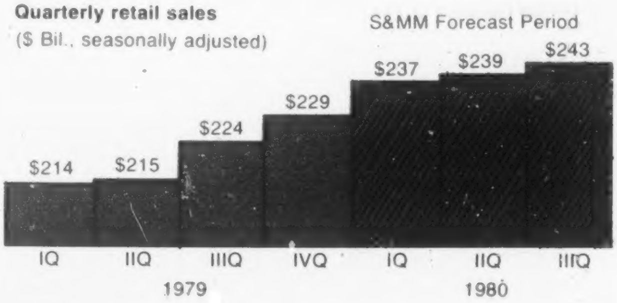
S&MM BAROMETER

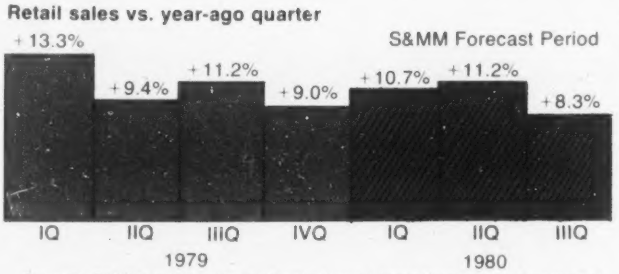
Shooting toward wage-price controls

January's consumer price index rise to an annual 18% rate heightened the prospect of wage and price controls. Michael Luckey, senior economist at Merrill Lynch Economics, New York City, thinks there is perhaps a 60% chance that controls will be enacted this year although "they won't work because they will not tackle the central problems behind the inflation."

Meanwhile, despite personal savings standing at a postwar low, the unexpected strength in the employment picture and the prevalent psychology of buying in anticipation of future price increases suggests a 10.7% rise in retail sales in the first quarter, and an 11.2% increase in the second. Because retailers' prices will be escalating faster, the gains will be illusory, however.

Further clouds on the horizon: Consumer incomes will be pinched by higher energy prices, social security taxes, and inflated tax brackets, says Carol Brock Kenney, consumer economist at Shearson Loeb Rhoades, New York City. She predicts that they will mean a $60 billion income "drag," or restraint, on spending.





Source: S&MM retail sales estimate based upon forecasts of personal consumption expenditures by Chase Econometrics, Data Resources, Evans Economics, Merrill Lynch Economics, and Wharton Econometric Forecasting Associates.
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S&MM sneaks a look at a new *Census of Manufactures* and finds that the number of U.S. plants jumped 12.2% in 1972–77. Not bad for a postindustrial society.

Up goes the factory

By THAYER C. TAYLOR
Senior Editor/Management Sciences

A surprising increase in the number of prospects for industrial marketers is heralded by the first trickle of reports from the 1977 *Census of Manufactures*. An analysis by S&MM of preliminary state reports reveals that the number of manufacturing establishments surged 12.2% to 360,275, in the 1972–77 period.

What's more, the number of plants probably continued to expand steadily through 1979. Next month, S&MM's annual *Survey of Industrial Purchasing Power (SIPP)* will report that the number of factories with 20 or more employees now stands at 140,236, a healthy 22% rise over the 1977 total.

The 12.2% growth is significant for three reasons:

- It dwarfs the 3.1% gain that occurred between the 1967 and 1972 censuses, not to mention the 0.3% decline in the 1963–67 period.
- It took place despite the 1974–75 recession, the worst economic relapse since 1929.
- Contrary to all the talk about the postindustrial society of today and the information society of tomorrow, the figures show that manufacturing still has considerable vigor.

The growth is good news for consumer marketers, too. Factory payrolls are the single biggest component of Effective Buying Income, so shifts in manufacturing activity influence a local market's buying power.

Regional trends highlighted by forthcoming Census Bureau reports will come as no surprise to users of S&MM's *SIPP*, which has documented the acceleration of industrial growth in the South and West.

The Rocky Mountain region, starting from a small base, set the pace in 1972–77 with a 32% increase in manufacturing plants. Next came the Southwest, up 28%, and Far West, 27%.

Although these growth rates may give marketers some idea of how to deploy their sales force in the future, they don't tell the whole story. For example, the Rocky Mountain's 32% advance translates into a numerical gain of only 2,172 factories. In contrast, the highly industrialized Great Lakes grew less than one-fourth as fast but added more than twice as many new plants, 4,651.

In the "war between the belts," the Sunbelt gained rapidly on the Snow Belt. The number of plants in the states that form the southern perimeter from North Carolina to California increased 23%, to 130,195, vs. a 3.4% gain, to 158,236, by the industrial area stretching from Massachusetts to Wisconsin. If these sharply divergent rates continue, the Sunbelt will take the lead in total plants by the mid-1980s.

All this is *not* simply the result of manufacturers forsaking the North for cheap southern labor, however. David L. Birch, a consultant with the Massachusetts Institute of Technology's program on neighborhood and regional change, says that "the physical migration of firms from one state to another is relatively insignificant, rarely exceeding 0.1% of the job base." More critical, he concludes, "is the birth of new plants and enterprises and the rate at which dying ones are replaced."

Industrial marketers who dig into the 1977 census data are sure to make the Southeast a focal point of long-range planning. As a result of its 16% growth, the region boasts more manufacturing prospects, 69,558 plants, than the highly

count

industrialized Great Lakes, 69,324, and is topped only by the Mideast, 76,270. Even more significant is the region's changed industrial mix. E. Evan Brunson, director of governmental affairs at the Southern Growth Policies Board, observes, "The region's traditional low-wage industries account for only 25% of manufacturing employment growth while the newer, higher-wage industries, such as nonelectrical machinery and chemicals, have about 42% of new jobs."

His contention is supported by data on value added by manufacturers, which is calculated by taking shipment figures and subtracting the cost of purchased materials. Although the Great Lakes is far ahead with a 27.4% share of U.S. total value added, the Southeast has drawn even with the Northeast at 19.3%. Equally important are the figures on value added per employee, which indicates how productively factories are used. Here the Southeast's rate of increase in 1972–77 was 62.4%, second only to a 75.9% gain in the Southwest, which is heavily oriented toward electronics.

Where the industrial prospects are

Region & State	*Total Plants 1977*	*% Change 1972–77*	*Plants 20+ Employees*	*Value Added ($Mil.)*	*% Of U.S.*	*Total Employment (Thous.)*
NEW ENGLAND	**25,849**	**+ 8.9%**	**8,974**	**$36,218.3**	**6.1804%**	**1,406.7**
Connecticut	6,486	+11.2	2,335	10,998.9	1.8769	413.1
Maine	2,153	+ 4.2	600	2,346.6	.4004	103.1
Massachusetts	11,258	+ 4.5	4,171	16,895.4	2.8831	627.1
New Hampshire	1,821	+27.0	625	2,162.6	.3690	94.9
Rhode Island	3,103	+12.6	943	2,764.8	.4718	125.7
Vermont	1,028	+19.8	300	1,050.0	.1792	42.8
MIDEAST	**76,271**	**− 0.3**	**26,780**	**113,197.6**	**19.3161**	**4,009.1**
Delaware	622	+ 9.7	237	1,618.0	.2761	68.6
Dist. of Columbia	557	− 1.2	132	612.2	.1045	18.6
Maryland	3,923	+ 9.6	1,350	7,108.7	1.2130	241.9
New Jersey	15,735	+ 4.4	5,810	23,197.1	3.9583	783.7
New York	36,652	− 4.5	11,483	44,676.9	7.6237	1,550.5
Pennsylvania	18.781	+ 2.1	7,768	35,984.7	6.1405	1,345.8
GREAT LAKES	**69,324**	**+ 7.2**	**26.011**	**160,406.8**	**27.3721**	**4,998.5**
Illinois	19.539	+ 5.7	7,462	40,277.2	6.8730	1,286.9
Indiana	8,068	+ 9.7	3,227	22,593.7	3.8554	704.9
Michigan	15,655	+ 8.2	5,407	37,480.4	6.3957	1,119.2
Ohio	17,381	+ 6.0	6,744	43,294.0	7.3878	1,345.8
Wisconsin	8,681	+10.6	3,171	16,761.5	2.8602	541.7
PLAINS	**24,349**	**+13.4**	**7,817**	**40,064.8**	**6.8367**	**1,304.4**
Iowa	3,789	+11.8	1,245	8,715.8	1.4873	239.9
Kansas	3,270	+15.1	1,043	5,385.3	.9190	172.0
Minnesota	6,635	+16.4	2,125	9,245.3	1.5776	330.3
Missouri	7,374	+ 9.5	2,438	12,813.5	2.1865	435.8
Nebraska	1,969	+14.3	627	2,821.8	.4815	90.0
North Dakota	573	+18.9	146	474.6	.0810	14.2
South Dakota	739	+21.7	193	608.5	.1038	22.2
SOUTHEAST	**69,558**	**+16.1**	**22,973**	**113,096.7**	**19.2990**	**4,207.7**
Alabama	5,859	+17.5	1,860	8,348.7	1.4246	340.3
Arkansas	3,600	+24.2	1,102	4,865.0	.8302	194.3
Florida	12,366	+20.3	2,909	9,332.1	1.5924	357.6
Georgia	8,630	+13.2	2,908	12,499.7	2.1330	484.4
Kentucky	3,553	+12.1	1,317	9,440.1	1.6100	277.0
Louisiana	4,245	+16.0	1,230	9,503.1	1.6216	194.2
Mississippi	3,283	+20.4	1,143	5,598.5	.9553	219.2
North Carolina	9,939	+15.1	3,994	18,105.6	3.0896	763.9
South Carolina	4,227	+ 8.4	1,562	8,095.4	1.3814	375.3
Tennessee	6,499	+ 8.4	2,485	12,635.0	2.1561	488.1
Virginia	5,497	+13.6	1,873	10,765.4	1.8370	394.5
West Virginia	1,860	+ 7.3	588	3,908.1	.6669	118.9
SOUTHWEST	**26,180**	**+28.2**	**7,666**	**41,715.2**	**7.1238**	**1,198.4**
Arizona	2,896	+42.2	677	3,387.6	.5781	110.7
New Mexico	1,325	+42.8	259	790.0	.1341	30.4
Oklahoma	3,825	+25.8	1,071	4,650.7	.7936	168.1
Texas	18,134	+25.7	5,659	32,922.9	5.6180	889.2
ROCKY MOUNTAIN	**8.881**	**+32.4**	**2,155**	**9,182.8**	**1.5670**	**310.7**
Colorado	3,952	+39.1	968	4,551.8	.7767	151.9
Idaho	1,491	+25.3	378	1,418.5	.2421	51.7
Montana	1,172	+24.3	204	860.3	.1468	24.0
Utah	1,757	+29.5	502	1,971.5	.3364	74.2
Wyoming	509	+35.0	103	380.7	.0650	8.9
FAR WEST	**59,864**	**+26.6**	**16,720**	**72,104.9**	**12.3042**	**2,291.3**
Alaska	430	+25.7	129	479.3	.0818	11.4
California	45,331	+26.9	12,920	55,452.3	9.4625	1,770.0
Hawaii	946	+22.4	231	790.9	.1350	25.1
Nevada	731	+63.5	148	497.8	.0849	15.2
Oregon	5,717	+ 8.2	1,578	6,255.7	1.0675	203.9
Washington	6,709	+25.6	1,714	8,628.9	1.4725	265.7
U.S.	**360,275**	**+12.2%**	**119,094**	**$586,023.1**	**100.0000**	**19,726.8**

Note: Details may not add to totals due to rounding.

Sources: S&MM calculations; Census Bureau, 1977 *Census of Manufactures: Selected Statistics for States: MC77-S-2(P)*, and individual state reports in the geographic area series.

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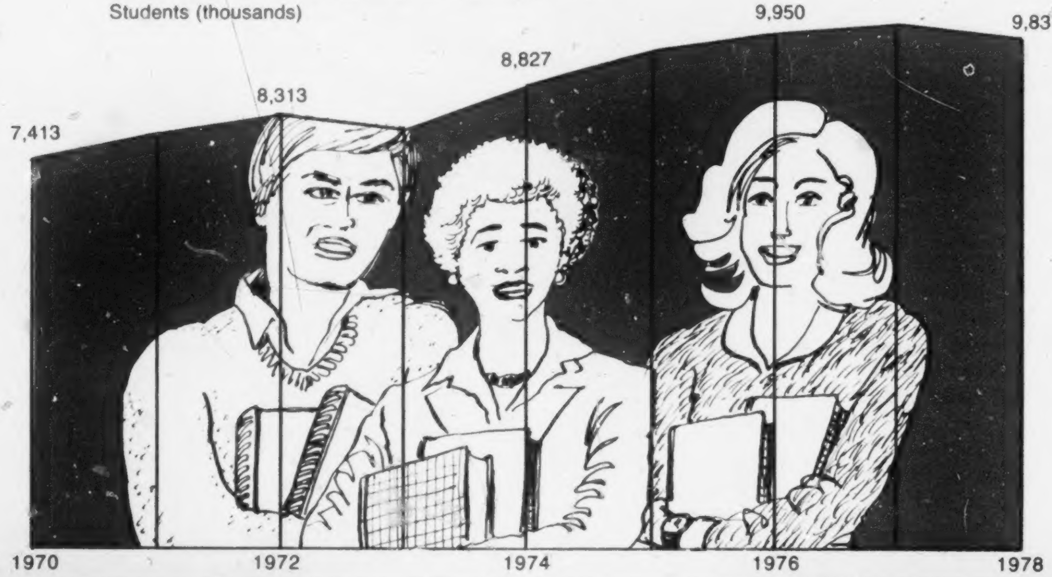
S&MM MARKETGRAPH

The changing face of the college crowd

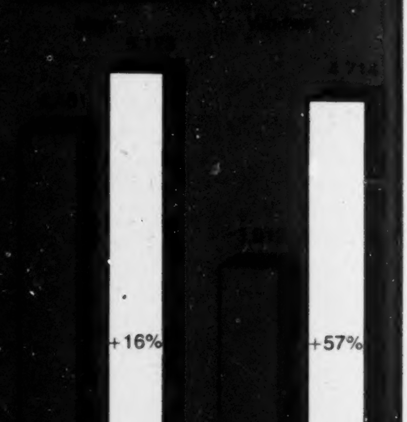
U.S. college campuses present a sharply different scene today than in the early 1970s. Because of the trend of delayed marriages and the emphasis on longer career preparation, the number of older students has increased. At the same time, the focus on women's rights has resulted in more female students. This is also true in graduate schools, which are of special interest to marketers.

Enrollment is up by one-third since 1970

Students (thousands)

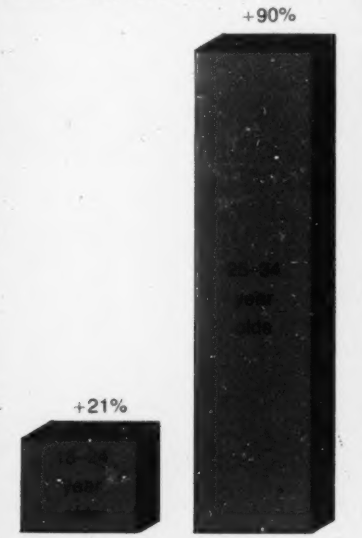


Female students rose three times faster than males



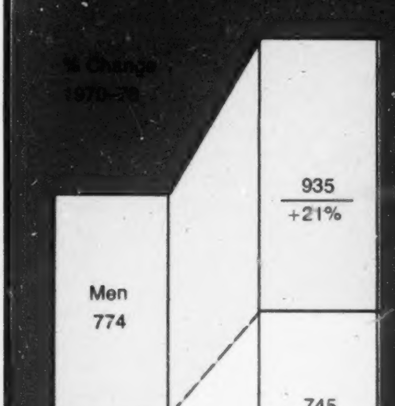
At last, the campus shows some signs of growing up

% Increase, 1970–78



More graduate students means greater buying power

Students (thousands)



Note: Details may not add up to totals because of rounding.
Sources: Census Bureau, *School Enrollment—Social and Economic Characteristics of Students: October 1978*, Series P-20, No. 346; National Center for Education Statistics, *The Condition of Education*, 1979 edition.
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The Market
User
OEM

Industrial marketing: Dana's clutch hitters

What's the remedy when demand tapers off in your basic business? Dana Corp.'s answer is a special marketing team assigned to go after a spectrum of industrial markets. Heading the effort are Jack Neff, vice president, North American Marketing (top left), and general sales manager Len Newblom. Chart above shows how their sales engineers work with distributors to service accounts of all sizes. Page 31.

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Media. Not even a lost RCA communications satellite will ground Ted Turner's newest cable TV venture. Page 10.

Merchandising. Authors' woes include (1) critics and (2) bookstores that can't meet demand. Waldenbooks has an answer to the second problem. Page 15.

New products. If you think that most fail, you're wrong. A just-published survey shows that two-thirds click. Page 20.

Ma Bell's big move. Even as the legislative mills grind on, AT&T's top management goes ahead with a plan to create a separate, unregulated subsidiary for data communications. Page 27.

Cooperative advertising. Retailers often complain that manufacturers' co-op plans should be standardized. Now a trade group is adopting the idea. Page 83.

A significant trend. Not since 1975 has Detroit produced a convertible, thereby creating a growth market for a cottage industry. Page 100.

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Give a little,
Get a lot

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The 1980 Census

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SM1176229 0380 9072015414P401X
CONGRESSIONAL INF SV ***
/ACQUISTIONS DEPT ***
7101 WISCONSIN AVE
WASHINGTON DC 20014

S&MM
APRIL 7, 1980

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An S&MM Special Section: Industrial Advertising. Case histories and tips on using advertising for best results. Plus, an exclusive S&MM survey on what sales executives think of (and contribute to) the advertising process. May 19.

Olivetti. Its fortunes in the U.S. office-equipment market sagging, the Italian company picks a woman to put its sales here back on course. June 9.

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103 Worth writing for

VOL. 124, NO. 5

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only two R-22s a week, so marketing coordinator Karen Walling's biggest problem isn't new sales but pacifying some 80 eager dealers—most established sellers of fixed-wing aircraft. Thus Robinson is at work on what he needs most—a plant expansion that will let him deliver 10 helicopters a week, putting him a notch closer to competing with Cessna's and Piper's smaller fixed-wing aircraft.

CONSUMER RESEARCH

A pitch right from the heart?

They laughed when he set out to prove that a consumer's buying intentions could be gauged by the pitch of his or her voice, but after five years Glen A. Brickman and Vopan Marketing Research, Boston, are suddenly awash with respectability. After addressing the Advertising Research Foundation last month, Vopan founder-president Brickman and executive vice president Larry Ramsey are readying speeches for meetings of the American Marketing Assn. and the Advertising Club of New York in April.

Simply stated, the pitch theory is that the vocal cord is like a guitar string that becomes taut when a person expresses a conviction such as intent to buy a product. Brickman contends that measuring that particular note on the individual's unique voice "scale" yields more revealing results than the usual questionnaires.

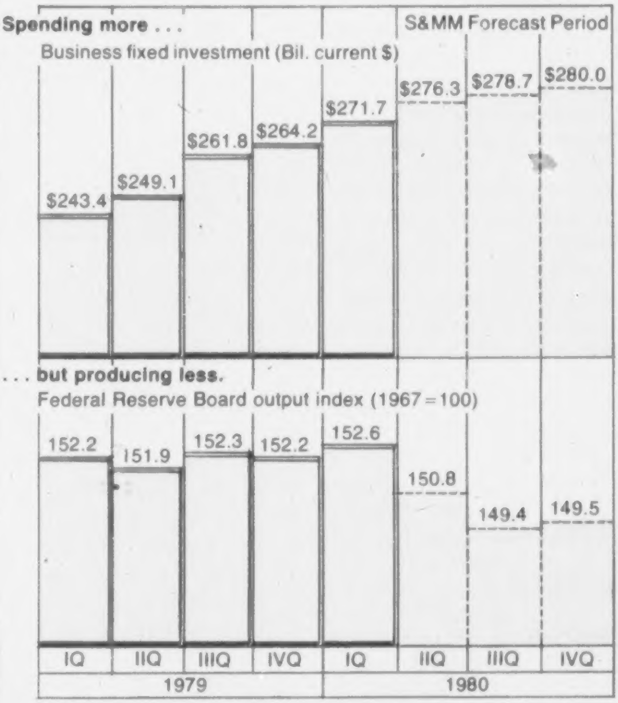
A Vopan field interviewer warms up his subject with routine questions to establish the

S&MM BAROMETER

Roses and thorns for the industrials

Industrial-goods marketers are caught on the horns of a forecast dilemma. On the one hand, as a spokeswoman for Chase Econometrics notes, the Administration's third anti-inflation package in four years aims at forcing a recession to curb demand. On the other hand, as Data Resources senior economist Lee Philips observes, business spending is at a high level because of the need to modernize capital stock, ward off foreign competition, and comply with environmental regulations.

The leading econometric consultants polled by S&MM last month expect the downward pressures to win. They see year-to-year gains in business fixed investment ebbing—a 10.9% climb in the second quarter, 6.5% in the third, and 6.0% in the fourth. Still, the Commerce Dept.'s latest survey finds capital spending plans by businesses up 11% for 1980, and a Conference Board poll reveals that capital appropriations shot up an unusual 9% in last year's fourth quarter.



Sources: Consensus forecast of Chase Econometrics, Data Resources, Evans Economics, Merrill Lynch Economics, and Wharton Econometric Forecasting Associates.

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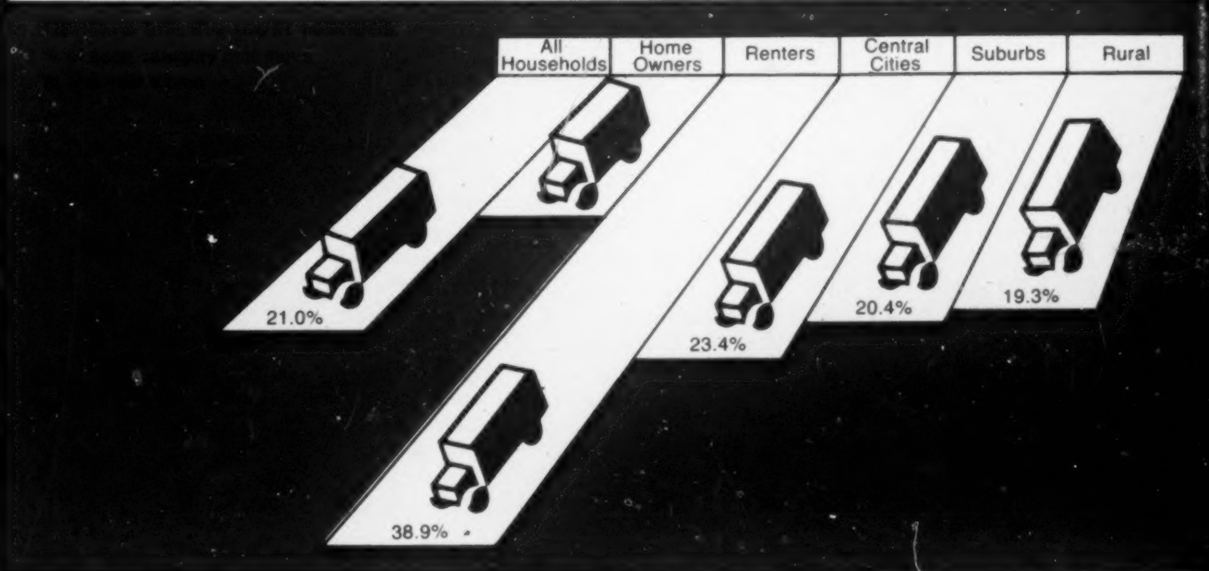
S&MM MARKETGRAPH

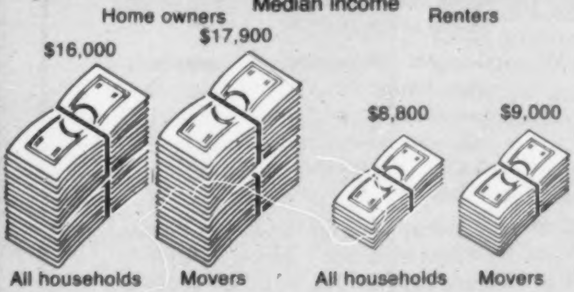
Mobile Americans: A moving target with sales potential

With one out of five households on the move each year, mobility presents numerous opportunities for marketers. In general, people who move are more upscale than their stay-put counterparts, boasting higher incomes and costlier homes. Why do they move? Over 38% want to satisfy housing needs, such as owning their own home or living in a better neighborhood. The next largest cause is a change in family status, such as marriage, divorce, or the arrival of more children. Although current uncertainties about energy may reduce the mobility rate, it's just as likely that they will encourage more people to move from the high-cost, energy-poor Northeast to Sunbelt and Rocky Mountain states.

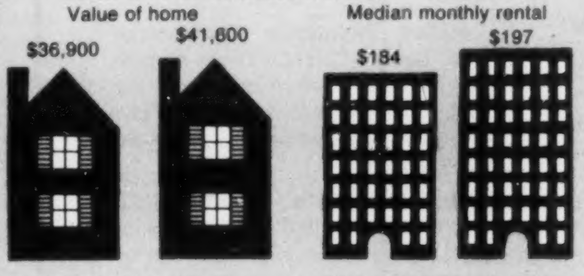


People who move have more to spend . . .

Median income

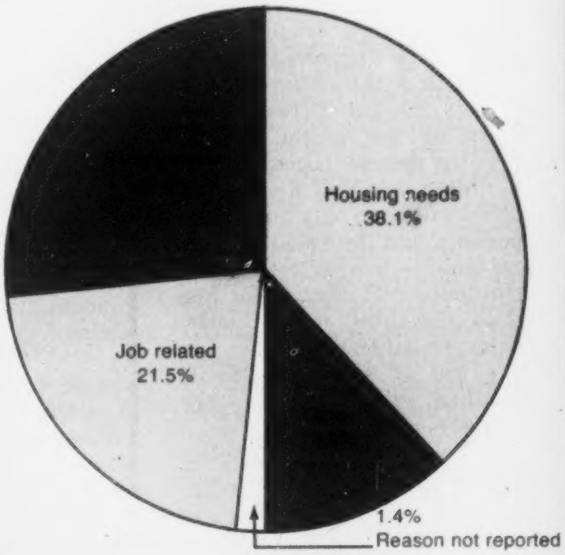


. . . and live in costlier homes



Why they pull up stakes

Main reason for moving



Note: Details won't add to 100% because of rounding.

Note: Movers are those households that moved within the year prior to the survey, which was taken between October 1977 and January 1978. **Source:** Census Bureau and U.S. Dept. of Housing and Urban Development, *Annual Housing Survey: 1977, Housing Characteristics of Recent Movers,* Series H-150-77, Part D.

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AN S&MM SPECIAL SECTION

Sales Incentives

Give a little, Get a lot

Nearly 7 in 10 sales executives use merchandise, travel, and cash incentives to stimulate sales. Incentives work so well, in fact, that an exclusive S&MM survey finds that this year over 40% of companies will run more programs than they did in 1979.

Sales Incentives
Give a little,
Get a lot

Merchandise, travel, and cash incentives are such effective motivators that sales and marketing executives are boosting their 1980 incentive budgets.

INCENTIVE GAME PLAN

By SALLY SCANLON
Senior Editor

With inflation running at a staggering 20% annual rate, sales executives aren't playing games with their marketing budgets this year. Nevertheless, 69% of them will offer their salespeople merchandise, travel, or cash incentives for doing jobs that, some observers grumble, they're paid to do anyway. Moreover, 60% of incentive users will increase their spending this year, and nearly half plan to run more programs than they did last year.

Those are some of the highlights of an exclusive S&MM survey of current sales incentive practices. The survey, mailed in January to 1,000 subscribers, explored such areas as 1980 incentive budgets and program plans, prizes offered, program evaluation methods, and what steps sales and marketing executives take to make their programs fair; it also asked managers about their sales force recognition programs.

The rationale for a well-designed incentive program is *not* to get the salesperson or field sales manager to do his normal, everyday best. It's to stimulate him to put out the extra effort required to achieve specific short-term sales goals, such as opening a certain number of new accounts or selling a more profitable product mix.

The majority of sales executives think incentives are highly effective. Here's a sampling of their comments:

- "Historically, in our case, sales and new accounts increase when an awards program is in force." (National sales manager, $10 million-or-less industrial company)
- "Incentives help us selectively promote profitable line items." (Sales manager, $26–$50 million consumer-goods company)
- "During a time of high inflation, incentive programs are well-received by sales." (Regional manager, $501 million-or-over consumer-goods company)
- "Incentives help our company achieve short-term goals." (Sales training specialist, $501 million-or-over industrial company)
- "We have very tough competition. Motivation for extra effort is a must, and incentives motivate." (Corporate vice president, $501 million-or-over industrial and consumer goods company)

Although the highest percentage of incentive users is found in nonindustrial companies and in companies with annual sales of $11 million or more, our survey confirms that incentives have broad use. An analysis of responses by line of business and by annual volume shows that 50% or more of all respondents in each of the business and volume categories use incentives (Table A, at right). Their goals include:

- Stimulating sales;
- Increasing motivation;
- Concentrating on specific products or lines;
- Signing new business;
- Increasing activity in new geographic areas;
- Promoting new lines;
- Increasing market penetration.

To achieve those goals, 61% plan to increase their incentive budgets this year (Table B, page 58). Now that's hardly surprising in a year plagued with double-digit inflation. But

1980: AN S&MM SURVEY

the survey shows that the increases will be spent to boost participation as well as to meet rising costs. Thus 41% plan to spend more and to run more programs than they did last year, while 21% will spend more but run the same number of programs.

Several executives in both groups plan to increase the value of the awards they offer. As the vice president of a $101–$500 million insurance company says, "We're running the same number of programs this year, but we're after more participants and winners. We're also giving awards of greater value." The sales vice president of a small services company adds, "We're looking for a 20% increase in sales, and we feel we should up the ante in prizes."

There are dissenters, of course. Seven percent of users plan to decrease their 1980 incentive spending. About the same percentage will run fewer programs this year (Table B, page 58). Reasons for the decreases vary. Some respondents have had their budgets cut; others say that this year's marketing mix requires fewer programs because, for example,

Survey results: The big picture

(Base: 245 replies)*

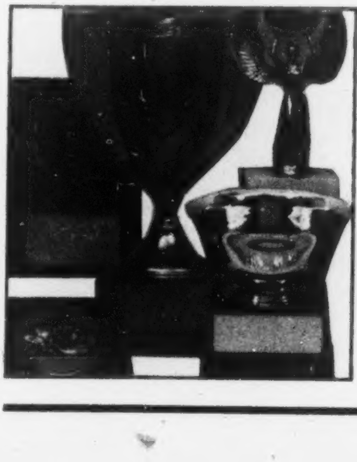
A

1. Will your company or division offer merchandise, travel, cash, or other incentives that are not a part of your regular compensation program to your own or to outside salespeople this year?

Yes	69%
No	31

2. Does your company or division have a formal recognition program for top salespeople, such as a president's club or salesman of the year award?

Yes	52%
No	46



3. Your line of business?

	Total sample	% of users among them
Industrial	56%	57%
Consumer goods	35	81
Services	10	81
Distribution	8	86

4. Your annual sales?

	Total sample	% of users among them
$10 million or less	23%	50%
$11–$25 million	20	61
$26–$50 million	15	76
$51–$100 million	13	64
$101–$500 million	17	90
$501 million or over	8	85

*Percentages total more or less than 100 because of multiple answers and no answers.

"we aren't introducing any new products this year," or "production can't keep pace with demand."

A few are simply disillusioned. "Special incentives have outlived their usefulness," says the marketing director of a $101–$500 million industrial company, who is halving his budget. The district manager of a $101–$500 million consumer-goods company adds, "There's been a lack of support for prizes by winners in the past."

Not all are cutting back by choice. The marketing manager of a $26–$50 million distribution company says, "Our incentives are based on cooperative programs with our suppliers. There's been a decrease in the number offered."

The survey turned up surprisingly few negative comments about the effectiveness of incentive programs, though,

Highlights from S&MM's survey of 1980 sales incentive practices

Incentive users and their plans for 1980

(Base: 168 replies)*

B

1. Do you plan to increase or decrease the number of merchandise, travel, or cash incentive programs you offer this year compared with the number offered last year?

Increase	47%
Stay the same	45
Decrease	7

2. How does your 1980 budget for special incentive programs compare with the 1979 budget?

Total increases	61%
Up 9% or less	17
Up 10%–19%	26
Up 20% or more	18
Stays the same	30
Decreases	7

3. To whom will you offer your special incentive programs?

Own field salespeople	80%
Field sales managers	36
Reps, brokers, or other outside agents	24
Own inside salespeople	15
Distributor salespeople	15
Other	5

4. What awards will you give?

Merchandise (including catalogue programs)	53%
Travel	42
Cash	62
Noncash only	38
Cash only	30
Cash plus noncash	32

5. How do you evaluate the effectiveness of your special incentive programs?

Measure unit sales growth	61%
Measure participation	35
Poll salespeople for their reactions	25
Measure change in market share	19
Do not formally evaluate	15

6. Does your company or division have a formal recognition program for top salespeople?

Yes	65%
No	33

7. Your line of business?

Industrial	46%
Consumer goods	42
Services	13
Distribution	7

8. Your annual sales?

$10 million or less	17%
$11–$25 million	18
$26–$50 million	17
$51–$100 million	13
$101–$500 million	22
$501 million or over	10

*Percentages may total more or less than 100 because of multiple answers and no answers.

Nonusers and their future incentive plans

(Base: 77 replies)*

C

1. Why won't you use merchandise, travel, or special cash incentives this year?

Against company policy	35%
Too costly	14
Tried them and they didn't accomplish our objectives	13
We feel they are unfair	6
Other**	34

2. Has your company or division used any merchandise, travel, or special cash incentives within the past three years?

Yes	26%
No	39

3. Do you plan to offer such incentives next year?

Yes	17%
No	44

4. Does your company or division have a formal recognition program for top salespeople?

Yes	26%
No	73

5. Your line of business?

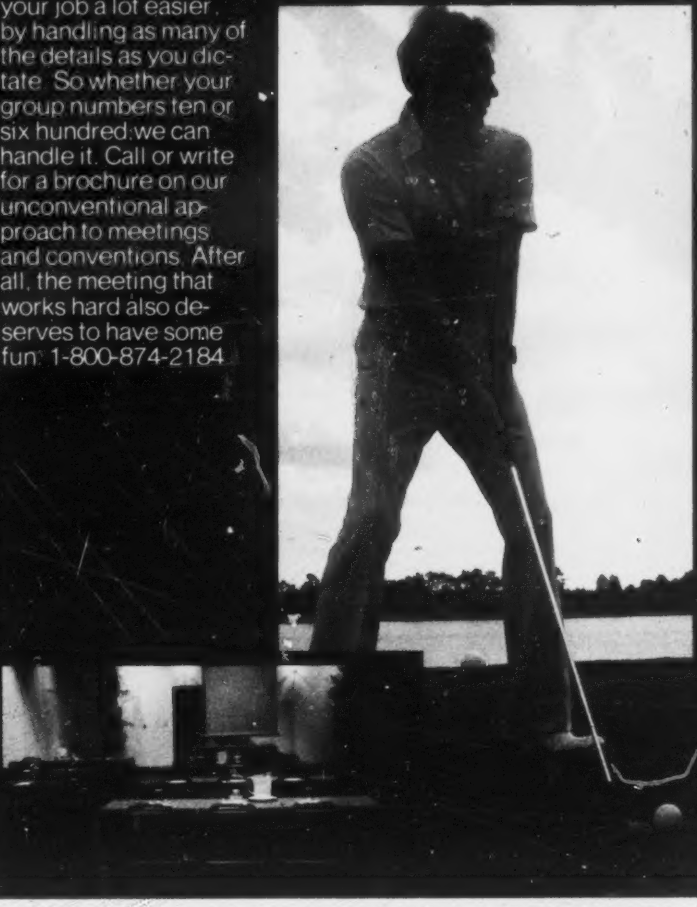
Industrial	75%
Consumer goods	21
Services	6
Distribution	3

6. Your annual sales?

$10 million or less	36%
$11–$25 million	25
$26–$50 million	12
$51–$100 million	16
$101–$500 million	5
$501 million or over	4

*Percentages may total more or less than 100 because of multiple answers and no answers.

**Prefer to put the dollars into incentive compensation; too difficult to administer; effects too short-lived; use recognition.



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even among nonusers. Only 13% of those who aren't running incentive programs this year (or about half of those who say they've used incentives within the past three years) say that such programs "didn't accomplish our objectives" (Table C, page 58). The chief reason they give for not using merchandise, travel, or cash incentives is that such programs are "against company policy."

Says one, "Our policy is to put the money into high commission dollars." Another complains, "Top management is afraid to spend a little more to get a little more in sales." But at least one worries that incentives might be too effective. "We don't want our salesmen pushing customers," he asserts.

Other reasons for not using incentives include short-lived results, "no need," problems with administering them fairly or with evaluating results, a biennial program schedule, and (from a marketing vice president) "Our sales manager doesn't like them."

Indeed, personal preference appears to play a large role in incentive-program decision-making. For example, past personal experience probably influences whether a company uses sales incentives. The survey found that 74% of current incentive users participated in sales incentive programs when they were salespeople; 94% of them enjoyed participating. In

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Sales Incentives Give a little, Get a lot

contrast, only 42% of nonusers ever participated in a program themselves, with only 78% of them enjoying such programs.

Personal preferences are even more apparent when it comes to the selection of awards. The loyal followers of merchandise, of travel, and of cash are convinced that their personal preference is by far "the best" award for all incentive programs. A strong minority (45%), however, now offers its salespeople a mix of prizes (though not necessarily in the same program). Ten percent use all three motivators: merchandise, travel, and cash. Thirteen percent offer merchandise and travel. Fourteen percent use merchandise and cash, and eight percent use travel and cash.

Incentives users' tips for shaping a fair program

1. **Set individual quotas.**
2. **Establish different quotas for different lines.**
3. **Base programs on two or more factors, not just on dollars or on units.**
4. **Analyze your markets and your sales programs before you set your sales-incentive goals and quotas.**
5. **Base goals on previous actual performance.**
6. **Set realistic goals.**
7. **Have measurable objectives.**
8. **Strive for maximum participation.**
9. **Make rules that are easy to understand.**
10. **Spell out requirements carefully before the program begins.**
11. **Report standings to participants on a regular basis.**
12. **Give field sales managers the flexibility to adjust for unusual circumstances.**
13. **Don't use lottery-type programs.**
14. **Always have more than one winner.**
15. **Evaluate your results, including salespeoples' and field sales managers' opinions of the program.**

Where the dollars go

Incentive spending continues to climb* . . .

	*1980***	*1979*	*1978*	*1977*	*1976*
Merchandise (Mil.)	$1,571.6	$1,384.7	$1,213.6	$1,033.9	$899.0
Travel (Mil.)	419.8	386.9	361.3	291.4	254.7
Total (Mil.)	1,991.4	1,771.6	1,574.9	1,325.3	1,153.7

. . . and so does the cost of awards.

Average unit cost of merchandise and travel awards

	1980	1979	1978	1977	1976
Merchandise	NA	$ 277	$237	$ 150	$196
Travel	NA	1,208	931	1,071	896

*Excludes program promotion costs and the cost of cash and recognition awards.
**Estimate. NA–Not available.
Source: *Incentive Marketing*, January 1980; *Incentive Marketing Facts*, December, 1979, 1978, 1977.

The relatively low percentage of travel-and-cash users probably reflects two things: (1) travel programs, because of their higher average cost, tend to run longer than merchandise programs, leaving less time—and money—for short-term cash programs (below, left) and (2) interaction among winners is an important benefit of group-travel programs, which still account for the bulk of incentive-travel awards. Thus relatively few companies offer cash in lieu of a trip, whereas a greater number give it in lieu of specific merchandise items. Among those who use merchandise, 56% offer specific items, while 44% allow winners to select their awards from a catalogue.

One highly touted claim of incentive suppliers is that merchandise and travel are more memorable awards than cash. The survey results seem to support that contention. After asking whether, as a salesperson, the executive had ever participated in a sales incentive program (64% had), our survey asked him to "describe the program that, looking back, you consider most memorable." Eighty-six did so with the following results: 41% mentioned travel programs, 22% mentioned merchandise, and 19% mentioned cash. The other 18% were split between recognition programs (15%) and such special awards as company stock and better cars (3%). The following are some of their comments:

- "It was the first program I

was ever in. I accumulated points for sales I made and cashed in my points for a camera. I had been selling one month, and I thought it was great."

- "There was a football theme, and we accumulated points based on the highest percentage over quota on units and/or dollars. The prizes were trips to bowl games or the cash equivalent."
- "We once had a three-month program on a certain product line for which S&H Green Stamps were awarded weekly. I won enough to cover my lawn with them. My wife was in heaven spending them."
- "A five-month sales contest that sent the winner and his wife on a 12-day trip to London as part of a company-sponsored golf event."
- "Travel as a very young couple; merchandise as our home was maturing; and recognition and more sophisticated travel as maturity took over."
- "The first one, which offered merchandise prizes when we were struggling financially as a young family."

Not all the executives had happy memories. One, for example, won gift certificates for shoes. "I won about 20 pairs," he says. "However, I would have preferred money." Another writes, "I won a trip to the Greenbriar for a top salesman award. *But* [emphasis his], it could have been really great if it had been with the wife and not in the middle of winter."

Also, perceived inequities rankle long after an event is over. One executive's "most memorable" is "the one I lost to a guy who won it with a bunch of windfall accounts. Even he, in his acceptance speech admitted he didn't deserve it."

Such negative memories are a reminder of the need for careful planning and evaluation of incentive programs, particularly regarding fairness. The survey responses suggest that companies are strengthening their planning and evaluation activities. But there is room for improvement. For example, a surprising 15% of sales and marketing executives still do not formally evaluate the effectiveness of incentive programs. Considering the monetary costs, the management time involved in planning and executing programs, and the potential they have for demoralizing

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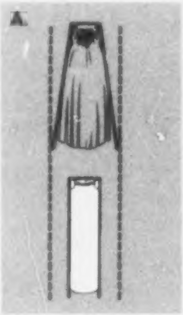

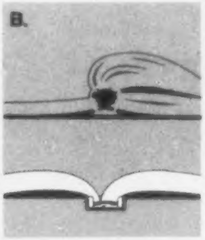

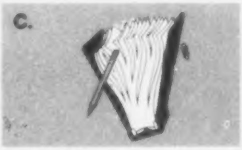

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salespeople if they are perceived to be inequitable, those managers may be missing a bet for making their programs more effective.

Sales and marketing executives who do evaluate their sales incentives generally measure unit sales growth during the program or sales force participation (Table B, page 58). Polling the salespeople's reactions and measuring changes in market share are also popular yardsticks of effectiveness.

S&MM asked executives what steps they take to make their programs fair. A compendium of their suggestions appears in the tips box on page 62. The following were mentioned mostly frequently:

- Set individual, realistic quotas.
- Spell out the requirements up front.
- Let participants know regularly where they stand.

Even if you do all those things, don't be surprised if someone feels cheated. Says one executive, "We haven't yet found a good way to make them fair." Adds another, "We set incentive quotas at a very safe percentage over forecast. They're still not fair." A third comments, "We assume that no program is fair to all. But we try to make the ground rules fair and make each individual's added efforts pay off."

Setting the ground rules to encourage broad participation is a strategy many executives say they use. "Never offer a contest where only one person can win," a marketing manager advises. "Instead, offer one in which everyone *could* win."

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tors is that they offer salespeople recognition for their achievement. In fact, many sales and marketing executives believe that the recognition is even more important than the award. So it's natural that a number of them capitalize on the sales force's hunger for notice by sponsoring formal recognition programs for top achievers.

Our survey finds that 52% of sales and marketing executives (including 65% of this year's incentive users and 25% of the nonusers) have such programs (Table A, page 57). They range in format from presentations of plaques and cups at the annual sales meeting to membership in president's clubs with such tokens of achievement as travel awards, special blazers, trophies, special business cards, and diamond rings.

A few give their elite an even more special award. Top achievers form a salesmen's council, which meets with the company's top managers at specified times during the year.

But whatever the award—a meeting with the president, a $100 bill, a toaster, or a trip to Rome—the principle is the same: give a little to get a lot. And if your experience is like that of the majority of the sales and marketing executives who responded to S&MM's survey, you'll be glad you did. S&MM

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Page 7.

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Up-to-date data on plants and shipments of all your SIC customer industries

Page 28.

S&MM's exclusive data on shipments for 2,843 counties

All-important plant and shipments totals for the location of your prospects

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Because S&MM is almost totally staff written, only a very small number of contributed articles can be accepted for publication. For that reason, contributors are urged to submit an initial query along with an outline.

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THE 1980 SURVEY OF INDUSTRIAL PURCHASING POWER

Putting profitable sales into perspective

By THAYER C. TAYLOR
Editorial Director/
Survey of Industrial Purchasing Power

Robert C. Miller, marketing vice president at Northern Air Freight, Seattle, uses it to uncover new market opportunities.

Jay C. Jost, when he was southern regional sales manager of Dexter's Mogul Puritan water treatment chemicals division, used it to monitor the territorial penetration achieved by his junior salespeople and the key account activity of his senior salespeople.

Robert M. Glassford, senior business analyst at Square D. Co., Palatine, IL, uses it to plan future sales force needs against shifts among customer industries.

"It" is Sales & Marketing Management's annual *Survey of Industrial Purchasing Power,* which provides marketers with the most up-to-date published source of statistical information on 4-digit Standard Industrial Classification (SIC) industries and their geographical distribution at the county level (see page 25 for SIC description). A special feature of the *Survey* is its unique annual shipments total for 457 manufacturing industries and 2,843 counties, information that previously was available to marketers only once every five years when the Census Bureau conducted the quinquennial *Census of Manufactures.*

Northern Air Freight's Robert Miller has carved out an expanding foothold in the highly competitive airfreight-forwarding business with a novel pricing strategy that pegs rates to product density (see S&MM, May 14, 1979). When scouting new markets, he carefully scrutinizes the *Survey* data on a county's share of U.S. shipments of customer SIC industries.

Having achieved a good business in hauling oil-field machinery, SIC 3533, when the Alaskan pipeline was being built, he looks for counties shown by the *Survey* to have a significant share of that indus-

SURVEY HIGHLIGHT

Top 10 states in manufacturing shipments

1979 Rank	State	1979 Shipments ($ Mil.)	% Of U.S.	No. Of Plants	% Of U.S.	Average Shipments Per Plant ($000)	Shipments Index
1.	California	$109,720	**7.3325%**	11,596	**8.2689%**	$ 9,462	89
2.	Ohio	109,003	**7.2846**	9,074	**6.4705**	12,013	113
3.	Illinois	106,968	**7.1486**	10,220	**7.2877**	10,467	98
4.	Michigan	103,984	**6.9492**	7,105	**5.0665**	14,635	137
5.	Pennsylvania	100,596	**6.7228**	9,128	**6.5090**	11,021	103
6.	Texas	88,808	**5.9350**	6,806	**4.8532**	13,048	122
7.	New York	81,784	**5.4656**	10,958	**7.8140**	7,463	70
8.	New Jersey	62,959	**4.2081**	6,731	**4.7998**	9,355	88
9.	Indiana	56,954	**3.8062**	3,713	**2.6477**	15,339	144
10.	North Carolina	47,716	**3.1888**	5,153	**3.6745**	9,260	87
	10-state total	**$868,492**	**58.0414%**	**80,844**	**57.3918%**	**$10,743**	**101**
	U.S. total	**$1,496,355**	**100.0000%**	**140,236**	**100.0000%**	**$10,670**	**100**

Note: % of U.S. shipments and 10-state total shipments calculated from unrounded data found in regional summary table on page 8.

Shipments: Output of all plants with 20 or more employees. **No. Of Plants:** Establishments with 20 or more employees. **Average Shipments Per Plant:** Mathematical average computed by dividing total plants into total shipments. **Shipments Index:** State's average shipments per plant as a ratio of the all-U.S. average, $10,670, which represents 100.

Source: *Sales & Marketing Management's 1980 Survey of Industrial Purchasing Power.*

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Regional and state summaries of manufacturing markets

Region & State	Total Plants	Large Plants	1979 Shipments ($Mil.)	% Of U.S.	Average Shipments Per Plant ($000)	Plant Index U.S. = 100	% In Large Plants
NEW ENGLAND	**10,755**	**3,486**	**$89,658.7**	**5.9919%**	**8,337**	**78**	**80%**
Connecticut	3,006	919	26,931.7	1.7998	8.959	84	83
Maine	762	304	6,679.3	.4464	8,765	82	82
Massachusetts	4,977	1,534	40,347.1	2.6964	8,107	76	79
New Hampshire	759	277	5,891.2	.3937	7,762	73	80
Rhode Island	878	341	7,620.4	.5093	8,679	81	80
Vermont	373	111	2,190.0	.1464	5,871	55	69
MIDEAST	**28,798**	**8,604**	**271,532.2**	**18.1462**	**9,429**	**88**	**81**
Delaware	273	92	5,036.2	.3366	18,448	173	69
Dist. of Columbia	164	39	1,634.2	.1092	9,965	93	83
Maryland	1,544	587	19,512.8	1.3040	12,638	118	86
New Jersey	6,731	1,914	62,968.7	4.2081	9,355	88	79
New York	10,958	2,880	81,784.1	5.4656	7,463	70	77
Pennsylvania	9,128	3,092	100,596.2	6.7228	11,021	103	85
GREAT LAKES	**33,640**	**10,327**	**416,812.8**	**27.8552**	**12,390**	**116**	**85**
Illinois	10,220	3,170	106,968.3	7.1486	10,467	98	83
Indiana	3,713	1,421	56,954.3	3.8062	15,339	144	87
Michigan	7,105	1,809	103,984.3	6.9492	14,635	137	88
Ohio	9,074	2,843	109,002.7	7.2846	12,013	113	86
Wisconsin	3,528	1,084	39,903.2	2.6667	11,310	106	83
PLAINS	**10,275**	**2,948**	**115,296.6**	**7.7052**	**11,221**	**105**	**80**
Iowa	1,667	431	19,884.1	1.3288	11,928	112	75
Kansas	1,804	388	18,635.6	1.2454	10,330	97	78
Minnesota	2,508	838	29,773.3	1.9897	11,871	111	83
Missouri	3,149	964	34,242.1	2.2884	10,874	102	83
Nebraska	764	235	9,464.9	.6325	12,389	116	75
North Dakota	145	30	1,254.9	.0839	8,654	81	58
South Dakota	238	62	2,041.7	.1364	8,579	80	71
SOUTHEAST	**29,132**	**10,560**	**307,562.0**	**20.5541**	**10,558**	**99**	**83**
Alabama	2,331	939	25,362.3	1.6949	10,880	102	82
Arkansas	1,697	580	15,959.7	1.0666	9,405	88	77
Florida	3,694	908	26,009.1	1.7382	7,041	66	72
Georgia	3,751	1,280	34,832.5	2.3278	9,286	87	80
Kentucky	1,686	628	25,419.7	1.6988	15,077	141	87
Louisiana	1,490	525	27,939.1	1.8671	18,751	176	87
Mississippi	1,505	588	14,100.3	.9423	9,369	88	79
North Carolina	5,153	2,051	47,715.6	3.1888	9,260	87	83
South Carolina	1,824	857	21,732.9	1.4524	11,915	112	86
Tennessee	3,130	1,192	32,195.1	2.1516	10,286	96	84
Virginia	2,125	762	24,404.7	1.6309	11,485	108	85
West Virginia	746	250	11,891.0	.7947	15,940	149	88
SOUTHWEST	**9,562**	**2,804**	**119,784.2**	**8.0051**	**12,527**	**117**	**82**
Arizona	951	195	10,028.4	.6702	10,545	99	80
New Mexico	328	78	2,866.7	.1916	8,740	82	73
Oklahoma	1,477	382	18,081.2	1.2084	12,242	115	82
Texas	6,806	2,149	88,807.9	5.9350	13,048	122	83
ROCKY MOUNTAIN	**2,947**	**734**	**29,684.2**	**1.9838**	**10,073**	**94**	**76**
Colorado	1,281	306	11,531.8	.7707	9,002	84	75
Idaho	450	138	3,908.1	.2612	8,685	81	71
Montana	292	55	3,307.9	.2211	11,328	106	78
Utah	774	209	8,779.5	.5867	11,343	106	80
Wyoming	150	26	2,156.9	.1441	14,379	135	67
FAR WEST	**15,127**	**4,372**	**146,022.8**	**9.7586**	**9,653**	**90**	**80**
California	11,596	3,381	109,720.2	7.3325	9,462	89	81
Nevada	115	25	828.4	.0554	7,203	68	65
Oregon	1,678	486	13,782.8	.9211	8,214	77	73
Washington	1,738	480	21,691.4	1.4496	12,481	117	81
U.S.	**140,236**	**43,835**	**$1,496,354.5**	**100.0000%**	**$10,670**	**100**	**82%**

Total Plants: Establishments with 20 or more employees. **Large Plants**: Establishments with 100 or more employees. **Shipments**: Output of all establishments. **% Of U.S.**: Share of U.S. total shipments. **Average Shipments Per Plant**: Mathematical average computed by dividing total plants into total shipments. **Plant Index**: State's average shipments per plant as a ratio of all-U.S. average, $10,670, which represents par, or 100; number above or below 100 indicates degree by which state is above or below the U.S. norm. **% In Large Plants**: Share of shipments accounted for by plants with 100 or more employees.

Note: Details may not add up to total due to rounding.

Source: *Sales & Marketing Management's 1980 Survey of Industrial Purchasing Power*

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try's shipments. Harris County, where Houston is located, proved to be such a county, with a 26% share.

Because this suggested he should open a sales office in Houston, he checked the *Survey* to identify other promising industry prospects located in the county that would help the new sales office get off to a flying start. He learned that a single plant in Harris, for example, turns out 19% of U.S. shipments of nonferrous forgings, SIC 3463.

Miller also relies on the *Survey* for "a bird's-eye view of a local market to see where my existing sales offices can generate additional business. Because Chicago is an important distribution point, I make a list of the counties surrounding Cook County, which will include Kane, Kankakee, Lake, McHenry, and Will in Illinois, and Lake and Porter in Indiana. I learned that Kane is an important producer of gaskets, packing, and sealing devices, SIC 3293, where four plants account for 7.3% of U.S. shipments, and that five plants in Lake County, IN, grind out 7.0% of the volume of secondary nonferrous metals, SIC 3341."

The *Survey*'s listing of SICs in a county, where such industries have 1,000 or more employees, gives Miller clues on where new routes can bring him additional sales. Here, he says, "I match pairs of highly industrialized counties and compare their individual SICs. If the same SIC shows up in both counties, I will assume there is considerable intra-industry traffic moving between the two counties and that it would qualify as a profitable route."

As former southern regional sales manager for Dexter's Mogul Puritan division (he is currently marketing administrator at Rolfite, Stamford, CT), Jay C. Jost used the county

SURVEY HIGHLIGHT

Top 50 counties in manufacturing activity

1979 Rank	County	State	1979 Total Shipments ($ Mil.)	1979 Total Plants	Average Shipments Per Plant	Leading SIC Industry	Shipments Of Leading SIC ($Mil.)	Shipments As Share Of: U.S. SIC Total	All-Mfg. County Total
1.	Cook	IL	$ 54,052	6,156	$ 8,780	3312	$ 2,909	5.8%	5.4%
2.	Los Angeles	CA	53,379	6,145	8,687	2911	6,189	5.6	11.6
3.	Wayne	MI	32,091	1,715	18,712	3711	11,287	14.2	35.2
4.	Harris	TX	20,317	1,343	15,128	2911	6,142	5.6	30.2
5.	Cuyahoga	OH	18,522	2,008	9,224	2911	2,071	1.9	11.2
6.	Oakland	MI	13,606	1,008	13,498	3711	8,724	11.0	64.1
7.	Hamilton	OH	12,395	919	13,488	2841	1,321	20.4	10.7
8.	Philadelphia	PA	11,668	1,513	7,712	2911	1,293	1.2	11.1
9.	Allegheny	PA	11,605	777	14,936	3312	4,722	9.4	40.7
10.	New York	NY	11,307	2,938	3,849	2721	1,865	30.6	16.5
11.	Middlesex	MA	11,117	1,275	8,719	3711	857	1.1	7.7
12.	St. Louis Ind. City	MO	11,013	931	11,829	3721	1,820	10.1	16.5
13.	Milwaukee	WI	10,725	895	11,983	2082	1,070	14.8	10.0
14.	Santa Clara	CA	10,649	612	17,400	3573	1,673	9.8	15.7
15.	Jefferson	TX	10,528	117	89,979	2911	8,773	8.0	83.3
16.	Jefferson	KY	10,219	434	23,546	3711	1,749	2.2	17.1
17.	Genesee	MI	9,799	113	86,717	3711	7,870	9.9	80.3
18.	Union	NJ	9,252	693	13,351	2911	2,514	2.3	27.2
19.	Hennepin	MN	9,084	941	9,654	3573	560	3.3	6.2
20.	Bergen	NJ	8,975	1,105	8,122	3711	1,067	1.3	11.9
21.	Middlesex	NJ	8,551	639	13,381	2911	1,327	1.2	15.5
22.	Marion	IN	8,457	575	14,707	3519	941	10.7	11.1
23.	Dallas	TX	8,423	1,107	7,609	3585	436	3.1	5.2
24.	Fairfield	CT	8,231	860	9,571	3,721	1,188	6.6	14.4
25.	Erie	NY	8,144	620	13,135	3312	1,661	3.3	20.4
26.	Orange	CA	8,128	983	8,269	3662	1,143	5.9	14.1
27.	Hartford	CT	7,646	764	10,007	3724	2,175	25.7	28.4
28.	King	WA	7,642	654	11,685	3721	1,360	7.5	17.8
29.	Hudson	NJ	7,100	753	9,428	3661	654	7.5	9.2
30.	Lake	IN	7,052	192	36,730	3312	2,110	4.2	29.9
31.	Jackson	MO	7,015	464	15,117	3711	1,834	2.3	26.1
32.	Monroe	NY	7,001	414	16,912	3861	3,894	34.8	55.6
33.	Montgomery	OH	6,812	514	13,252	3714	1,795	5.8	26.4
34.	Macomb	MI	6,782	664	10,214	3711	1,509	1.9	22.3
35.	Nassau	NY	6,681	943	7,085	3721	1,596	8.8	23.9
36.	Baltimore Ind. City	MD	6,666	459	14,524	3312	2,238	4.4	33.6
37.	Ramsey	MN	6,624	352	18,818	2911	1,183	1.1	17.9
38.	Alameda	CA	6,604	640	10,318	3711	1,524	1.9	23.1
39.	Lucas	OH	6,463	408	15,840	2911	1,663	1.5	25.7
40.	Tarrant	TX	6,433	597	10,776	3721	1,282	7.1	19.9
41.	Maricopa	AL	6,333	688	9,204	3573	731	4.3	11.5
42.	Montgomery	PA	6,270	747	8,393	3011	493	4.6	7.9
43.	New Haven	CT	6,189	843	7,341	3351	328	6.1	5.3
44.	Essex	NJ	6,027	913	6,601	2833	846	36.3	14.0
45.	East Baton Rouge	LA	5,785	98	59,034	2911	4,205	3.8	72.7
46.	Delaware	PA	5,701	251	22,713	2911	2,678	2.4	47.0
47.	Providence	RI	5,676	700	8,108	3961	460	48.9	8.1
48.	Madison	IL	5,639	103	54,749	2911	2,818	2.6	50.0
49.	Summit	OH	5,613	431	13,022	3011	1,431	13.3	25.5
50.	Kings	NY	5,604	1,046	5,358	2834	311	2.4	5.5
	50-county total		**$545,592**	**50,060**	**$10,899**	**NA**	**$120,286**	**NA**	**22.0%**

N.A.—Not applicable.

Total Shipments: Output of all manufacturing establishments. **Total Plants:** Number of establishments with 20 or more employees. **Average Shipments Per Plant:** A mathematical average computed by dividing number of plants into total shipments. **Leading SIC:** The 4-digit manufacturing industry with the largest volume of shipments among those listed within the county. The next three columns refer to the leading SIC industry: its shipments by plants within the county, and those shipments as a share of the industry's U.S. total and as a share of the county's all-manufacturing total. For SIC definitions, see the table starting on page 28.

Note: Details may not add to totals due to rounding.

Source: *Sales & Marketing Management's 1980 Survey of Industrial Purchasing Power.*

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plant total number to evaluate the territorial penetration achieved by his sales force. "At the time," he recalls, "we enjoyed a 6% share of the water-treatment-chemicals business. I made that ratio the norm for analyzing the efficiency of my salespeople in covering prospects in their territories.

"As soon as I received the *Survey* each year, I'd make a list of the counties in each salesperson's territory. In one column I would enter the number of accounts he called on. In a second column, I inserted the number of total plants listed in the *Survey*, since every manufacturing plant has a boiler and/or cooling tower and thus is a prospect.

"If the salesman's accounts came to 10% of the *Survey* total, I'd figure he was doing a good job. If the ratio was under 6%, I'd ask him 'how come, why aren't all these plants being called on?' "

Jost used the total plant count for evaluating the efforts of new and junior salespeople as well as those not meeting quota. The number of large plants, with 100 or more employees, was used as a check on

SURVEY HIGHLIGHT

Profile of the 50 biggest manufacturing industries

1979 Rank	SIC	Industry	1979 Shipments ($Mil.)	Total Plants	Shipments Per Plant ($000)	Index U.S. = 100	% Shipments Large Plants	1980 Forecast Shipments
1.	2911	Petroleum refining	$110,196	373	$295,433	2,768	92%	NA
2.	3711	Motor vehicles & car bodies	79,239	160	495,245	4,641	99	−10.6%
3.	3312	Blast furnaces & steel mills	50,377	346	145,599	1,364	99	− 5.0[1]
4.	2011	Meat packing	38,752	1,175	32,980	309	80	+ 0.1
5.	3714	Motor vehicle parts & accessories	31,091	1,228	25,318	237	93	NA
6.	2869	Industrial organic chemicals, N.E.C.	25,286	447	56,568	530	89	+ 3.0
7.	3079	Misc. plastics products	21,203	4,395	4,824	45	66	+ 2.0
8.	3662	Radio & TV communication equipment	19,516	1,091	17,888	167	90	+ 3.0
9.	3721	Aircraft	18,056	104	173,611	1,627	99	+13.1
10.	3573	Electronic computing equipment	17,068	474	36,008	337	95	+10.0
11.	2621	Paper mills, except building paper	15,141	345	43,887	411	97	+ 2.0
12.	3531	Construction machinery	14,861	463	32,097	300	92	− 3.1
13.	2026	Fluid milk	14,107	1,106	12,755	119	67	+ 2.5
14.	3585	Refrigeration & heating equipment	14,076	532	26,458	247	89	− 5.0
15.	2711	Newspapers	12,999	2,459	5,286	49	76	+ 3.0
16.	2834	Pharmaceutical preparations	12,801	476	26,893	252	91	+ 4.0
17.	2821	Plastics materials & resins	12,252	471	26,013	243	88	+ 5.0
18.	3861	Photographic equipment & supplies	11,183	395	28,310	265	86	+ 2.2
19.	3465	Automotive stamping	11,009	196	56,170	526	96	NA
20.	3011	Tires and inner tubes	10,778	136	79,247	742	98	− 3.5
21.	3599	Machinery, except electrical, N.E.C.	10,268	3,089	3,324	31	37	NA
22.	3523	Farm machinery & equipment	10,257	851	12,053	112	80	+ 3.6
23.	2086	Bottled & canned soft drinks	9,851	1,604	6,141	57	58	+ 4.2
24.	2051	Bread, cake & related products	9,792	1,508	6,493	60	82	+ 1.5
25.	2421	Sawmills & planing mills, general	9,608	2,160	4,448	41	56	− 6.3
26.	2819	Industrial inorganic chem. N.E.C.	9,051	548	16,517	154	83	+ 3.5
27.	3519	Internal combustion engines, N.E.C.	8,759	115	76,169	714	97	NA
28.	2075	Soybean oil mills	8,710	77	113,122	1,060	46	NA
29.	3661	Telephone & telegraph apparatus	8,679	215	40,369	378	97	+ 7.3
30.	2048	Prepared feeds, N.E.C.	8,642	1,007	8,582	80	37	NA
31.	3724	Aircraft engines & engine parts	8,471	154	55,004	515	96	+21.2[2]
32.	2013	Sausage & other prepared meats	8,451	714	11,836	110	69	+ 5.7
33.	3443	Fabricated plate work, boiler shops	8,336	1,124	7,416	69	75	NA
34.	2631	Paperboard mills	8,098	221	36,642	343	94	− 1.3
35.	3411	Metal cans	8,038	361	22,265	208	88	+ 2.0
36.	3321	Grey iron foundries	8,015	824	9,727	91	83	+ 0.2[3]
37.	2752	Commercial printing, lithographic	7,990	1,765	4,527	42	54	+ 2.5[4]
38.	2111	Cigarettes	7,974	13	613,392	5,748	100	+ 1.5[5]
39.	3273	Ready-mixed concrete	7,874	1,470	5,356	50	34	− 6.3
40.	2851	Paints & allied products	7,666	868	8,831	82	63	+ 0.5
41.	2844	Toilet preparations	7,562	254	29,770	279	90	+ 4.8
42.	3357	Nonferrous wire drawing & insulating	7,560	266	28,419	266	91	+ 1.0[6]
43.	2824	Organic fibers, noncellulosic	7,293	68	107,253	1,005	99	NA
44.	2022	Cheese, natural & processed	7,288	310	23,509	220	67	+ 5.8
45.	3353	Aluminum sheet, plate & foil	7,272	57	127,572	1,195	97	+ 1.0[6]
46.	2082	Malt beverages	7,239	102	70,973	665	97	+ 3.8
47.	2653	Corrugated & solid fiber boxes	6,858	1,081	6,344	59	77	+ 2.2
48.	2099	Food preparations, N.E.C.	6,833	795	8,595	80	69	NA
49.	2033	Canned fruits & vegetables	6,819	735	9,277	86	88	+ 2.5
50.	3559	Special industry machinery, N.E.C.	6,767	849	7,971	74	73	NA
		50-industry total	**$786,009**	**39,577**	**$ 19,880**	**186**	**86%**	**NA**

NA—Not available

NEC—Not elsewhere classified

[1] Aggregate of SIC 3312, 3315, 3316, and 3317. [2] Combination of SIC 3724 and 3764. [3] Aggregate of SIC 3321, 3322, 3324, and 3325. [4] SIC 275. [5] SIC 213. [6] Aggregate of SIC 3334, 3353, 3354, 3355, 3361, part of 3341, 3357, 3399, and 3463.

Shipments: Output of all manufacturing plants with 20 or more employees. **Total Plants:** Manufacturing establishments with 20 or more employees. **Shipments Per Plant:** A mathematical average computed by dividing number of plants into total shipments. **Index:** Industry's average shipments per plant as a ratio of the all-U.S. average, $10,670, which represents par, or 100; number above or below 100 indicates degree of variance from the norm. **% Shipments Large Plants:** Share of total shipments accounted for by plants with 100 or more employees. **1980 Forecast Shipments:** Projected change in real terms according to forecast in 1980 *U.S. Industrial Outlook*.

Sources: *Sales & Marketing Management's 1980 Survey of Industrial Purchasing Power*, U.S. Dept. of Commerce, *1980 U.S. Industrial Outlook*.

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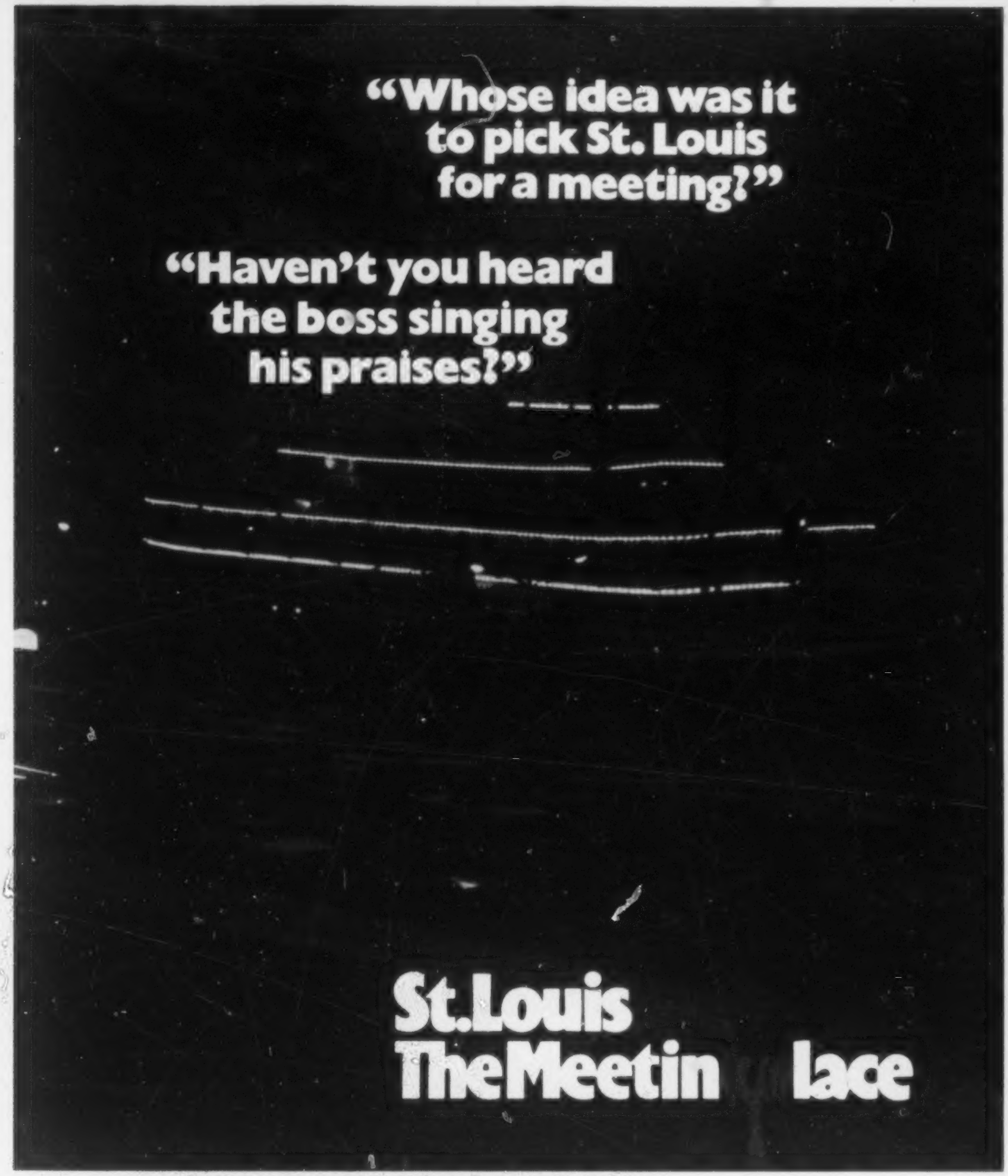
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SURVEY HIGHLIGHT

50 leading industrial metropolitan markets

1979 Rank	Metro Market	1979 Shipments ($ Mil.)	% Of U.S.	Total Plants	Average Shipments Per Plant ($000)
1.	Chicago	$68,099	4.55%	7,715	$ 8,827
2.	Detroit	53,924	3.60	3,586	15,037
3.	Los Angeles-Long Beach	53,379	3.57	6,145	8,687
4.	New York	37,592	2.51	6,927	5,427
5.	Philadelphia	36,816	2.46	3,783	9,732
6.	Boston	26,044	1.74	3,209	8,116
7.	St. Louis	24,307	1.62	1,641	14,812
8.	Houston	23,642	1.58	1,474	16,039
9.	Cleveland	21,168	1.41	2,385	8,875
10.	Newark, NJ	20,136	1.35	2,021	9,963
11.	Pittsburgh	18,949	1.27	1,180	16,058
12.	Minneapolis-St. Paul	18,555	1.24	1,526	12,159
13.	Dallas-Fort Worth	16,161	1.08	1,925	8,395
14.	San Francisco-Oakland	16,131	1.08	1,512	10,668
15.	Cincinnati	14,137	0.94	1,124	12,578
16.	Milwaukee	13,693	0.92	1,354	10,113
17.	Baltimore	13,262	0.89	879	15,088
18.	Kansas City	12,198	0.82	916	13,317
19.	Atlanta	11,951	0.80	1,184	10,094
20.	Beaumont-Port Arthur-Orange	11,708	0.78	155	75,534
21.	Buffalo	11,517	0.77	766	15,036
22.	Louisville	11,203	0.75	530	21,138
23.	San Jose	10,649	0.71	612	17,400
24.	Flint	10,160	0.68	159	63,897
25.	Nassau-Suffolk	10,130	0.68	1,515	6,686
26.	Greensboro-Winston-Salem-High Point	9,889	0.66	882	11,212
27.	Gary-Hammond-East Chicago	9,769	0.65	230	42,473
28.	Indianapolis	9,703	0.65	718	13,514
29.	Seattle-Everett	9,201	0.61	763	12,059
30.	New Brunswick-Perth Amboy-Sayreville	8,551	0.57	639	13,381
31.	Dayton	8,533	0.57	677	12,605
32.	Hartford-New Britain-Bristol	8,531	0.57	938	9,095
33.	Toledo	8,482	0.57	599	14,159
34.	Allentown-Bethlehem-Easton	8,427	0.56	645	13,065
35.	Bridgeport-Stamford-Norwalk-Danbury	8,231	0.55	860	9,571
36.	Youngstown-Warren	8,143	0.54	368	22,128
37.	Anaheim-Santa Ana-Garden Grove	8,128	0.54	983	8,269
38.	Rochester, NY	8,105	0.54	558	14,525
39.	Providence-Warwick-Pawtucket	7,384	0.49	867	8,517
40.	Denver-Boulder	7,334	0.49	872	8,411
41.	Jersey City	7,100	0.47	753	9,428
42.	Columbus, OH	6,998	0.47	663	10,555
43.	Baton Rouge	6,918	0.46	155	44,634
44.	Portland, OR	6,748	0.45	782	8,629
45.	Salt Lake City-Ogden	6,386	0.43	558	11,444
46.	Lansing-East Lansing	6,333	0.42	222	28,526
47.	Phoenix	6,333	0.42	688	9,204
48.	New Haven-West Haven-Waterbury-Meriden	6,189	0.41	843	7,341
49.	Akron	6,090	0.41	539	11,299
50.	Memphis	6,017	0.40	619	9,721

Metro Market: Component counties can be found in the *Survey of Buying Power* and *Survey of Buying Power—Part II.* A list of S&MM's 300 metropolitan markets will be found on page 35 of this issue. **Shipments:** Output of all manufacturing establishments with 20 or more employees in the metropolitan market. **% Of U.S.:** Market's share of total U.S. shipments. **Total Plants:** Establishments with 20 or more employees. **Average Shipments Per Plant:** Mathematical average computed by dividing number of plants in the market into total shipments.

Source: *Sales & Marketing Management's 1980 Survey of Industrial Purchasing Power.*

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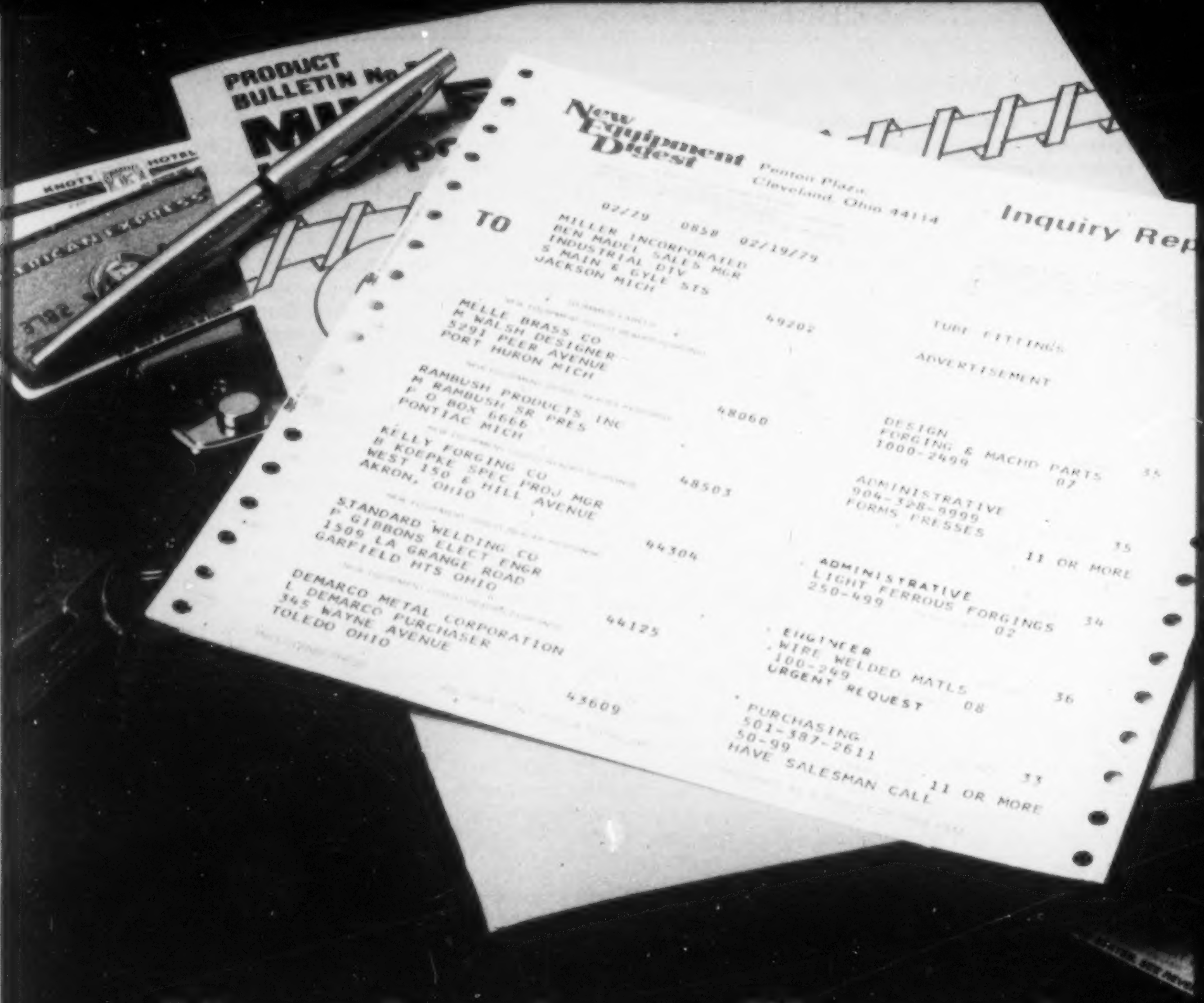
the efficiency of the senior sales personnel. "I figured that if a man had been working a territory for three to five years, he should be getting orders from all of the most important prospects."

Here, Jost supplemented the *Survey* data on large plants by referring to industrial directories to ascertain the corporate affiliation of the large plants. "That way," he notes, "if the *Survey* showed four large plants in a county and the salesperson told me only two were worth calling on, I could tell him that I disagreed, that so-and-so has a big operation in his territory and should be giving us some business."

Jost also paid close attention to the SIC mix in his territories, as provided by the *Survey.* This was especially helpful to his sales forecasting activity when warning signals of a slowing economy were flashing. "I knew from experience that certain industries are recession-proof, such as food processing. If it looked like hard times were ahead, I would isolate those counties where food processing was an important activity and advise the sales people to give those plants extra attention in the upcoming forecast period."

For Robert M. Glassford, senior analyst in the business information and research department, Square D, the *Survey*'s shipments data are a critical input to his long-range planning studies. Each year, he calculates the percent change in total shipments for each county covered by the company's sales force, which calls on distributors and OEM accounts. Using certain shipments-per-salesperson ratios, and comparing the most recent year-to-year percent change to long-term rates of change, Glassford can determine which territories will need more salespeople in the future. He can also identify, on a short-term basis, where



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Better insights into consumer markets, too

Although this *Survey* is primarily oriented to the information needs of marketers who sell to industries, the data can be used by consumer-goods marketers to gain deeper insights into the relative buying power of their local markets. Because factory paychecks are by far the biggest source of personal income, contributing more than one-fourth of consumer buying power, what happens in manufacturing can affect a local market's Effective Buying Income (EBI).

Many counties, as the table on page 9 demonstrates, are highly dependent upon one manufacturing sector. For example, SIC 3711 motor vehicles & parts accounts for 80% of the total shipments in Genesee County, MI; 64% in Oakland County, MI; and 35% in Wayne County, MI. Thus if auto sales falter this year, as most predict, it will have a negative impact on the 1980 EBI level of those counties as well as on the metropolitan markets of which they are a part.

new sales offices should be opened to exploit the emergence of a growing industrial base.

Glassford also combines the *Survey*'s shipments totals with similar information he gets from an industry trade association that provides data by trading area. Matching the two sets of statistics gives him insights on local area potential and Square D's share of that potential.

While the *Survey*, with its rich mother lode of SIC industry and county data, serves as built-in market research for many small and middle-sized companies unable to fund such a support function, the annual edition also gets an intensive play from bigger companies that do have their own research units. Joseph E. Miller, head of technical market planning at the Chicago research center of Sherwin-Williams's coatings division, says, "The *Survey of Industrial Purchasing Power* provides an excellent perspective and a 'second opinion' regarding [internally] generated market research."

He scans the Highlight tables as a "quality control" check on the company's sales strategy plans. Thus the table on the 50 leading counties (see page 9), which includes the biggest SIC industry in each county, is analyzed to make sure that the salespeople don't overlook those industries. Likewise, the shipments totals in the profile of the 50 leading manufacturing industries (see page 10) are "used to project sales increases in relevant SIC areas as a function of [our] shipments forecasts."

The *Survey*'s SIC industry totals (starting on page 28) help Miller to calculate Sherwin-Williams's market share for each of its customer industries. The "% in large plants" column

1980 OUTLOOK

Aerospace leads the way—but look out for Big Cheese

Despite the slower economic growth expected for 1980, there are several industries whose shipments will increase at a strong clip, offering heady prospects for industrial marketers. The aerospace complex, buoyed by stepped-up defense outlays and orders from airlines around the world, will lead the growth sweepstakes in 1980, says the Commerce Dept.'s annual *U.S. Industrial Outlook* report.

The three fastest-growing major industries (shipments of $5 billion or more) will be aircraft engines and parts and space propulsion units and parts, up 21% in real terms; aircraft, up 13%; and aircraft equipment, up 11%. Of the 13 other 4-digit Standard Industrial Classification (SIC) industries whose shipments will rise more than 3% in real terms, 6 are in chemicals, 5 in foods.

Prepared by the department's industry and trade division, the annual *Outlook* boasts new features this year, including: (1) input-output charts for key industries that show the relative importance of supply sources and customer segments; (2) ranking of 150 industries by growth prospects for one and five years ahead; and (3) an analysis of the small-business climate in the 1980s.

The 518-page volume serves as a market planning department for medium and smaller-sized industrial marketers. Besides the wealth of historical data on output, employment, and prices for individual industries, there are helpful analyses of the significant factors that are expected to affect industries over the next five years.

SIC	*Industry*	*% Real Growth 1979–80*	*1980 Shipments Forecast (Mil. 1979$)*
3724	Aircraft engines & parts	+21.2%	$15,568
3764	Space propulsion units & parts		
3721	Aircraft	13.1	31,668
3728	Aircraft equipment	10.9	9,655
3573	Electronic computing equipment	10.0	23,210
3661	Telephone & telegraph equipment	7.3	9,731
3533	Old field machinery	7.0	5,575
2022	Cheese, natural & processed	5.8	9,537
2013	Sausages & other prepared meats	5.7	10,887
2821	Plastics materials & resins	5.0	15,435
2844	Cosmetics	4.8	8,682
2086	Bottled & canned soft drinks	4.2	12,602
2016	Poultry dressing plants	4.2	6,492
2834	Pharmaceuticals	4.0	14,643
2082	Malt beverages	3.8	8,795
3523	Farm machinery	3.6	13,074
2819	Industrial & inorganic chemicals	3.5	11,333
2841	Soaps & detergents	3.5	7.231

Sources: S&MM calculations; U.S. Dept. of Commerce, *U.S. Industrial Outlook: 1980.* Stock No. 03-008-00181-5. Available for $8.50 from Supt. of Documents, U.S. Govt. Printing Office, Washington, DC 20402.

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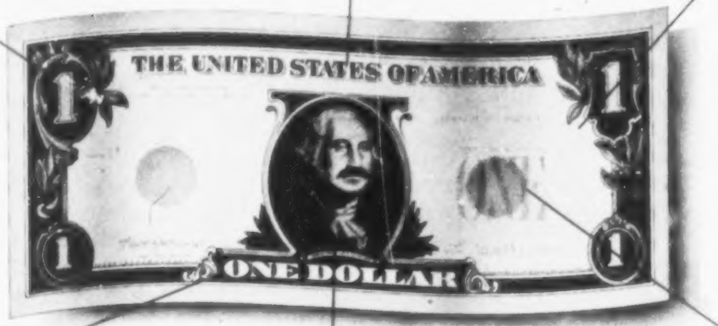
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LA OPINION

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in the *Survey*'s county section (starting on page 37), he notes, "gives us insight into how well we have deployed our sales coverage" in capturing the bigger prospects."

Industrial marketers who want to get the most from their distributors and manufacturers' reps can also profit from the *Survey*. When Emco-Lux, Columbus, OH, planned a sales contest among dealers last year to boost awareness of its tools and machinery, it made the *Survey*'s "% of U.S. shipments" data the key factor for setting dealer dollar sales targets.

First, the percent of U.S. shipments for each county in a dealer's market were totalled and used as an index for setting his sales target. The sales contest's promotion goal was $500,000. This figure, multiplied by the index, generated the assigned sales target. Each percent of sales that topped the target was counted as a point. Here's how the procedure went:

	Dealer
% potential	1.5%
Sales target (% potential × $500,000)	$ 7,500
Actual sales	$10,000
% over target	33.3%
Number of points	33

According to President Harold Lux, "the use of the index we created from the S&MM *Survey* led to excellent sales results."

Signposts for the road to "excellent results" are sprinkled throughout the *Survey*. All it takes to benefit from them is a little bit of digging, a sense of ingenuity, and determination to make this year's profit-building performance a substantial improvement over last year's. ▪

How to use the employment data to compute local market estimates

Marketers of personal-use industrial products such as hand towels or protective eyeglasses are more dependent upon employment totals than shipments in estimating their sales potential or comparing local markets. Hence, the *Survey* includes employment totals in the SIC Industry section that starts on Page 28. This information can be used to develop employment estimates at the local market level.

In the following example, a marketer selling to furniture industry segments wants to develop employment estimates for Cook County, IL. Here's the simple, two-step method he uses to build an employment profile for four 4-digit customer industries:

STEP ONE

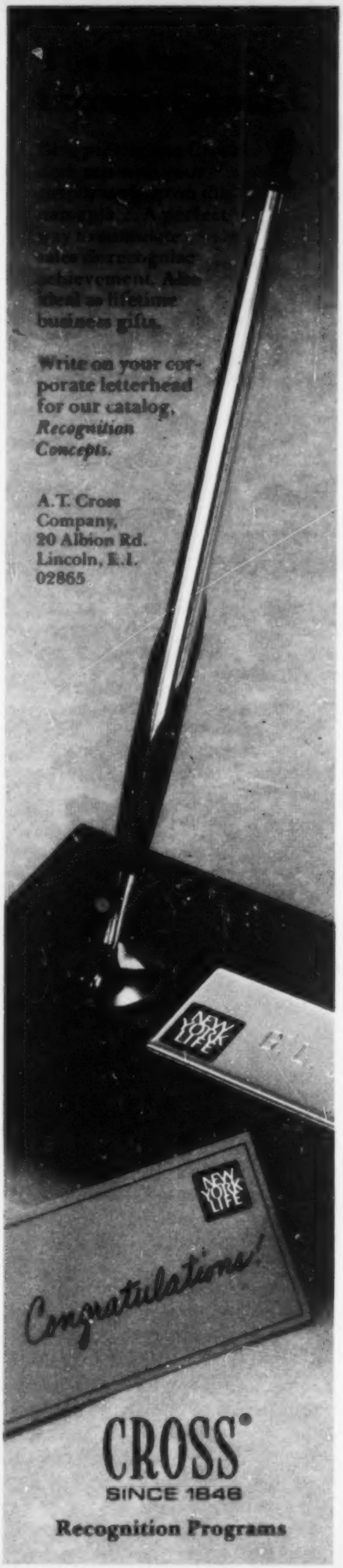
First, using the industry totals on page 28, he develops output-per-employee ratios:

SIC	*Industry*	*Shipments ($Mil.)*	÷	*Employment*	=	*Output Per Employee*
2511	Wood household furniture	$5,132.8		133,445		$38,464
2512	Upholstered household furniture	3,615.2		100,688		35,905
2514	Metal household furniture	1,551.2		34,733		44,661
2515	Mattresses and bedsprings	1,567.9		37,881		41,390

STEP TWO

Then, he goes to the county section starting on page 37, looks up Cook County, IL, and divides the shipments data for each industry by the relevant output ratio to derive employment estimates.

SIC	*Industry*	*Shipments ($Mil.)*	÷	*Output Ratio*	=	*Employment Estimate*
2511	Wood household furniture	$ 77.9		$38,464		2,025
2512	Upholstered household furniture	48.8		39,905		1,359
2514	Metal household furniture	129.3		44,661		2,895
2515	Mattresses and bedsprings	90.7		41,390		2,191



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Survey vs. government shipments data

		1979 Shipments Totals —— Reported By ——		1978–79 % Change		EIS Shipments As Ratio Of CB[2]
SIC	Industry	Economic Information Systems ($ Mil.)	Census Bureau ($ Mil.)	EIS[1]	CB	
	Durable goods	**$ 789,570**	**$ 887,777**	**– 1.7%**	**+11.2%**	**89**
24	Lumber	37,157	NA	– 3.0	NA	NA
25	Furniture	19,869	NA	– 2.0	NA	NA
32	Stone, clay & glass	42,293	48,185	– 4.3	+ 9.8	88
33	Primary metals	124,255	140,122	+ 2.8	+16.4	89
34	Fabricated metals	96,457	109,463	– 0.3	+13.8	88
35	Nonelectrical machinery	140,994	157,695	+ 3.6	+15.0	89
36	Electrical, electronic equipment	98,216	110,713	– 0.2	+12.2	89
37	Transportation equipment	176,005	194,461	– 9.2	+ 3.0	91
38	Instruments	31,499	36,253	– 0.2	+14.9	87
	Miscellaneous[3]	(79,851)	90,885	(– 2.5)	+11.7	88
	Nondurable goods	**$ 706,785**	**$ 804,228**	**+ 0.8%**	**+15.1%**	**88**
20	Food	207,478	234,828	– 2.4	+10.8	88
21	Tobacco	11,315	12,173	+ 3.0	+11.3	93
22	Textile mills	41,257	46,992	– 7.1	+ 6.9	88
23	Apparel	43,055	NA	– 3.4	NA	NA
26	Paper	58,254	66,033	– 0.1	+14.5	88
27	Printing & publishing	48,078	NA	– 3.7	NA	NA
28	Chemicals	130,972	149,181	+ 3.1	+18.0	88
29	Petroleum & coal	117,041	134,041	+14.0	+29.4	87
30	Rubber & plastics	39,476	44,742	–11.8	+12.1	88
31	Leather	9,859	NA	– 2.6	NA	NA
	Miscellaneous[4]	(100,992)	116,234	(– 3.5)	+11.6	87
	All-industry total	**$1,496,355**	**$1,692,001**	**– 0.5%**	**+13.1%**	**88**

NA—Not available.

[1] EIS's 1979 shipments totals not comparable with 1978 totals because it has revised its shipments-per-employee ratios, plant and employment totals in line with the findings of the 1977 *Census of Manufactures*.

[2] EIS's data bank does not include plants with less than 20 employees or establishments in Alaska and Hawaii.

[3] Census Bureau's durable goods miscellaneous category includes SIC 24 lumber, SIC 25 furniture, and SIC 39 other durable goods. The EIS figure is in parentheses because it represents a double-counting of SICs 24 and 25 as well as $22,825 million for "miscellaneous manufacturing industries."

[4] Census Bureau's nondurable goods miscellaneous category includes SIC 23 apparel, SIC 27 printing & publishing, and SIC 31 leather. The EIS figure is in parentheses because it represents double-counting of those three SICs.

Sources: *Sales & Marketing Management's 1980 Survey of Industrial Purchasing Power;* Census Bureau, *Manufacturers' Shipments, Inventories, and Orders,* M3-(80)-1.

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SURVEY HIGHLIGHT

Counties with the most prospects

1979 Rank	County	State	No. Of Plants	% Of U.S. Shipments
1.	Cook	IL	6,156	3.6123%
2.	Los Angeles	CA	6,145	3.5673
3.	New York	NY	2,938	.7556
4.	Cuyahoga	OH	2,008	1.2378
5.	Wayne	MI	1,715	2.1446
6.	Philadelphia	PA	1,513	.7798
7.	Harris	TX	1,343	1.3577
8.	Middlesex	MA	1,275	.7429
9.	Dallas	TX	1,107	.5629
10.	Bergen	NJ	1,105	.5998
11.	Kings	NY	1,046	.3745
12.	Oakland	MI	1,008	.9093
13.	Orange	CA	983	.5432
14.	Dade	FL	944	.3322
15.	Nassau	NY	943	.4465
16.	Hennepin	MN	941	.6071
17.	St. Louis Ind. City	MO	931	.7360
18.	Hamilton	OH	919	.8284
19.	Essex	NJ	913	.4028
20.	Milwaukee	WI	895	.7167
21.	Queens	NY	877	.3319
22.	Fairfield	CT	860	.5501
23.	New Haven	CT	843	.4136
24.	Allegheny	PA	777	.7755
25.	Hartford	CT	764	.5109
26.	Hudson	NJ	753	.4745
27.	Montgomery	PA	747	.4190
28.	Worcester	MA	707	.3275
29.	Providence	RI	700	.3793
30.	Union	NJ	693	.6183
31.	Maricopa	AZ	688	.4232
32.	Passaic	NJ	664	.2816
32.	Macomb	MI	664	.4532
34.	King	WA	654	.5107
35.	Suffolk	MA	645	.3257
36.	Alameda	CA	640	.4413
37.	Middlesex	NJ	639	.5714
38.	Erie	NY	620	.5442
39.	Santa Clara	CA	612	.7117
40.	Du Page	IL	601	.2337
41.	Tarrant	TX	597	.4299
42.	Marion	IN	575	.5651
43.	Suffolk	NY	572	.2305
44.	Essex	MA	562	.3033
45.	Franklin	OH	537	.3548
46.	Shelby	TN	530	.3697
47.	Bristol	MA	527	.2517
48.	Multnomah	OR	523	.2762
49.	Montgomery	OH	514	.4552
50.	Kent	MI	510	.2720
	50-county total		**54,423**	**34.0631%**

No. Of Plants: Manufacturing establishments with 20 or more employees.
% Of U.S. Shipments: County's share of total U.S. shipments.
Source: *Sales & Marketing Management's 1980 Survey of Industrial Purchasing Power.*
© Sales & Marketing Management.

Caution on comparisons

Economic Information Systems (EIS), whose data banks are the source of the industry and geographic details contained in S&MM's annual *Survey of Industrial Purchasing Power*, has updated its files in line with the results of the 1977 *Census of Manufactures*. Affected are its plant counts, employment totals, and the critical shipments-per-employee ratios. Consequently, certain data may appear inconsistent with those appearing in prior *Surveys*. That's because, up to now, EIS had to rely on the 1972 *Census of Manufactures* as its benchmark. As any marketer knows, the further one moves away from a Census year, the weaker the benchmark becomes. Complicating the usual tricky estimating chore was the inflationary tempo in producer prices that has occurred since the 1973–74 oil embargo, a situation that can affect shipments totals as well as shipments-per-employee ratios. Hence, users of the 1980 *Survey* can be assured that not only are they receiving the most current information published—the latest government data apply to the year 1977—but the most viable because it reflects the findings from the 1977 *Census of Manufactures*.

Plant-count benchmarks for using Survey data

	Number Of Plants With 20 Or More Employees 1979 EIS[1]	1977 CBP[2]	1977 Census[3]
By region . . .			
New England	10,755	8,395	8,675
Mideast	28,798	24,207	25,392
Great Lakes	33,640	24,189	24,833
Plains	10,275	7,509	7,511
Southeast	29,132	22,115	22,230
Southwest	9,562	7,332	5,328
Rocky Mountain	2,947	2,061	2,081
Far West	15,127[4]	15,524	16,179
U.S.	**140,236**	**111,332**	**112,229**
. . . and by leading states			
California	11,596	12,023	12,503
New York	10,958	10,096	10,898
Illinois	10,220	6,861	7,054
Pennsylvania	9,128	7,295	7,409
Ohio	9,074	6,293	6,431

	Number Of Plants With 20 Or More Employees 1979 EIS[1]	1977 CBP[2]	1977 Census
Michigan	7,105	4,954	5,176
Texas	6,806	5,409	3,390
New Jersey	6,731	5,230	5,478
North Carolina	5,153	3,813	3,858
Massachusetts	4,977	3,861	4,034
Georgia	3,751	2,766	2,805
Indiana	3,713	3,071	3,123
Florida	3,694	2,853	2,837
Wisconsin	3,528	3,010	3,049
Missouri	3,149	2,324	2,312
Tennessee	3,130	2,374	2,409
Connecticut	3,006	2,167	2,203
Minnesota	2,508	1,962	2,019
Alabama	2,331	1,791	1,815
Virginia	2,125	1,787	1,794
20-state total	**112,683**	**89,934**	**90,600**
% of U.S.	**80.4%**	**80.8%**	**80.7%**

[1] Economic Information Systems.
[2] Census Bureau, *County Business Patterns: 1977 U.S. Summary*, CBP-77-1.
[3] Census Bureau, 1977 *Census of Manufactures*. Compiled from preliminary state reports.
[4] Excludes Alaska and Hawaii.
Sources: *Sales & Marketing Management's 198 Survey of Industrial Purchasing Power;* Census Bureau.
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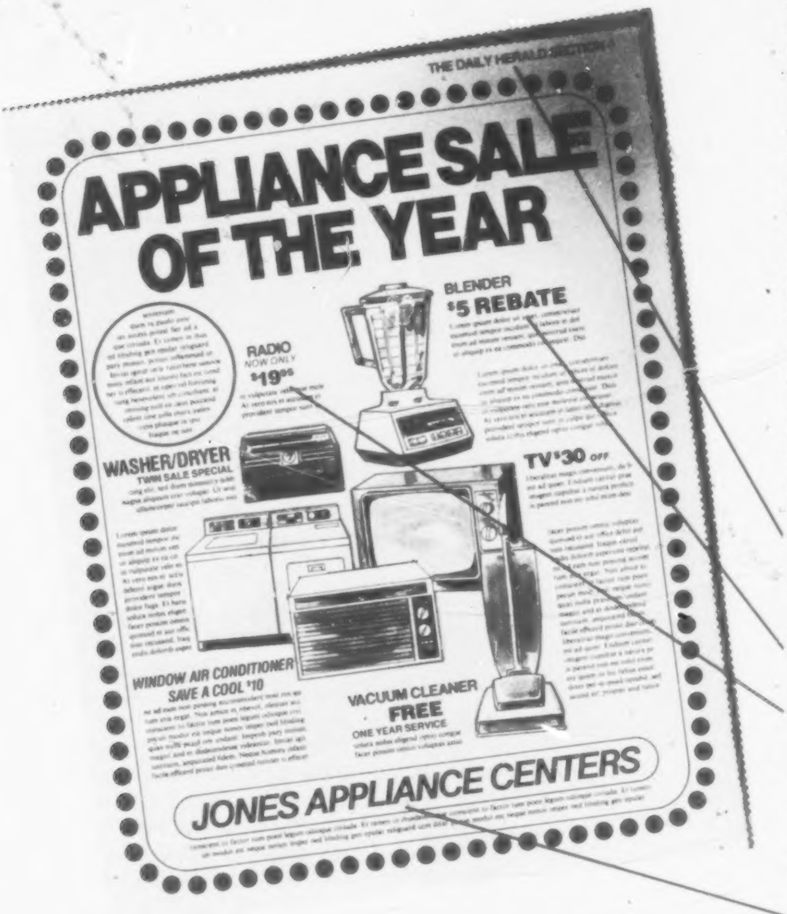

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"Which retailers are key to your sales efforts and which are not?"

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When the Department of Justice and Federal Trade Commission want current, reliable information on manufacturing industries, who do they turn to? Economic Information Systems, source of *Survey of Industrial Purchasing Power* data.

ONLY THE BEST

By JAY GOULD
President
Economic Information Systems

For federal government watchdog agencies charged with maintaining competition in the marketplace to use information from a data bank in the private sector is more than a case of man-bites-dog. Such is the case of Economic Information Systems (EIS), whose data bank on manufacturing establishments is used by both the Federal Trade Commission and Department of Justice as part of their economic and legal investigations of potential monopolistic trends in industry.

This is a tribute to the rigorous and detailed procedures with which EIS insures the completeness and accuracy of its data bank. It is also an assurance to users of the *Survey of Industrial Purchasing Power* that the statistics in this issue have, in the words of one government official, "substantial reliability."

The EIS data base is built from two primary files—an Establishment/Company File and an Input/Output File. The EIS Establishment/Company File contains about 20 pieces of information on each of 140,000 manufacturing establishments and mines employing 20 or more people, and 275,000 establishments in wholesaling, retailing, utilities, transportation, services, and other nonmanufacturing industries. According to the Census Bureau, manufacturing establishments with 20 or more employees account for 35.2% of manufacturing plants and 94.4% of industrial output; nonmanufacturing establishments with 20 or more represent 8.2% of nonmanufacturing locations and 75%–85% of the output.

For each establishment, the file contains a name, address, Zip Code, county, telephone number, employment figure, parent company name and address, value of shipments produced by the establishment

FTC on EIS

"The Economic Information Systems (EIS) data are a distinctive asset among publicly available sources," says John E. Kwoka Jr., staff economist in the Federal Trade Commission's Bureau of Economics, "and seem likely to play yet a greater role in future economic and legal inquiries." Kwoka's remarks were part of a presentation he made at a meeting on private sources of market-share information, sponsored by the Section of Antitrust Law, American Bar Assn. He described a number of FTC research projects using EIS data.

One project investigated the effects of market share on price-cost margins as a measure of competitive performance. A second one focussed on the nature and reasons for market-share patterns. "Market definitions, market shares, descriptions of the firms involved, and identification of their actual and potential competitors are made possible with the EIS data," the FTC economist says.

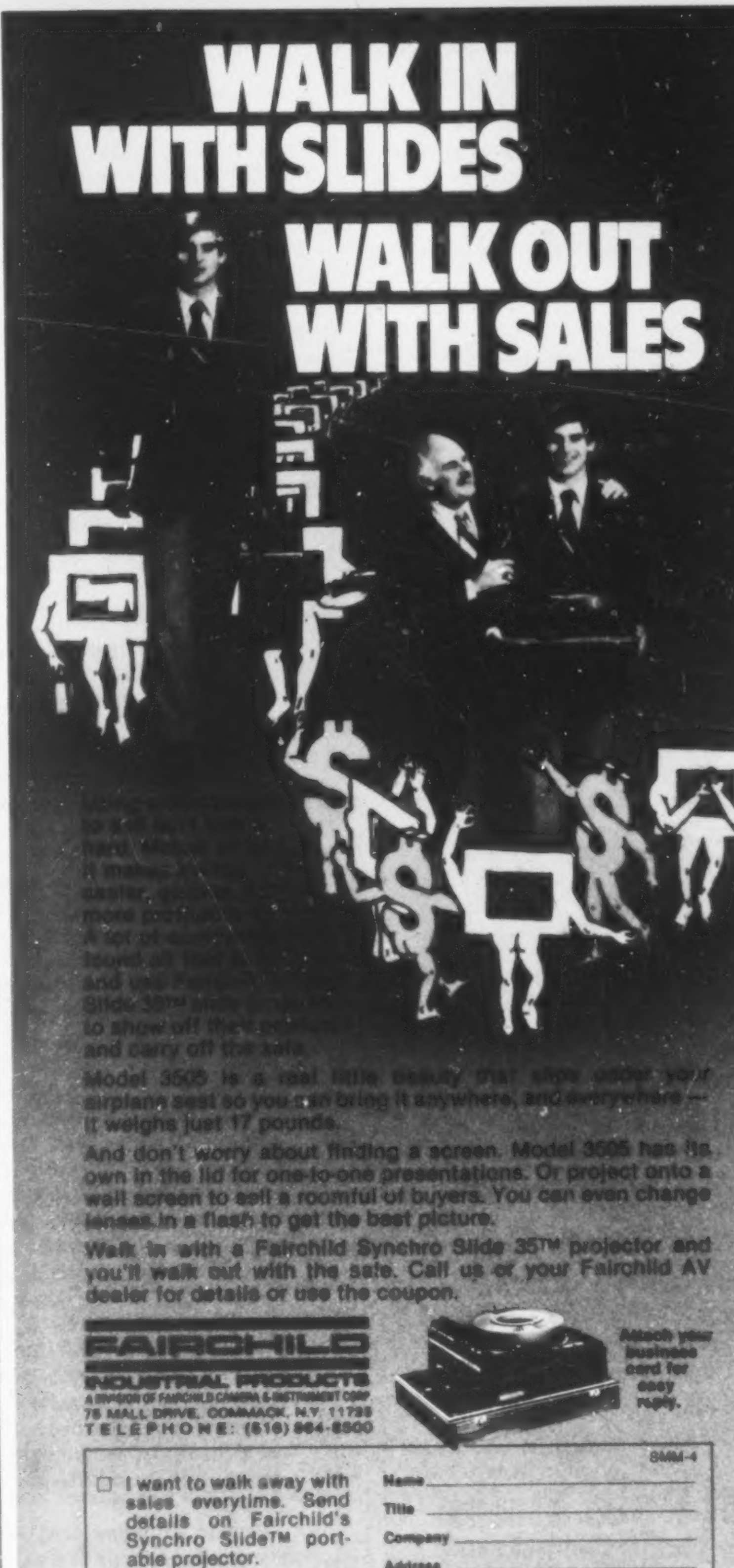
Kwoka has also compared EIS data against the concentration ratios developed by the Census Bureau from the 1972 *Census of Manufactures* calculating market shares in each 4-digit SIC industry for the top 4, 8, 20, and 50 companies. The EIS data showed an impressive close correlation with the bureau's concentration ratios. Kwoka concludes: "The EIS data appear to track the presumably accurate Census numbers quite well." This offers further assurance to users of S&MM's *Survey of Industrial Purchasing Power* that they are on the right track when estimating sales and market potentials from *Survey* yardsticks.

and total sales of the company, and a unique EIS code linking it to its parent company.

The EIS file differs from other commercially available files of establishments and/or companies because it is the only one that is matched and reconciled to: (1) Census Bureau statistics on establishment size, location, Standard Industrial Classification (SIC) industry by state and county; (2) Census Bureau statistics on company concentration by SIC industry; (3) Census Bureau statistics on industry size by employment and value of shipments; and (4) the annual reports of approximately 10,000 companies that publish financial data on their sales and establishment locations.

In identifying and quantifying establishments, EIS uses a wide variety of sources, including:

- **Mailings to companies,** listing their establishments and requesting confirmation and/or correction;
- **Clipping services,** for news of plant openings and closings, corporate mergers, and acquisitions;
- **State and industrial directories,** for identifying missing establishments;
- **Telephone directories,** to determine if establishments and companies are still in existence, and to confirm tele-



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phone numbers and addresses;

- **Yearly review of published annual reports and Form 10-Ks** to reconcile company sales data and plant locations with EIS data;
- **The New York Times financial tape** (quarterly reports on public companies), to adjust the sales figures on an interim basis between annual reports and 10-Ks;
- **Telephone companies** throughout the country on a continuing basis, to ascribe each establishment's correct telephone number and location.

Once establishments are identified, their primary 4-digit SIC code and employment are determined and reconciled with the Census Bureau's annual *County Business Patterns*, which lists the number of establishments by employment-size class as well as total employment for each SIC industry in every county. This step, done every year, insures that the EIS file is as complete as possible. The latest year this was

EIS and Census: Why can't they agree?

Marketers who compare the *Survey of Industrial Purchasing Power's* (SIPP) plant totals with those in the Census Bureau's annual *County Business Patterns* (CBP) state reports should bear in mind the important factors as to why the two sources don't always agree.

Obviously, as Bentley H. Paykin, vice president of Economic Information Systems (EIS), points out, no private information source can duplicate the bureau's financial and personnel resources, not to mention its legal power to compel answers. Also, the CBP reports pertain to a fixed point in time whereas EIS is a dynamic system that constantly inputs new information, excises out-of-date information.

Paykin also cites the following facts of life in data collection that lead to honest differences:

"1. Establishments on the borderline of a size class—the CBP uses nine different classes—can move from one category to the next with a change in just one or two employees. Such movement can be considerable over the two-year time frame in which CBP data trail SIPP data.

"2. Employment data comparisons are inherently imprecise. CBP shows employment for a specific pay period whereas companies generally report it as an annual average. Small companies tend to inflate their employment so that many plants with 15 or 16 employees will claim to have 20.

"3. EIS's technical procedures for reconciling its files against the annual CBP reports invariably leave a residual of unreconciled plant locations. When the differences are uncovered, they continue in our file as the process of reconciliation goes on. After the file is updated, the old differences disappear but new ones appear."

Paykin stresses that "the major discrepancy between the Census Bureau and EIS is in plant totals. There is less disparity on the value of shipments, which is the key statistical measure of industrial buying power and industrial activity."

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done was for 1976.

The next step estimates the value of shipments for each establishment. Roughly speaking, estimates are derived by multiplying each establishment's employment figure by a shipments-per-employee ratio for the appropriate SIC industry, obtained from the 1977 *Census of Manufactures*. The *Census* provides sufficient data to permit EIS to calculate shipments-per-employee ratios in each industry. This refinement on a single number captures some systematic differences in economics of scale and/or technology among establishments in the same industry. Of course, it cannot account for unique establishment-by-establishment variations. These variations are subject to review by considering the establishments' corporate affiliation.

Since the corporate affiliation of each establishment is recorded, our shipments estimates are tested for consistency with company totals. For all companies that are publicly held, EIS extracts from their annual reports and 10-Ks the pertinent sales figures, less foreign sales, and compares this with the total estimated for that company's establishments. If the two totals differ, those industry and establishment shipments figures that are affected are adjusted to reflect the information in the annual report.

The accuracy of the Establishment/Company File is on the order of 90%–96%. At any given point in time, 1%–3% of all the establishments having 20+ employees are missing, 1%–3% are no longer operating, and 2%–4% require a change of information.

The second file—the Input/Output File—contains information on the sales and purchases of more than 1,000 products and services that are used in the manufacturing and commercial sectors of the economy. Input/output describes the U.S. economy by tracing the flow of products from producing industries to consuming industries and final markets.

This data set contains the technical coefficients of an input/output matrix for about 1,000 goods and services in the economy. That is, it describes how much of what factors each industry purchases, and to whom that industry sells its final product and in what amount. This information is available for about 400 commodities in the Commerce Department's *Input-Output Matrix of the U.S. Economy*.

EIS breaks this down by use of other publications—*Current Industrial Reports*, *U.S. Industrial Outlook*, *Survey of Current Business*, *Census of Manufactures*—literature, engineering manuals, and information from its clients. Over the past decade, EIS has accumulated

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encyclopedic knowledge about the technology and buying requirements of each industry.

All of the data in both files are subject to continuing update and review. The Establishment/Company File is updated every three months; the Input/Output File annually. All figures thus undergo periodic change, with a variety of procedures built in to double-check irregular occurrences. Routine mail surveys of establishments and companies are conducted to catch newly opened plants and to eliminate those that have been shut down. EIS contracts with telephone companies for updates on listing changes, additions, and deletions.

A final source of much useful information is a group of EIS clients. Unsystematic feedback (corrections, verification, update) is obtained from users companies' sales forces in the field and other knowledgeable sources. In addition, a client feedback program includes certain users who are willing to provide data on their own operations to EIS.

The sheer volume of these data makes total accuracy impossible, of course, but some checks of reliability are possible. These comparisons—and indeed, the use of the data—are facilitated by the compatability of EIS data with the *Census of Manufactures*.

The 4-digit SIC industry data have been used and checked for many years by the Bureau of Economics of the Federal Trade Commission. Errors are occasionally found in establishment identification and size, and company size and rank, particularly for smaller operations. By and large, however, the data are judged by the FTC to have "substantial reliability." S&MM

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S&MM's FOUR SURVEY ISSUES

Each year Sales & Marketing Management publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographic markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

Survey of Buying Power, published July 28, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published Oct. 27, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales training, sales meetings, cost per call, and salespeople's compensation.

Survey of Industrial Purchasing Power, published in April, provides data on total manufacturing activity at the county level as well as local market information on 457 customer industries that buy goods and services from consumer- and industrial-products manufacturers.

What is this thing called SIC?

A basic goal of the *Survey of Industrial Purchasing Power* is to help industrial marketers zero in on specific target markets for their individual products. The *Survey* does that by using the federal government's unique **Standard Industrial Classification (SIC)** numerical system, which subdivides all the U.S.'s businesses into finer and more detailed product industries or market segments.

The SIC coding system first divides the nation's overall economy into 10 **Basic Industries**, each of which is given a range of 2-digit classification codes. Manufacturing, for example, has 20 2-digit codes—20 to 39—each representing a **Major Group,** such as Food: SIC 20. These, in turn, are subdivided into 143 3-digit **Industry Groups,** such as dairy products: SIC 202. At the next level of detail, they are subdivided into 454 4-digit **Specific Industries,** such as creamery butter: SIC 2021; and fluid milk: SIC 2026.

4-digit popular choice

The *Survey* uses the 4-digit SIC codes because that is the level of detail most widely used by industrial marketers. When a 4-digit industry has 1,000 or more employees in a county, the name of that industry, and its 4-digit code, appears below the county name in the statistical section starting on page 37. That information tells the industrial marketer (1) where his prospects are located geographically and (2) the local area's relative importance in a given customer industry.

It is important to understand that the basic reporting unit in the SIC system, as well as in the *Survey* is the **Individual Establishment,** such as a factory, plant, or mill. Thus establishments should not be confused with companies.

In 1976, the latest year for which comparable federal government data are available, 213,512 companies classified in the manufacturing category filed income tax reports with the Internal Revenue Service. That same year, according to *County Business Patterns,* there were 310,633 manufacturing establishments.

In its quinquennial *Census of Manufactures*, the Census Bureau assembles data at two additional levels. Those are the 5-digit **Product Classes** (1,350 in number) and the 7-digit **Products or Commodities** (totalling 13,000), both considered the **Primary Products** of an industry that has the same first four digits. These data will be found

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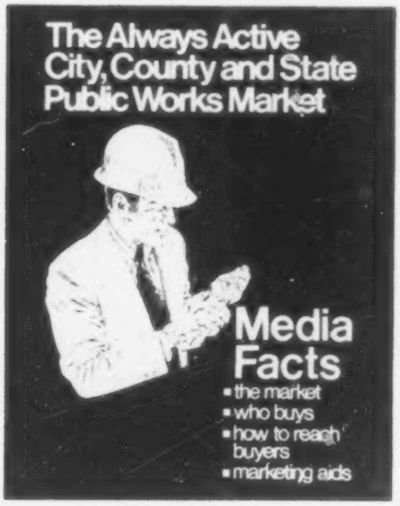

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in Tables 5A through 6C in the Industry Series reports.

SIC data, despite their usefulness, have certain limitations.* First, assigning all the output of a multiproduct establishment to a single 4-digit industry can overstate the total shipments figure for that industry and, conversely, understate the totals of the industries that describe the plant's secondary products.

The Industry Series reports from the 1977 *Census of Manufactures* include two helpful ratios for getting around that problem. The first ratio, **Primary Product Specialization,** indicates the proportion of a 4-digit industry's reported total shipments that is represented by the Primary Products. For example, in SIC 3523: farm machinery and equipment, Primary Products accounted for 92% of the shipments of establishments classified in that industry; 8% of the shipments represented **Secondary Products** (those goods considered the primary products of another industry).

The second ratio, **Coverage,** is the proportion of Primary Products shipped by the establishments in a 4-digit industry to the total shipments of such products by all establishments. For example, the establishments in SIC 3523 accounted for 95% of the total shipments of the Primary Products (farm machinery and equipment) that that particular industry represents. The two ratios are found in Table 5B in the Industry Series reports.

A second limitation involves **Interplant Transfers:** when products are shipped between establishments owned by the same business enterprise for further processing. In effect, the shipments are double-counted.

The third, and most serious, limitation—but, at the same time, this *Survey*'s biggest plus—is the nondisclosure rule, which bars the Census Bureau from publishing data that can identify a special establishment. Because the largest plants are often affected, their shipments will be blanked out from industry totals, leading to a serious understatement at the local area level. Economic Information Systems, New York City, from whose data bank the *Survey* information is drawn, does not face that restriction and includes such units in calculating county and industry totals. Thus in certain cases, the shipments totals on pages 28 to 32 gives a better estimate of the "real" world.

A complete list of industries, and their definitions, appears in the *Standard Industrial Classification Manual: 1972,* available from the U.S. Government Printing Office, Washington, DC 20402; price: $6.75. A 1977 *Supplement,* incorporating minor revisions, is available from the same source for 90¢. A second helpful source for data on shipments and employment are the preliminary summary reports: *Selected Statistics for Industry Groups and Industries: 1977 and 1972,* MC77-S-1(P), 35¢; and *Selected Statistics for States: 1977 and 1972,* MC77-S-2(P), 35¢. Both are available from Subscriber Services (Publications), Bureau of the Census, Washington, DC 20233. ■

**A helpful explanation of SIC and its drawbacks is contained in "SIC: The Increasing Misapplication of a Useful Tool," by Machinery & Allied Products Institute, Washington, DC; price: $3.*

S&MM QUOTES

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—John Schulz, B. Dalton merchandising vice president, commenting on today's market for books on jogging

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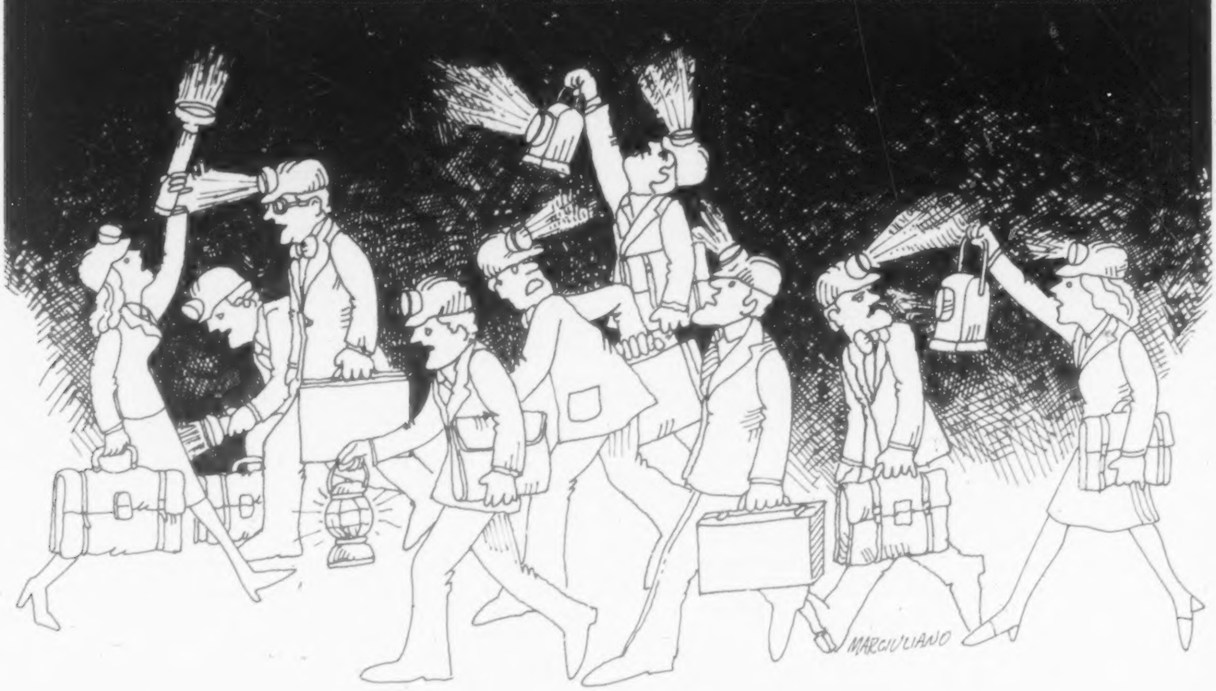

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1980 Survey SIC totals

U.S. plant and shipments totals for 4-digit manufacturing industries

The U.S. plant and shipments totals in this section, covering all Standard Industrial Classification (SIC) 4-digit manufacturing industries, provide insights into the total customer-base (plants) available to the marketer's sales force, and the potential market demand (shipments).

When used in conjunction with the geographical section, starting on page 37, the U.S. totals shown here can be used to calculate the relative importance of individual counties that make up sales territories. For example, two counties account for more than two-fifths of the output of SIC 3861 (photographic equipment and supplies): Monroe County, NY, home of Eastman Kodak, representing 35%; and Middlesex County, MA, Polaroid's home base, 6%.

The employment data can be used to estimate employment at the county level by (1) computing an output-per-employee ratio and (2) dividing that ratio into the county's SIC industry shipments figure.

					1979 (S&MM Est.)	
		Number Of Plants				
SIC	Industry	Total Plants	Large Plants	Employment	Total Shipments ($Mil.)	% In Large Plants
SIC 20	**Food**					
2011	Meat-packing plants	1,175	386	165,647	38,751.9	80
2013	Sausages & other prepared meats	714	198	70,071	8,450.8	69
2016	Poultry-dressing plants	329	221	76,854	6,401.7	94
2017	Poultry & egg processing	247	127	41,148	1,173.2	86
2021	Creamery butter	148	13	8,026	1,186.9	30
2022	Natural & processed cheese	310	75	28,773	7,287.9	67
2023	Condensed & evaporated milk	184	46	15,306	3,155.1	59
2024	Ice cream & frozen desserts	415	109	34,871	2,071.0	61
2026	Fluid milk	1,106	362	105,271	14,107.0	67
2032	Canned food specialties	102	52	25,300	2,984.7	92
2033	Canned fruits & vegetables	735	372	131,797	6,818.6	86
2034	Dehydrated fruits, vegetables, & soups	119	60	20,478	1,126.8	87
2035	Pickles, sauces, & salad dressings	233	80	27,956	3,067.4	76
2037	Frozen fruits & vegetables	277	158	67,617	3,078.0	92
2038	Frozen food specialties	149	83	30,182	3,390.0	88
2041	Flour & other grain-mill products	253	76	25,712	4,460.9	68
2043	Cereal breakfast foods	42	24	19,161	2,641.7	96
2044	Rice milling	46	16	5,104	1,321.4	76
2045	Blended & prepared flour	41	16	5,530	1,205.7	79
2046	Wet corn milling	54	22	13,422	2,099.2	90
2047	Pet food	156	47	19,094	3,270.8	76
2048	Prepared feeds n.e.c.	1,007	104	54,757	8,641.9	37
2051	Bread, cake, & related products	1,508	638	204,897	9,791.5	82
2052	Cookies & crackers	180	82	44,575	3,099.2	90
2061	Raw cane sugar	49	26	8,772	409.0	87
2062	Cane-sugar refining	27	23	12,613	2,348.7	98
2063	Beet sugar	58	52	16,826	1,246.5	98
2065	Confectionery products	516	173	70,426	4,125.6	78
2066	Chocolate & cocoa products	36	17	10,150	1,385.8	91
2067	Chewing gum	17	16	9,087	596.9	100
2074	Cottonseed-oil mills	92	16	7,267	977.0	46
2075	Soybean-oil mills	77	19	6,269	8,710.4	48
2076	Vegetable-oil mills n.e.c.	31	10	2,768	841.9	61
2077	Animal & marine fats & oils	214	28	13,608	1,713.2	41
2079	Shortening & cooking oils n.e.c.	72	36	11,240	4,829.6	84
2082	Malt beverages	102	77	46,661	7,239.2	97
2083	Malt	27	10	2,484	544.7	67
2084	Wines, brandy, & brandy spirits	98	35	11,032	1,477.4	75
2085	Distilled liquor, except brandy	85	41	19,559	2,380.7	89
2086	Bottled & canned soft drinks	1,604	345	128,317	9,850.9	58
2087	Flavoring extracts & syrups n.e.c.	162	32	12,734	2,714.3	59
2091	Canned & cured seafoods	174	67	23,229	1,489.1	77
2092	Fresh or frozen packaged seafoods	310	71	30,292	2,275.6	64
2095	Roasted coffee	98	40	15,118	5,035.9	84
2097	Manufactured ice	168	8	7,758	172.9	17
2098	Macaroni & spaghetti	65	28	7,360	695.8	77
2099	Food preparations n.e.c.	795	213	78,731	6,833.4	69
SIC 21	**Tobacco**					
2111	Cigarettes	13	12	41,997	7,974.1	100
2121	Cigars	73	33	12,227	303.7	86
2131	Chewing & smoking tobacco & snuff	24	19	5,548	442.6	96
2141	Tobacco stemming & redrying	82	53	17,058	2,594.7	93
SIC 22	**Textile mill products**					
2211	Cotton-weaving mills	376	301	168,275	4,512.8	98
2221	Synthetics- & silk-weaving mills	319	205	94,448	6,358.7	95
2231	Wool-fabric weaving & finishing mills	193	103	38,276	599.1	87
2241	Narrow-fabric mills	298	100	32,355	694.5	73
2251	Women's full- & knee-length hosiery	236	116	45,733	750.3	87
2252	Hosiery n.e.c.	311	115	38,027	933.6	76
2253	Knit-outerwear mills	501	217	80,171	2,251.7	83
2254	Knit-underwear mills	96	66	30,429	697.1	94
2257	Circular-knit fabric mills	197	79	29,302	2,960.1	80
2258	Warp-knit fabric mills	74	37	10,707	1,582.4	83
2259	Knitting mills n.e.c.	42	11	4,203	96.0	68
2261	Cotton-finishing plants	237	110	50,283	886.7	88
2262	Synthetics- & silk-finishing plants	102	56	21,441	2,325.3	89
2269	Textile-finishing plants n.e.c.	138	63	18,154	829.5	80
2271	Woven carpets & rugs	60	24	8,804	172.3	82
2272	Tufted carpets & rugs	245	137	53,190	4,560.7	90
2279	Carpets & rugs n.e.c.	33	7	2,859	109.7	61
2281	Yarn-spinning mills, except wool	417	298	90,607	3,962.7	93
2282	Throwing & winding mills, except wool	107	72	21,419	1,944.9	91
2283	Wool-yarn mills	96	54	17,886	198.7	88
2284	Thread mills	56	32	13,815	542.3	93
2291	Felt goods, except woven felts & hats	56	22	7,333	173.4	79
2292	Lace goods	45	13	5,383	47.5	70

DEFINITIONS—**SIC:** 4-digit classification used by federal government. **Industry:** Classification by plant's primary product. A complete listing of full SIC industry titles and definitions is in the 1972 *Standard Industrial Classification Manual*, U.S. Government Printing Office, Washington, D.C.; price $6.75. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **Shipments:** Dollar value of all goods produced. **% In Large Plants:** Share of dollar shipments produced in plants with 100+ employees. This is a rounded number; if the share is 99.5% or more, it shows as 100%. **Employment:** Number of persons employed in plants with 20+ employees. **N.e.c.:** Not elsewhere classified.

1979 (S&MM Est.)

SIC	Industry	Number Of Plants		Employment	Total Shipments ($Mil.)	% In Large Plants
		Total Plants	Large Plants			
2293	Paddings & upholstery filling	79	12	5,254	250.5	42
2294	Processed textile waste	122	21	7,882	177.8	44
2295	Coated fabrics, not rubberized	127	40	14,763	1,175.5	73
2296	Tire cord & fabric	25	21	11,791	1,074.3	98
2297	Nonwoven fabrics	28	10	4,116	824.4	74
2298	Cordage & twine	108	38	12,473	331.1	76
2299	Textile goods n.e.c.	126	35	13,593	233.2	71

SIC 23 Apparel

SIC	Industry	Total Plants	Large Plants	Employment	Total Shipments ($Mil.)	% In Large Plants
2311	Men's & boys' suits & coats	517	309	112,977	2,870.8	91
2321	Men's & boys' shirts & nightwear	623	439	134,229	3,377.4	92
2322	Men's & boys' underwear	85	66	24,844	414.5	96
2323	Men's & boys' neckwear	117	20	8,710	259.6	50
2327	Men's & boys' separate trousers	461	323	104,778	2,258.4	92
2328	Men's & boys' work clothing	454	307	92,085	3,497.6	91
2329	Men's & boys' clothing n.e.c.	465	217	60,969	1,093.4	79
2331	Women's & misses' blouses	526	169	52,923	2,251.2	65
2335	Women's & misses' dresses	1,398	394	137,742	4,866.5	63
2337	Women's & misses' suits & coats	575	160	53,305	2,721.4	60
2339	Women's & misses' outerwear n.e.c.	891	341	101,653	2,918.6	72
2341	Women's & children's underwear	507	282	89,666	1,811.7	87
2342	Brassieres, girdles, & allied garments	138	80	28,409	749.4	89
2351	Millinery	53	5	3,030	90.8	39
2352	Hats & caps, except millinery	150	43	13,987	317.6	64
2361	Girls' & children's dresses & blouses	276	96	28,936	776.9	68
2363	Girls' & children's coats & suits	73	24	7,380	208.5	65
2369	Girls' & children's outerwear n.e.c.	262	102	31,707	816.9	74
2371	Fur goods	125	8	5,670	439.8	18
2381	Fabric dress & work gloves	144	56	17,077	365.4	74
2384	Robes & dressing gowns	84	30	8,549	337.8	68
2385	Waterproof outer garments	123	48	17,846	432.9	79
2386	Leather- & sheep-lined clothing	52	17	4,939	255.2	65
2387	Apparel belts	115	25	9,017	285.9	52
2389	Apparel & accessories n.e.c.	116	20	8,592	238.9	51
2391	Curtains & draperies	347	77	28,398	1,159.4	60
2392	House furnishings n.e.c.	354	102	33,847	2,600.1	65
2393	Textile bags	139	35	10,369	357.1	57
2394	Canvas & related products	254	32	14,256	562.0	39
2395	Pleating, stitching, & tucking	142	27	9,563	755.9	50
2396	Automotive & apparel trimmings	173	33	19,471	2,486.3	68
2397	Schiffli-machine embroideries	47	6	2,787	186.4	46
2399	Fabricated textile products n.e.c.	322	79	31,692	1,290.9	67

SIC 24 Lumber & wood products

SIC	Industry	Total Plants	Large Plants	Employment	Total Shipments ($Mil.)	% In Large Plants
2411	Logging camps & contractors	467	38	27,265	4,913.6	41
2421	General sawmills & planing mills	2,160	402	170,642	9,607.6	56
2426	Hardwood dimension & flooring	401	90	31,960	885.1	55
2429	Special-product sawmills n.e.c.	108	14	7,253	269.1	50
2431	Millwork	1,215	198	84,200	4,157.7	50
2434	Wood kitchen cabinets	387	73	31,299	1,130.2	58
2435	Hardwood veneer & plywood	299	114	34,455	1,072.8	73
2436	Softwood veneer & plywood	232	131	40,305	3,489.5	88
2439	Structural wood members n.e.c.	362	55	26,493	858.0	51
2441	Nailed & lock-corner wood boxes	208	41	13,662	284.7	49
2448	Wood pallets & skids	301	26	15,423	738.7	30
2449	Wood containers n.e.c.	147	43	13,411	275.3	62
2451	Mobile homes	540	232	60,296	3,430.9	71
2452	Prefabricated wood buildings	310	73	24,830	2,031.1	57
2491	Wood preserving	237	26	14,207	1,004.4	35
2492	Particleboard	76	45	19,731	483.4	92
2499	Wood products n.e.c.	998	168	71,137	2,524.8	53

SIC 25 Furniture

SIC	Industry	Total Plants	Large Plants	Employment	Total Shipments ($Mil.)	% In Large Plants
2511	Wood household furniture	981	368	133,445	5,132.8	80
2512	Upholstered wood household furniture	979	288	100,688	3,615.2	69
2514	Metal household furniture	263	109	34,733	1,551.2	81
2515	Mattresses & bedsprings	470	85	37,881	1,567.9	56
2517	Wood TV & radio cabinets	38	24	12,812	405.4	95
2519	Household furniture n.e.c.	67	16	5,586	271.7	62
2521	Wood office furniture	115	38	13,030	456.8	73
2522	Metal office furniture	150	73	28,374	1,700.1	88
2531	Public-building & related furniture	248	72	26,113	944.2	70

1979 (S&MM Est.)

SIC	Industry	Number Of Plants		Employment	Total Shipments ($Mil.)	% In Large Plants
		Total Plants	Large Plants			
2541	Wood partitions & fixtures	408	70	28,764	1,355.9	52
2542	Metal partitions & fixtures	272	79	25,000	1,226.6	65
2591	Drapery hardware & blinds & shades	122	24	14,206	800.9	73
2599	Furniture & fixtures n.e.c.	171	31	11,359	840.5	51

SIC 26 Paper

SIC	Industry	Total Plants	Large Plants	Employment	Total Shipments ($Mil.)	% In Large Plants
2611	Pulp mills	59	37	21,912	2,644.3	95
2621	Paper mills, except building paper	345	247	144,061	15,140.9	97
2631	Paperboard mills	221	147	65,241	8,097.9	94
2641	Paper coating & glazing	299	108	45,945	3,864.6	81
2642	Envelopes	219	100	27,285	1,156.8	78
2643	Bags, except textile bags	404	158	53,742	4,246.9	78
2645	Die-cut paper & board	187	35	16,080	1,308.7	59
2646	Pressed & molded pulp goods	31	13	4,834	289.7	82
2647	Sanitary paper products	99	53	28,728	5,548.8	92
2648	Stationery products	74	42	11,668	822.3	87
2649	Converted paper products n.e.c.	374	97	37,872	1,614.9	67
2651	Folding paperboard boxes	512	182	53,942	2,526.6	72
2652	Set-up paperboard boxes	216	51	17,136	384.0	54
2653	Corrugated & solid fiber boxes	1,081	488	116,623	6,858.4	77
2654	Sanitary food containers	119	70	25,897	2,061.1	92
2655	Fiber cans, drums, & similar products	208	47	17,438	1,024.6	58
2661	Building-paper & building-board mills	103	49	16,662	663.8	86

SIC 27 Printing & publishing

SIC	Industry	Total Plants	Large Plants	Employment	Total Shipments ($Mil.)	% In Large Plants
2711	Newspapers	2,459	621	322,327	12,998.8	76
2721	Periodicals	433	135	67,288	6,089.6	82
2731	Book publishing	513	180	73,485	4,890.1	81
2732	Book printing	157	58	33,881	1,375.1	87
2741	Miscellaneous publishing	359	97	36,471	1,839.3	68
2751	Letterpress commercial printing	2,758	371	198,856	4,811.7	52
2752	Lithographic commercial printing	1,765	321	128,807	7,990.4	54
2753	Engraving & plate printing	184	26	12,504	277.4	52
2754	Gravure commercial printing	34	22	6,926	1,016.2	94
2761	Manifold business forms	406	130	41,537	2,409.6	71
2771	Greeting-card publishing	85	33	23,715	1,090.4	91
2782	Blankbooks & looseleaf binders	254	84	26,606	1,101.7	72
2789	Bookbinding & related work	311	57	23,062	555.9	56
2791	Typesetting	330	38	18,489	728.3	37
2793	Photoengraving	185	23	9,914	221.3	33
2794	Electrotyping & stereotyping	24	4	1,386	14.4	42
2795	Lithographic platemaking services	35	1	1,577	667.7	10

SIC 28 Chemicals

SIC	Industry	Total Plants	Large Plants	Employment	Total Shipments ($Mil.)	% In Large Plants
2812	Alkalies & chlorine	74	36	18,730	2,203.1	90
2813	Industrial gases	333	35	17,347	1,359.5	38
2816	Inorganic pigments	96	39	14,326	1,582.1	81
2819	Industrial inorganic chemicals n.e.c.	548	194	90,021	9,051.4	83
2821	Plastics materials & synthetic resins	471	205	101,424	12,252.2	88
2822	Synthetic rubber	59	38	26,685	2,146.1	96
2823	Cellulosic man-made fibers	22	15	21,023	1,148.2	98
2824	Noncellulosic synthetic organic fibers	68	52	71,250	7,293.2	99
2831	Biological products	88	31	12,855	1,029.7	81
2833	Medicinals & botanicals	99	30	22,922	2,330.2	86
2834	Pharmaceutical preparations	476	212	133,462	12,801.1	91
2841	Soap & other detergents	267	74	37,199	6,482.3	80
2842	Polishes & sanitation goods	522	113	47,292	3,572.8	65
2843	Surface-active agents	72	14	5,960	1,186.4	55
2844	Toilet preparations	254	125	57,511	7,561.7	90
2851	Paints & allied products	868	206	73,194	7,665.7	63
2861	Gum & wood chemicals	96	28	8,057	520.4	65
2865	Cyclic crudes & intermediates	196	77	31,848	5,730.9	83
2869	Industrial organic chemicals n.e.c.	447	184	102,109	25,285.7	89
2873	Nitrogenous fertilizers	230	59	21,459	2,964.6	66
2874	Phosphatic fertilizers	92	37	17,717	3,061.2	86
2875	Fertilizers - mixing only	269	24	13,646	1,924.5	30
2879	Agricultural chemicals n.e.c.	204	45	19,254	3,278.3	65
2891	Adhesives & sealants	288	64	22,182	2,041.8	57
2892	Explosives	67	29	20,625	765.3	92
2893	Printing ink	206	30	12,505	1,113.5	48
2895	Carbon black	32	11	3,397	538.6	64
2899	Chemical preparations n.e.c.	615	135	51,653	4,081.3	62

1979 (S&MM Est.)

SIC 29 Petroleum refining & coal products

SIC	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Employment	Total Shipments ($Mil.)	% In Large Plants
2911	Petroleum refining	373	196	104,821	110,196.4	92
2951	Paving mixtures & blocks	578	119	44,628	1,895.0	54
2952	Asphalt felts & coatings	186	65	19,118	2,356.7	71
2992	Lubricating oils & greases	245	45	16,011	2,027.7	50
2999	Petroleum & coal products n.e.c.	38	11	3,254	564.8	65

SIC 30 Rubber & misc. plastics

SIC	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Employment	Total Shipments ($Mil.)	% In Large Plants
3011	Tires & inner tubes	136	95	115,669	10,777.6	98
3021	Rubber & plastic footwear	46	38	23,335	598.5	98
3031	Reclaimed rubber	18	4	1,173	46.8	44
3041	Rubber & plastic hose & belting	153	81	34,012	1,778.6	91
3069	Fabricated rubber products n.e.c.	869	320	127,095	5,072.1	81
3079	Miscellaneous plastics products	4,395	1,202	409,459	21,202.8	66

SIC 31 Leather

SIC	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Employment	Total Shipments ($Mil.)	% In Large Plants
3111	Leather tanning & finishing	252	81	26,299	1,960.6	70
3131	Boot & shoe cut stock & findings	167	53	14,751	345.2	64
3142	House slippers	59	30	9,350	256.8	83
3143	Men's nonathletic footwear	173	137	54,909	2,268.5	97
3144	Women's nonathletic footwear	196	160	55,279	1,762.7	97
3149	Nonrubber footwear n.e.c.	233	169	58,379	743.4	94
3151	Leather gloves & mittens	78	19	5,837	232.6	55
3161	Luggage	113	35	15,320	822.1	77
3171	Women's handbags & purses	181	61	20,921	652.1	73
3172	Personal leather goods n.e.c.	130	39	14,352	454.8	72
3199	Leather goods n.e.c.	172	35	11,672	360.1	53

SIC 32 Stone, clay, glass & concrete

SIC	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Employment	Total Shipments ($Mil.)	% In Large Plants
3211	Flat glass	79	42	28,027	1,922.1	94
3221	Glass containers	136	113	67,122	3,575.7	99
3229	Pressed & blown glass n.e.c.	211	107	65,413	2,666.0	93
3231	Products of purchased glass	359	94	32,077	2,267.7	67
3241	Hydraulic cement	197	148	33,186	3,734.7	92
3251	Brick & structural clay tile	338	85	27,995	964.2	53
3253	Ceramic wall & floor tile	61	34	8,718	316.6	87
3255	Clay refractories	132	41	14,152	754.2	69
3259	Structural clay products n.e.c.	72	26	7,752	269.7	71
3261	Vitreous plumbing fixtures	50	39	11,460	509.7	95
3262	Vitreous china food utensils	20	15	7,831	207.7	97
3263	Fine-earthenware food utensils	15	9	3,725	111.3	92
3264	Porcelain electrical supplies	61	34	11,779	420.2	89
3269	Pottery products n.e.c.	142	30	11,258	285.2	56
3271	Concrete block & brick	734	45	33,539	1,394.2	21
3272	Concrete products n.e.c.	1,130	165	72,272	3,339.1	46
3273	Ready-mixed concrete	1,470	133	77,919	7,874.0	34
3274	Lime	146	34	11,365	609.7	56
3275	Gypsum products	95	54	12,105	1,194.1	81
3281	Cut stone & stone products	409	49	24,822	504.4	42
3291	Abrasive products	217	54	24,549	2,090.3	72
3292	Asbestos products	138	67	23,174	1,092.8	87
3293	Gaskets, packing, & sealing devices	215	70	30,126	1,546.6	80
3295	Ground or treated minerals & earths	543	79	38,065	1,222.2	51
3296	Mineral wool	113	49	19,244	2,202.4	87
3297	Nonclay refractories	95	45	14,848	815.0	85
3299	Nonmetallic mineral products n.e.c.	67	14	8,837	403.5	76

SIC 33 Primary metal

SIC	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Employment	Total Shipments ($Mil.)	% In Large Plants
3312	Blast furnaces & steel mills	346	222	399,556	50,377.3	99
3313	Electrometallurgical products	53	33	13,678	1,129.4	93
3315	Steel wire & related products	178	73	26,100	2,662.0	81
3316	Cold-rolled steel sheet, strip, & bars	178	90	39,799	2,958.5	90
3317	Steel pipe & tubes	233	119	54,671	3,554.2	90
3321	Gray-iron foundries	824	329	137,483	8,014.7	83
3322	Malleable-iron foundries	74	43	24,806	774.4	94
3324	Steel-investment foundries	69	22	7,605	491.4	81
3325	Steel foundries n.e.c.	318	173	63,758	2,511.0	90
3331	Primary copper	53	32	25,405	4,942.2	96
3332	Primary lead	28	11	4,166	921.0	82
3333	Primary zinc	23	14	5,338	629.1	92
3334	Primary aluminum	45	32	33,905	6,059.7	98
3339	Primary nonferrous metals n.e.c.	62	29	9,611	1,288.5	83
3341	Secondary nonferrous metals	256	75	24,523	4,723.6	68
3351	Copper rolling & drawing	122	79	32,695	5,337.3	94
3353	Aluminum sheet, plate, & foil	57	39	29,078	7,271.6	97
3354	Aluminum extruded products	139	64	21,947	2,651.0	84
3355	Aluminum rolling & drawing n.e.c.	88	35	16,421	743.4	85
3356	Nonferrous rolling & drawing n.e.c.	149	51	22,736	2,587.9	82
3357	Nonferrous-wire drawing & insulating	266	159	58,979	7,559.5	91
3361	Aluminum foundries	535	158	53,927	3,215.2	72
3362	Brass, bronze, & copper foundries	274	56	21,553	786.0	59
3369	Nonferrous foundries n.e.c.	279	87	36,313	1,063.2	77
3398	Metal heat treating	124	14	6,646	1,028.9	36
3399	Primary metal products n.e.c.	342	48	21,335	973.5	44

DEFINITIONS—**SIC:** 4-digit classification used by federal government. **Industry:** Classification by plant's primary product. A complete listing of full SIC industry titles and definitions is in the 1972 *Standard Industrial Classification Manual*, U.S. Government Printing Office, Washington, D.C.; price: $6.75. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **Shipments:** Dollar value of all goods produced. **% In Large Plants:** Share of dollar shipments produced in plants with 100+ employees. This is a rounded number; if the share is 99.5% or more, it shows as 100%. **Employment:** Number of persons employed in plants with 20+ employees. **N.e.c.:** Not elsewhere classified.

SIC 34 Fabricated metal

SIC	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Employment	Total Shipments ($Mil.)	% In Large Plants
3411	Metal cans	361	196	68,387	8,037.7	88
3412	Metal shipping barrels, drums, & pails	183	54	16,015	926.4	61
3421	Cutlery	79	43	15,160	805.5	89
3423	Hand & edge tools n.e.c.	380	124	52,032	2,515.0	80
3425	Hand saws & saw blades	80	24	8,063	410.2	73
3429	Hardware n.e.c.	651	206	91,503	5,887.0	79
3431	Metal sanitary ware	90	28	12,718	511.4	76
3432	Plumbing fittings & brass goods	170	82	27,496	1,276.9	86
3433	Heating equipment, except electric	349	130	42,905	1,627.3	79
3441	Fabricated structural metal	1,700	364	147,600	6,162.2	61
3442	Metal doors, sash, & trim	987	235	89,900	2,654.0	63
3443	Fabricated plate work (boiler shops)	1,124	325	140,465	8,335.6	75
3444	Sheet-metal work	1,868	275	118,258	5,400.2	46
3446	Architectural & ornamental metal work	281	39	19,159	1,045.6	48
3448	Prefabricated metal buildings	206	74	26,330	1,254.6	78
3449	Miscellaneous metal work	454	70	30,560	1,539.7	47
3451	Screw-machine products	861	102	47,971	1,992.2	37
3452	Bolts, nuts, rivets, & washers	533	182	67,008	3,743.0	78
3462	Iron & steel forgings	406	148	60,648	2,757.6	81
3463	Nonferrous forgings	41	24	10,024	537.5	93
3465	Automotive stampings	196	109	86,320	11,009.3	96
3466	Crowns & closures	38	18	7,465	673.0	86
3469	Metal stampings n.e.c.	1,308	328	115,150	5,241.0	64
3471	Plating & polishing	1,087	116	61,527	2,005.2	37
3479	Metal coating & allied services n.e.c.	504	74	34,497	1,786.3	50
3482	Small-arms ammunition	22	9	11,430	483.2	95
3483	Ammunition, except small-arms, n.e.c.	47	34	40,562	868.5	98
3484	Small arms	57	24	22,159	859.3	93
3489	Ordnance & accessories n.e.c.	46	29	22,828	832.2	97
3493	Steel springs, except wire	106	34	11,404	581.5	73
3494	Valves & pipe fittings	672	297	109,065	5,615.6	86
3495	Wire springs	183	55	17,761	960.3	72
3496	Miscellaneous fabricated wire products	712	195	67,622	1,486.5	67
3497	Metal foil & leaf	27	7	2,454	948.8	65
3498	Fabricated pipe & fittings	311	72	26,535	1,995.0	61
3499	Fabricated metal products n.e.c.	967	204	81,080	3,691.6	61

SIC 35 Nonelectrical machinery

SIC	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Employment	Total Shipments ($Mil.)	% In Large Plants
3511	Turbines & turbine-generator set units	72	38	37,661	3,090.4	96
3519	Internal-combustion engines n.e.c.	115	66	79,141	8,759.4	97
3523	Farm machinery & equipment	851	241	132,218	10,256.7	80
3524	Lawn & garden equipment	118	52	31,027	1,564.7	91
3531	Construction machinery	463	210	139,833	14,860.8	92
3532	Mining machinery	252	86	40,782	2,437.7	81
3533	Oil-field machinery	311	124	56,279	4,569.7	86
3534	Elevators & moving stairways	140	41	17,034	566.8	74
3535	Conveyors & conveying equipment	363	101	37,564	2,263.2	69

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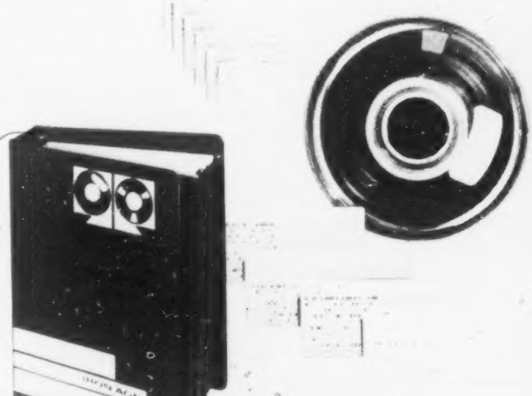

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1979 (S&MM Est.)

SIC	Industry	Number Of Plants		Employment	Total Shipments ($Mil.)	% In Large Plants
		Total Plants	Large Plants			
3536	Hoists, industrial cranes, & monorails	163	56	23,850	989.9	79
3537	Industrial trucks & tractors	290	95	48,513	2,269.2	81
3541	Metal-cutting machine tools	607	168	80,559	1,807.0	77
3542	Metal-forming machine tools	254	71	28,387	777.8	73
3544	Special dies, tools, jigs, & fixtures	2,213	227	119,383	2,765.3	37
3545	Machine-tool accessories	656	143	64,197	1,408.0	67
3546	Power-driven hand tools	74	44	26,836	830.6	95
3547	Rolling-mill machinery	40	20	8,707	354.1	90
3549	Metalworking machinery n.e.c.	188	53	21,434	640.0	72
3551	Food-products machinery	497	147	51,258	2,858.9	71
3552	Textile machinery	361	85	41,393	1,320.5	72
3553	Woodworking machinery	163	38	13,840	1,625.1	62
3554	Paper-industries machinery	146	50	19,673	1,314.6	78
3555	Printing-trades machinery	273	76	29,451	2,124.1	73
3559	Special-industry machinery n.e.c.	849	224	94,603	6,767.2	73
3561	Pumps & pumping equipment	441	169	68,977	2,663.9	83
3562	Ball & roller bearings	157	88	62,864	1,935.5	95
3563	Air & gas compressors	115	57	32,395	1,351.4	92
3564	Blowers & exhaust & ventilation fans	313	101	35,363	1,122.6	75
3565	Industrial patterns	161	13	7,298	248.2	23
3566	Speed changers, drives, & gears	135	53	25,003	913.4	85
3567	Industrial-process furnaces & ovens	233	57	21,979	508.4	66
3568	Power-transmission equipment n.e.c.	260	104	43,382	1,148.0	84
3569	General industrial machinery n.e.c.	687	178	74,626	1,940.7	70
3572	Typewriters	16	11	18,093	1,560.5	99
3573	Electronic computing equipment	474	260	207,194	17,067.8	95
3574	Calculating & accounting machines	61	34	21,976	1,579.5	94
3576	Scales & balances, except laboratory	66	21	9,744	549.3	80
3579	Office machines n.e.c.	155	67	32,865	1,132.0	89
3581	Automatic merchandising machines	58	26	11,770	641.2	86
3582	Commercial laundry equipment	73	18	6,235	348.4	63
3585	Refrigeration & heating equipment	532	221	126,707	14,075.9	89
3586	Measuring & dispensing pumps	24	11	4,781	575.4	91
3589	Service-industry machinery n.e.c.	359	100	39,027	2,776.8	71
3592	Carburetors, pistons, rings, & valves	86	38	29,849	2,165.2	93
3599	Machinery, except electrical, n.e.c.	3,089	262	169,257	10,268.1	37

SIC 36 Electrical & electronics

SIC	Industry	Number Of Plants		Employment	Total Shipments ($Mil.)	% In Large Plants
		Total Plants	Large Plants			
3612	Transformers	280	120	66,039	2,650.9	89
3613	Switchgear & switchboard apparatus	412	167	80,668	4,345.4	87
3621	Motors & generators	416	227	117,197	4,675.3	93
3622	Industrial controls	425	159	77,681	3,028.7	85
3623	Electric welding apparatus	136	50	20,932	1,462.3	83
3624	Carbon & graphite products	59	32	15,122	885.3	92
3629	Electrical industrial apparatus n.e.c.	151	52	18,520	816.9	77
3631	Household cooking equipment	75	52	37,600	1,774.5	97
3632	Household refrigerators & freezers	37	23	31,316	2,716.2	98
3633	Household laundry equipment	23	18	22,842	1,910.1	99
3634	Electric housewares & fans	191	126	52,096	2,655.1	95
3635	Household vacuum cleaners	27	16	10,829	673.6	96
3636	Sewing machines	41	13	8,220	322.6	86
3639	Household appliances n.e.c.	56	29	14,355	1,254.4	92
3641	Electric lamps	97	65	32,785	1,802.9	95
3643	Current-carrying wiring devices	363	184	70,457	1,949.0	88
3644	Non-current-carrying wiring devices	126	50	22,418	1,529.6	84
3645	Residential electric lighting fixtures	235	77	24,125	1,046.4	71
3646	Commercial electric lighting fixtures	133	46	16,913	985.4	78
3647	Vehicular lighting equipment	30	17	11,591	995.2	95
3648	Lighting equipment n.e.c.	186	66	22,792	491.8	74
3651	Radio & TV receiving sets	276	141	91,873	5,955.1	94
3652	Phonograph records & pre-recorded tape	123	34	18,783	822.4	79
3661	Telephone & telegraph apparatus	215	121	159,196	8,679.4	97
3662	Radio & TV communication equipment	1,091	466	280,388	19,516.0	90
3671	Receiving-type electron tubes	26	14	10,865	1,673.4	96
3672	Cathode-ray TV picture tubes	25	17	18,783	727.7	98
3673	Transmitting electron tubes	45	26	11,983	706.1	92
3674	Semiconductors & related devices	260	136	101,780	4,932.0	95
3675	Electronic capacitors	73	50	18,599	778.5	94
3676	Electronic resistors	54	32	14,216	611.8	93
3677	Electronic coils & transformers	175	66	17,436	542.1	70
3678	Electronic connectors	111	47	21,138	1,230.5	88
3679	Electronic components n.e.c.	1,502	555	228,000	4,575.6	81
3691	Storage batteries	145	82	30,070	2,153.4	91
3692	Dry & wet primary batteries	47	28	12,816	709.4	94
3693	X-ray apparatus & tubes	83	34	16,139	1,977.5	88
3694	Engine electrical equipment	198	96	74,688	3,931.6	94
3699	Electrical equipment & supplies n.e.c.	201	55	20,141	721.8	66

SIC 37 Transportation equipment

SIC	Industry	Number Of Plants		Employment	Total Shipments ($Mil.)	% In Large Plants
		Total Plants	Large Plants			
3711	Motor vehicles & passenger-car bodies	160	107	342,314	79,239.2	99
3713	Truck & bus bodies	420	115	74,543	3,458.3	83
3714	Motor-vehicle parts & accessories	1,228	599	432,749	31,090.8	94
3715	Truck trailers	221	78	29,276	1,966.1	80
3721	Aircraft	104	74	199,160	18,055.5	99
3724	Aircraft engines & engine parts	154	77	91,200	8,470.6	96
3728	Aircraft equipment n.e.c.	567	223	113,835	6,169.4	87
3731	Ship building & repairing	292	150	148,268	6,628.4	95
3732	Boat building & repairing	501	123	47,023	2,259.9	65
3743	Railroad equipment	167	83	61,822	5,218.4	93
3751	Motorcycles, bicycles, & parts	67	28	17,563	1,148.9	91
3761	Guided missiles & space vehicles	41	33	83,841	6,553.2	99
3764	Space-propulsion units & parts	12	8	6,191	1,145.4	97
3769	Space-vehicle equipment n.e.c.	31	19	7,838	791.5	94
3792	Travel trailers & campers	361	129	42,390	2,057.1	74
3795	Tanks & tank components	10	6	4,340	957.1	95
3799	Transportation equipment n.e.c.	130	30	12,620	715.2	66

SIC 38 Instruments

SIC	Industry	Number Of Plants		Employment	Total Shipments ($Mil.)	% In Large Plants
		Total Plants	Large Plants			
3811	Engineering & scientific instruments	462	169	60,982	2,278.6	81
3822	Environmental controls	161	68	43,602	1,638.6	90
3823	Industrial process-control instruments	241	75	44,798	2,033.2	84
3824	Fluid meters & counting devices	71	31	13,110	655.3	88
3825	Electricity-measuring instruments	379	165	77,032	2,913.4	87
3829	Measuring & controlling devices n.e.c.	321	114	40,327	1,058.3	77
3832	Optical instruments & lenses	242	66	28,713	1,263.8	75
3841	Surgical & medical instruments	292	128	51,864	2,149.4	86
3842	Surgical appliances & supplies	388	125	58,026	3,232.6	80
3843	Dental equipment & supplies	167	40	16,494	936.5	70
3851	Ophthalmic goods	293	83	34,387	800.3	75
3861	Photographic equipment & supplies	395	126	88,303	11,182.5	86
3873	Watches, clocks, & watchcases	116	62	33,197	1,356.2	93

SIC 39 Misc. manufacturing

SIC	Industry	Number Of Plants		Employment	Total Shipments ($Mil.)	% In Large Plants
		Total Plants	Large Plants			
3911	Precious-metal jewelry	381	79	33,741	2,460.1	61
3914	Silverware & plated & stainless ware	82	28	13,572	535.0	85
3915	Jewelers' materials & lapidary work	83	13	6,996	849.2	54
3931	Musical instruments & parts	167	74	28,461	1,139.8	86
3942	Dolls & stuffed toy animals	83	25	7,439	394.1	66
3944	Games, toys, & children's vehicles	279	126	64,208	3,317.2	90
3949	Sporting & athletic goods n.e.c.	570	168	61,633	2,888.9	72
3951	Pens & mechanical pencils	85	36	14,180	791.9	84
3952	Lead pencils & art goods	66	26	7,611	329.5	76
3953	Marking devices	159	13	9,131	291.9	40
3955	Carbon paper & inked ribbons	58	22	7,200	413.4	77
3961	Costume jewelry	269	71	25,064	939.8	65
3962	Artificial flowers	91	9	6,144	213.9	39
3963	Buttons	68	12	3,991	115.4	44
3964	Needles, pins, & fasteners	140	52	18,742	814.5	78
3991	Brooms & brushes	222	58	21,052	796.4	66
3993	Signs & advertising displays	898	108	51,344	2,069.6	38
3995	Burial caskets	213	32	14,733	607.7	52
3996	Hard-surface floor coverings n.e.c.	21	12	8,220	691.6	95
3999	Manufactures n.e.c.	775	149	62,651	3,165.5	58

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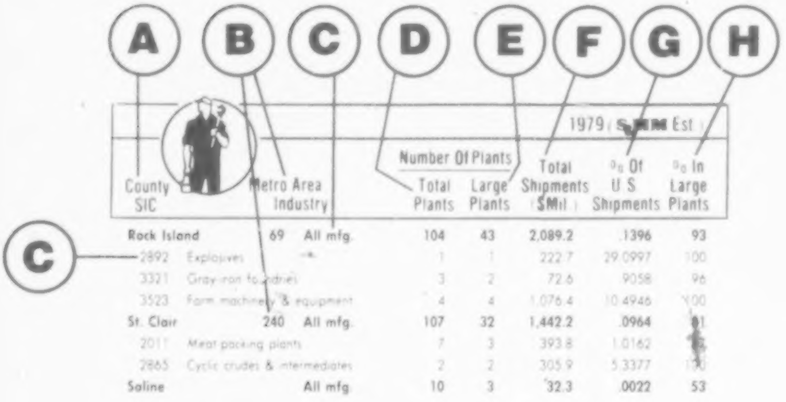
Alphabetical listing of S&MM's 300 metropolitan markets

Area Code	Metro Area Name
1	Abilene, Texas
2	Akron, Ohio
3	Albany, Ga.
4	Albany - Schenectady - Troy, N.Y.
5	Albuquerque, N.M.
6	Alexandria, La.
7	Allentown - Bethlehem - Easton, Pa.
8	Altoona, Pa.
9	Amarillo, Texas
10	Anaheim - Santa Ana - Garden Grove, Calif.
11	Anchorage, Alaska
12	Anderson, Ind.
13	△ Anderson, S.C.
14	Ann Arbor, Mich.
15	Anniston, Ala.
16	Appleton - Oshkosh, Wisc.
17	Asheville, N.C.
18	△ Athens, Ga.
19	Atlanta, Ga.
20	Atlantic City, N.J.
21	Augusta, Ga.
22	Austin, Texas
23	Bakersfield, Calif.
24	Baltimore, Md.
25	△ Bangor, Maine
26	Baton Rouge, La.
27	Battle Creek, Mich.
28	Bay City, Mich.
29	Beaumont - Port Arthur - Orange, Texas
30	△ Benton Harbor - St. Joseph, Mich.
31	Billings, Mont.
32	Biloxi - Gulfport, Miss.
33	Binghamton, N.Y.
34	Birmingham, Ala.
35	Bismarck, N.D.
36	Bloomington - Normal, Ill.
37	Bloomington, Ind.
38	Boise, Idaho
39	Boston - Lowell - Brockton - Lawrence - Haverhill, Mass.
40	Bradenton, Fla.
41	△ Bremerton, Wash.
42	Bridgeport - Stamford - Norwalk - Danbury, Conn.
43	Brownsville - Harlingen - San Benito, Texas
44	Bryan - College Station, Texas
45	Buffalo, N.Y.
46	Burlington, N.C.
47	△ Burlington, Vt.
48	Canton, Ohio
49	Cedar Rapids, Iowa
50	Champaign - Urbana - Rantoul, Ill.
51	Charleston - North Charleston, S.C.
52	Charleston, W.Va.
53	Charlotte - Gastonia, N.C.
54	Chattanooga, Tenn.
55	△ Cheyenne, Wyo.
56	Chicago, Ill.
57	Cincinnati, Ohio
58	Clarksville - Hopkinsville, Tenn.-Ky.
59	Cleveland, Ohio
60	Colorado Springs, Colo.
61	Columbia, Mo.
62	Columbia, S.C.
63	Columbus, Ga.
64	Columbus, Ohio
65	Corpus Christi, Texas
66	Dallas - Fort Worth, Texas
67	△ Danville, Ill.
68	△ Danville, Va.
69	Davenport - Rock Island - Moline, Iowa-Ill.
70	Dayton, Ohio
71	Daytona Beach, Fla.
72	Decatur, Ill.
73	Denver - Boulder, Colo
74	Des Moines, Iowa
75	Detroit, Mich.
76	Dubuque, Iowa
77	Duluth - Superior, Minn.-Wisc.
78	Eau Claire, Wisc.
79	Elkhart, Ind.
80	Elmira, N.Y.
81	El Paso, Texas
82	Enid, Okla.
83	Erie, Pa.
84	Eugene - Springfield, Ore.
85	Evansville, Ind.
86	Fargo - Moorhead, N.D.-Minn.
87	Fayetteville - Springdale, Ark.
88	Fayetteville, N.C.
89	Flint, Mich.
90	Florence, Ala.
91	Fort Collins, Colo.
92	Fort Lauderdale - Hollywood, Fla.
93	Fort Myers - Cape Coral, Fla.
94	Fort Smith, Ark.
95	Fort Wayne, Ind.
96	Fresno, Calif.
97	Gadsden, Ala.
98	Gainesville, Fla.
99	Galveston - Texas City, Texas
100	Gary - Hammond - East Chicago, Ind.
101	Grand Forks, N.D.
102	Grand Rapids, Mich.
103	Great Falls, Mont.
104	Greeley, Colo.
105	Green Bay, Wisc.
106	Greensboro - Winston-Salem - High Point, N.C.
107	Greenville - Spartanburg, S.C.
108	△ Hagerstown, Md.
109	Hamilton - Middletown, Ohio
110	Harrisburg, Pa.
111	Hartford - New Britain - Bristol, Conn.
112	△ Hattiesburg, Miss.
113	Honolulu, Hawaii
114	Houston, Texas
115	Huntington - Ashland, W.Va.-Ky.
116	Huntsville, Ala.
117	Indianapolis, Ind.
118	Iowa City, Iowa
119	Jackson, Mich.
120	Jackson, Miss.
121	△ Jackson, Tenn.
122	Jacksonville, Fla.
123	△ Jamestown, N.Y.
124	Janesville - Beloit, Wisc.
125	Jersey City, N.J.
126	Johnson City - Kingsport - Bristol, Tenn.
127	Johnstown, Pa.
128	△ Joplin, Mo.
129	Kalamazoo - Portage, Mich.
130	Kankakee, Ill.
131	△ Kannapolis - Concord - Salisbury, N.C.
132	Kansas City, Mo.
133	Kenosha, Wisc.
134	Killeen - Temple, Texas
135	Knoxville, Tenn.
136	Kokomo, Ind.
137	La Crosse, Wisc.
138	Lafayette - West Lafayette, Ind.
139	Lafayette, La.
140	Lake Charles, La.
141	Lakeland - Winter Haven, Fla.
142	Lancaster, Pa.
143	Lansing - East Lansing, Mich.
144	Laredo, Texas
145	Las Cruces, N.M.
146	Las Vegas, Nev.
147	Lawrence, Kansas
148	Lawton, Okla.
149	Lewiston - Auburn, Maine
150	Lexington-Fayette, Ky.
151	Lima, Ohio
152	Lincoln, Neb.
153	Little Rock - North Little Rock, Ark.
154	Long Branch - Asbury Park, N.J.
155	Longview - Marshall, Texas
156	Lorain - Elyria, Ohio
157	Los Angeles - Long Beach, Calif.
158	Louisville, Ky.
159	Lubbock, Texas
160	Lynchburg, Va.
161	McAllen - Pharr - Edinburg, Texas
162	Macon, Ga.
163	Madison, Wisc.
164	Manchester - Nashua, N.H.
165	△ Manitowoc - Two Rivers, Wisc.
166	Mansfield, Ohio
167	△ Marion, Ind.
168	Melbourne - Titusville - Cocoa, Fla.
169	Memphis, Tenn.
170	△ Meridian, Miss.
171	Miami, Fla.
172	△ Michigan City - La Porte, Ind.
173	Midland, Texas
174	Milwaukee, Wisc.
175	Minneapolis - St. Paul, Minn.
176	△ Missoula, Mont.
177	Mobile, Ala.
178	Modesto, Calif.
179	Monroe, La.
180	Montgomery, Ala.
181	Muncie, Ind.
182	Muskegon - Norton Shores - Muskegon Heights, Mich.
183	Nashville-Davidson, Tenn.
184	Nassau - Suffolk, N.Y.
185	Newark, N.J.
186	△ Newark, Ohio
187	New Bedford - Fall River, Mass.
188	New Brunswick - Perth Amboy - Sayreville, N.J.
189	△ Newburgh - Middletown, N.Y.
190	New Haven - West Haven - Waterbury - Meriden, Conn.
191	New London - Norwich, Conn.
192	New Orleans, La.
193	Newport News - Hampton, Va.
194	New York, N.Y.
195	Norfolk - Virginia Beach - Portsmouth, Va.
196	Northeast Pennsylvania
197	Odessa, Texas
198	Oklahoma City, Okla.
199	△ Olympia, Wash.
200	Omaha, Neb.
201	Orlando, Fla.
202	Owensboro, Ky.
203	Oxnard - Simi Valley - Ventura, Calif.
204	Panama City, Fla.
205	Parkersburg - Marietta, W.Va.-Ohio
206	Pascagoula - Moss Point, Miss.
207	Paterson - Clifton - Passaic, N.J.
208	Pensacola, Fla.
209	Peoria, Ill.
210	Petersburg - Colonial Heights - Hopewell, Va.
211	Philadelphia, Pa.
212	Phoenix, Ariz.
213	Pine Bluff, Ark.
214	Pittsburgh, Pa.
215	Pittsfield, Mass.
216	△ Pocatello, Idaho
217	Portland, Maine
218	Portland, Ore.
219	Poughkeepsie, N.Y.
220	Providence - Warwick - Pawtucket, R.I.
221	Provo - Orem, Utah
222	Pueblo, Colo.
223	△ Quincy, Ill.
224	Racine, Wisc.
225	Raleigh - Durham, N.C.
226	Rapid City, S.D.
227	Reading, Pa.
228	Reno, Nev.
229	Richland - Kennewick - Pasco, Wash.
230	Richmond, Va.
231	Riverside - San Bernardino - Ontario, Calif.
232	Roanoke, Va.
233	Rochester, Minn.
234	Rochester, N.Y.
235	Rockford, Ill.
236	Sacramento, Calif.
237	Saginaw, Mich.
238	St. Cloud, Minn.
239	St. Joseph, Mo.
240	St. Louis, Mo.
241	Salem, Ore.
242	Salinas - Seaside - Monterey, Calif.
243	Salt Lake City - Ogden, Utah
244	San Angelo, Texas
245	San Antonio, Texas
246	San Diego, Calif.
247	San Francisco - Oakland, Calif.
248	San Jose, Calif.
249	Santa Barbara - Santa Maria - Lompoc, Calif.
250	Santa Cruz, Calif.
251	△ Santa Fe, N.M.
252	Santa Rosa, Calif.
253	Sarasota, Fla.
254	Savannah, Ga.
255	Seattle - Everett, Wash.
256	△ Sheboygan, Wisc.
257	Sherman - Denison, Texas
258	Shreveport, La.
259	Sioux City, Iowa
260	Sioux Falls, S.D.
261	South Bend, Ind.
262	Spokane, Wash.
263	Springfield, Ill.
264	Springfield - Chicopee - Holyoke, Mass.
265	Springfield, Mo.
266	Springfield, Ohio
267	Steubenville - Weirton, Ohio-W.Va.
268	Stockton, Calif.
269	Syracuse, N.Y.
270	Tacoma, Wash.
271	Tallahassee, Fla.
272	Tampa - St. Petersburg, Fla.
273	Terre Haute, Ind.
274	Texarkana, Texas-Ark.
275	Toledo, Ohio
276	Topeka, Kansas
277	Trenton, N.J.
278	Tucson, Ariz.
279	Tulsa, Okla.
280	Tuscaloosa, Ala.
281	Tyler, Texas
282	Utica - Rome, N.Y.
283	Vallejo - Fairfield - Napa, Calif.
284	△ Victoria, Texas
285	Vineland - Millville - Bridgeton, N.J.
286	Waco, Texas
287	Washington, D.C.
288	Waterloo - Cedar Falls, Iowa
289	△ Wausau, Wisc.
290	West Palm Beach - Boca Raton, Fla.
291	Wheeling, W.Va.
292	Wichita, Kansas
293	Wichita Falls, Texas
294	Williamsport, Pa.
295	Wilmington, Del.
296	Wilmington, N.C.
297	Worcester - Fitchburg - Leominster, Mass.
298	Yakima, Wash.
299	York, Pa.
300	Youngstown - Warren, Ohio

ΔPotential metropolitan area according to S&MM's definition.

Guide to using S&MM's
Survey of Industrial Purchasing Power



County SIC	Metro Area	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	1979 (S&MM Est.): Total Shipments ($Mil.)	1979 (S&MM Est.): % Of U.S. Shipments	1979 (S&MM Est.): % In Large Plants
Rock Island	**69**	**All mfg.**	**104**	**43**	**2,089.2**	**.1396**	**93**
2892	Explosives		1	1	222.7	29.0997	100
3321	Gray iron foundries		3	2	72.6	.9058	96
3523	Farm machinery & equipment		4	4	1,076.4	10.4946	100
St. Clair	**240**	**All mfg.**	**107**	**32**	**1,442.2**	**.0964**	**[illegible]**
2011	Meat packing plants		7	3	393.8	1.0162	[illegible]
2865	Cyclic crudes & intermediates		2	2	305.9	5.3377	100
Saline		**All mfg.**	**10**	**3**	**32.3**	**.0022**	**53**

Ⓐ All the 2,843 counties with at least one manufacturing establishment of 20 or more employees are included, listed alphabetically by state. In each county, individual industries whose establishments have an aggregate employment of 1,000 or more are listed. These industries are at the 4-digit level of the Standard Industrial Classification (SIC) system used by the federal government. See page 25 for a discussion of SIC.

Ⓑ When a county is a part of a metropolitan area, we indicate it with a numerical code that refers to the 300 S&MM-designated metropolitan markets. To find out in which metropolitan area a county is included, consult the alphabetical listing of metro markets on page 35.

Ⓒ The "All mfg." line that appears in boldface type refers to the overall totals for all the manufacturing plants in the county with 20 or more employees. The names of the 4-digit SIC industries appear in lightface type. A complete listing of all SIC-coded industry titles is in the 1972 *Standard Industrial Classification Manual* (U.S. Government Printing Office, Washington, DC 20402; price: $6.75). A 1977 *Supplement*, embodying minor revisions, is available from the same source for 90¢. However, the *Survey* has a few more 4-digit industries than shown in the *Manual* because we have retained certain industries that were merged by the government into catchall groups.

Ⓓ This is the total number of manufacturing plants with at least 20 employees.

Ⓔ Because of the economies of scale, large plants (100 or more employees) account for a greater share of a county's manufacturing activity than is indicated by their numbers. Hence, a separate total of such establishments is provided. They can be considered key selling prospects—the ones that merit special emphasis.

Ⓕ This is the dollar value of all goods produced by the manufacturing type establishments. It is a reliable indicator of the county's buying potential because, overall, 58% of the dollar amount is expended on equipment, supplies, and materials (an additional 4% goes for new capital expenditures). However, the ratio will differ from industry to industry; an industry's particular ratio can be obtained from the 1977 *Census of Manufactures* report, *Selected Statistics for Industry Groups and Industries: 1977 and 1972*, MC77-S-1(P), available from Subscriber Services (Publications), Bureau of the Census, Washington, DC 20233, for 35¢. The shipments figure includes interplant shipments between establishments of a common ownership; however, they make up a very small share of the overall total. Also, where a 4-digit SIC industry is concerned, if a plant produces goods that fall into more than one classification, all its output is credited to the "primary" industry that describes the largest share of its output.

Ⓖ The county's "All mfg." share of U.S. shipments indicates its importance relative to other counties. The comparable ratio is provided for 4-digit industries, making it easier for the marketing executive to determine those counties that are the most important markets for his products. However, bear in mind that the percentage figure in boldface type pertains to a county's share of total U.S. shipments, the percentage figure in lightface type to the county's share of the U.S. total of a particular industry. Thus the lightface percentages, when totalled, will not add up to the boldface percentage figure.

Ⓗ The portion of a county's manufacturing output produced by the large plants will suggest the necessary level of sales coverage. Normally, the higher the percentage figure, the fewer salespeople required because proportionately fewer prospects will account for relatively more of the purchases.

1980 Survey county-by-county totals

1979 (S&MM Est.)

County SIC	Metro Area	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
ALABAMA							
Autauga	180	All mfg.	10	6	171.7	.0115	97
Baldwin	177	All mfg.	38	9	208.3	.0139	57
Barbour		All mfg.	27	12	117.6	.0079	70
Bibb		All mfg.	14	5	60.3	.0040	70
Blount		All mfg.	9	5	67.5	.0045	82
Bullock		All mfg.	7	5	66.8	.0045	88
Butler		All mfg.	23	11	158.5	.0106	69
Calhoun	15	All mfg.	73	32	568.7	.0380	79
2281		Yarn-spinning mills, except wool	3	3	45.9	1.1583	100
Chambers		All mfg.	16	12	331.6	.0222	97
2211		Cotton-weaving mills	6	6	152.3	3.3748	100
Cherokee		All mfg.	10	6	49.8	.0033	83
Chilton		All mfg.	10	5	49.3	.0033	74
Choctaw		All mfg.	11	6	297.2	.0199	97
Clarke		All mfg.	17	9	194.1	.0130	73
Clay		All mfg.	14	8	117.1	.0078	75
Cleburne		All mfg.	7	4	45.4	.0030	91
Coffee		All mfg.	22	9	225.1	.0150	79
Colbert	90	All mfg.	41	17	1,550.8	.1036	97
3334		Primary aluminum	1	1	241.3	3.9820	100
3353		Aluminum sheet, plate, & foil	1	1	875.1	12.0345	100
3361		Aluminum foundries	2	2	90.9	2.8272	100
Conecuh		All mfg.	7	3	45.7	.0031	65
Coosa		All mfg.	9	3	40.7	.0027	53
Covington		All mfg.	27	14	215.9	.0144	82
2321		Men's & boys' shirts & nightwear	3	3	49.6	1.4686	100
Crenshaw		All mfg.	13	3	88.6	.0059	71
Cullman		All mfg.	31	15	325.2	.0217	84
Dale		All mfg.	17	6	254.2	.0170	82
3011		Tires & inner tubes	1	1	139.9	1.2971	100
Dallas		All mfg.	39	17	394.4	.0264	80
De Kalb		All mfg.	50	21	190.3	.0127	78
2252		Hosiery n.e.c.	16	4	28.3	3.0313	53
Elmore	180	All mfg.	12	5	104.6	.0070	81
2211		Cotton-weaving mills	2	2	52.3	1.1589	100
Escambia		All mfg.	20	8	261.8	.0175	82
Etowah	97	All mfg.	58	23	1,105.4	.0739	91
3011		Tires & inner tubes	1	1	326.2	3.0266	100
3312		Blast furnaces & steel mills	1	1	327.8	.6507	100
Fayette		All mfg.	22	10	161.6	.0108	77
Franklin		All mfg.	21	10	119.3	.0080	75
Geneva		All mfg.	17	10	89.7	.0060	81
2321		Men's & boys' shirts & nightwear	6	6	35.2	1.0422	100
Greene		All mfg.	3	2	10.9	.0007	80
Hale		All mfg.	13	2	58.6	.0039	49
Henry		All mfg.	16	4	105.7	.0071	40
Houston		All mfg.	44	25	429.6	.0287	85
3069		Fabricated rubber products n.e.c.	1	1	39.9	.7867	100
Jackson		All mfg.	34	17	359.0	.0240	88
Jefferson	34	All mfg.	439	152	4,462.8	.2982	80
2051		Bread, cake, & related products	8	4	59.6	.6087	81
2086		Bottled & canned soft drinks	6	5	95.7	.9715	98
2099		Food preparations n.e.c.	9	2	89.6	1.3112	70
2752		Lithographic commercial printing	18	3	88.1	1.1026	47
3241		Hydraulic cement	6	5	173.8	4.6537	97
3312		Blast furnaces & steel mills	9	9	847.9	1.6831	100
3321		Gray-iron foundries	16	8	315.9	3.9415	93
3325		Steel foundries n.e.c.	9	4	43.9	1.7483	79
3441		Fabricated structural metal	16	5	97.4	1.5806	72
3443		Fabricated plate work (boiler shops)	16	7	115.2	1.3820	78
3494		Valves & pipe fittings	5	3	75.6	1.3462	93
3721		Aircraft	1	1	90.7	.5023	100
3743		Railroad equipment	3	1	199.6	3.7672	97
Lamar		All mfg.	15	11	103.2	.0069	84
2327		Men's & boys' separate trousers	6	6	45.6	2.0191	100
Lauderdale	90	All mfg.	30	15	236.7	.0158	83
Lawrence		All mfg.	8	5	132.0	.0088	95
Lee		All mfg.	37	12	439.3	.0294	84
2211		Cotton-weaving mills	2	2	41.4	.9174	100
3011		Tires & inner tubes	1	1	163.0	1.5124	100
Limestone	116	All mfg.	17	13	172.4	.0115	91
Lowndes		All mfg.	6	2	25.8	.0017	58
Marion		All mfg.	3	3	243.9	.0163	100
* **Madison**	116	All mfg.	110	42	1,400.1	.0936	86
2211		Cotton-weaving mills	1	1	32.2	.7135	100
3443		Fabricated plate work (boiler shops)	3	3	87.6	1.0509	100

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

County SIC	Metro Area	Industry	Number Of Plants Total Plants	Large Plants	1979 (S&MM Est.) Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants

ALABAMA (Madison, cont.)

County SIC	Metro Area	Industry	Total Plants	Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
3661		Telephone & telegraph apparatus	3	1	169.2	1.9494	97
3662		Radio & TV communication equipment	5	4	112.6	.5770	94
3679		Electronic components n.e.c.	6	3	46.2	1.0097	91
Marengo		All mfg.	17	5	147.9	.0099	70
Marion		All mfg.	23	16	234.3	.0157	92
Marshall	116	All mfg.	52	25	783.6	.0524	75
2016		Poultry-dressing plants	5	5	206.1	3.2195	100
2328		Men's & boys' work clothing	3	2	42.2	1.2065	97
2821		Plastics materials & synthetic resins	1	1	181.2	1.4789	100
Mobile	177	All mfg.	162	52	2,220.7	.1484	77
2621		Paper mills, except building paper	2	2	451.9	2.9846	100
2819		Industrial inorganic chemicals n.e.c.	6	4	149.3	1.6495	93
3443		Fabricated plate work (boiler shops)	7	4	76.6	.9190	89
3731		Ship building & repairing	7	2	138.5	2.0895	91
Monroe		All mfg.	16	7	204.3	.0137	82
Montgomery	180	All mfg.	116	53	942.5	.0630	78
Morgan		All mfg.	71	25	1,504.0	.1005	89
2821		Plastics materials & synthetic resins	1	1	151.0	1.2324	100
2824		Noncellulosic synthetic organic fibers	1	1	219.0	3.0028	100
Perry		All mfg.	6	4	40.1	.0027	71
Pickens		All mfg.	15	5	97.8	.0065	72
Pike		All mfg.	26	7	156.8	.0105	37
Randolph		All mfg.	16	8	79.9	.0053	74
Russell	63	All mfg.	21	6	150.9	.0101	72
2211		Cotton-weaving mills	3	3	40.0	.8864	100
St. Clair	34	All mfg.	22	6	115.9	.0077	53
Shelby	34	All mfg.	53	15	253.4	.0169	58
Sumter		All mfg.	14	6	88.7	.0059	74
Talladega		All mfg.	47	23	548.2	.0366	88
2281		Yarn-spinning mills, except wool	8	8	93.9	2.3696	100
2611		Pulp mills	1	1	160.4	6.0659	100
Tallapoosa		All mfg.	28	14	227.5	.0152	75
2211		Cotton-weaving mills	4	4	49.7	1.1013	100
Tuscaloosa	280	All mfg.	57	16	705.8	.0472	80
3011		Tires & inner tubes	1	1	186.4	1.7295	100
3321		Gray-iron foundries	1	1	72.9	.9096	100
Walker	34	All mfg.	33	9	248.2	.0166	48
Washington		All mfg.	10	4	299.7	.0200	95
2879		Agricultural chemicals n.e.c.	1	1	212.6	6.4851	100
Wilcox		All mfg.	15	4	207.1	.0138	83
2621		Paper mills, except building paper	1	1	157.6	1.0409	100
Winston		All mfg.	44	15	247.8	.0166	70
2451		Mobile homes	10	4	78.6	2.2909	69
State Total		All mfg.	2,331	939	25,362.3	1.6949	82

ARIZONA

County SIC	Metro Area	Industry	Total Plants	Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Apache		All mfg.	6	3	64.1	.0043	85
Cochise		All mfg.	17	6	187.7	.0125	82
Coconino		All mfg.	22	3	107.8	.0072	44
Gila		All mfg.	6	3	868.3	.0580	99
3331		Primary copper	4	3	865.4	17.5104	99
Graham		All mfg.	3		10.8	.0007	0
Greenlee		All mfg.	1	1	97.2	.0065	100
Maricopa	212	All mfg.	688	140	6,332.6	.4232	77
2011		Meat-packing plants	15	3	283.9	.7326	60
2051		Bread, cake, & related products	6	4	50.9	.5198	94
2322		Men's & boys' underwear	1	1	20.0	4.8251	100
2341		Women's & children's underwear	4	4	21.5	1.1867	100
3069		Fabricated rubber products n.e.c.	4	1	55.0	1.0844	87
3079		Miscellaneous plastics products	16	2	67.8	.3198	58
3272		Concrete products n.e.c.	9	4	55.8	1.6711	80
3357		Nonferrous-wire drawing & insulating	2	2	141.1	1.8665	100
3441		Fabricated structural metal	21	4	78.5	1.2739	73
3573		Electronic computing equipment	14	6	731.2	4.2841	96
3585		Refrigeration & heating equipment	4	3	167.6	1.1907	97
3599		Machinery, except electrical, n.e.c.	21	2	66.0	.6428	41
3661		Telephone & telegraph apparatus	4	1	113.9	1.3123	91
3662		Radio & TV communication equipment	12	4	429.3	2.1997	95
3674		Semiconductors & related devices	10	7	663.1	13.4448	99
3679		Electronic components n.e.c.	15	4	24.5	.5354	69
3713		Truck & bus bodies	2	1	70.9	2.0501	98
3724		Aircraft engines & engine parts	2	1	565.7	6.6784	99
3728		Aircraft equipment n.e.c.	25	8	355.2	5.7574	90
Mohave		All mfg.	17	1	72.0	.0048	42
3549		Metalworking machinery n.e.c.	1	1	29.9	4.6719	100
Navajo		All mfg.	14	2	100.1	.0067	55
Pima	278	All mfg.	117	20	1,055.7	.0706	82
3331		Primary copper	2	1	245.0	4.9573	98
3674		Semiconductors & related devices	1	1	50.1	1.0158	100
3761		Guided missiles & space vehicles	1	1	273.5	4.1735	100
Pinal		All mfg.	24	7	989.4	.0661	94
3331		Primary copper	2	2	914.4	18.5019	100
Santa Cruz		All mfg.	10	6	43.6	.0029	81
Yavapai		All mfg.	11	1	48.3	.0032	37
Yuma		All mfg.	15	2	5[illegible].8	.0034	20
State Total		All mfg.	951	195	10,02[illegible].4	.6702	80

ARKANSAS

County SIC	Metro Area	Industry	Total Plants	Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Arkansas		All mfg.	27	8	291.5	.0195	80
Ashley		All mfg.	26	9	286.7	0192	80
2621		Paper mills, except building paper	1	1	157.6	1.0409	100
Baxter		All mfg.	12	4	278.0	.0186	94
2834		Pharmaceutical preparations	1	1	239.8	1.8733	100
Benton	87	All mfg.	66	27	612.6	.0409	83
2016		Poultry-dressing plants	4	3	109.5	1.7105	98
3041		Rubber & plastic hose & belting	2	2	52.4	2.9461	100
3621		Motors & generators	2	2	85.7	1.8330	100
Boone		All mfg.	30	7	110.6	.0074	58
Bradley		All mfg.	10	8	116.8	.0078	95
Calhoun		All mfg.	3		3.7	.0002	0
Carroll		All mfg.	13	4	89.8	.0060	77
Chicot		All mfg.	8	3	35.5	.0024	65
Clark		All mfg.	19	8	159.0	.0106	85
Clay		All mfg.	15	7	66.5	.0044	70
Cleburne		All mfg.	11	2	37.3	.0025	65
Cleveland		All mfg.	5	1	27.8	.0019	14
Columbia		All mfg.	28	10	221.9	.0148	64
Conway		All mfg.	14	6	141.8	.0095	81
Craighead		All mfg.	46	21	423.9	.0283	84
3144		Women's nonathletic footwear	2	2	60.7	3.4436	100
Crawford	94	All mfg.	22	5	140.3	.0094	38
Crittenden	169	All mfg.	36	5	204.5	.0137	36
Cross		All mfg.	8	3	100.0	.0067	86
Dallas		All mfg.	19	7	102.6	.0069	77
Desha		All mfg.	13	7	107.8	.0072	82
Drew		All mfg.	11	4	218.4	.0146	90
2272		Tufted carpets & rugs	1	1	150.0	3.2890	100
Faulkner		All mfg.	34	11	296.4	.0198	82
Franklin		All mfg.	13	4	78.7	.0053	77
Fulton		All mfg.	3	1	13.5	.0009	74
Garland		All mfg.	44	10	530.7	.0355	79
2421		General sawmills & planing mills	3	1	149.2	1.5529	95
3143		Men's nonathletic footwear	1	1	72.3	3.1871	100
Grant		All mfg.	11	5	56.2	.0038	81
Greene		All mfg.	16	8	232.2	.0155	92
3621		Motors & generators	1	1	83.7	1.7903	100
Hempstead		All mfg.	23	7	127.4	.0085	70
Hot Spring		All mfg.	23	9	203.5	.0136	88
3624		Carbon & graphite products	1	1	102.6	11.5893	100
Howard		All mfg.	17	9	240.3	.0161	85
2421		General sawmills & planing mills	2	2	93.2	.9701	100

DEFINITIONS—**SIC Industry**: Classification by plant's primary product. **N.e.c.**: Not elsewhere classified. **Metro Area Code**: Metro market that county belongs to; see list, page 35. **Total Plants**: 20+ employees. **Large Plants**: 100+ employees. **All mfg.**: Totals for all plants with 20+ employees in the county. **Shipments**: Dollar value of all goods produced. **% Of U.S.**: Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants**: Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

1979 (S&MM Est.)

County SIC	Metro Area	Industry	Number Of Plants Total Plants	Number Of Plants Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Independence		**All mfg.**	**25**	**11**	**290.4**	**.0194**	**86**
Izard		**All mfg.**	**7**	**2**	**18.6**	**.0012**	**43**
Jackson		**All mfg.**	**17**	**7**	**117.8**	**.0079**	**73**
Jefferson	**213**	**All mfg.**	**48**	**24**	**597.9**	**.0400**	**88**
2631		Paperboard mills	2	2	248.4	3.0675	100
3483		Ammunition, except small-arms, n.e.c.	1	1	37.5	4.3178	100
Johnson		**All mfg.**	**20**	**6**	**125.2**	**.0084**	**77**
Lafayette		**All mfg.**	**9**	**4**	**62.9**	**.0042**	**76**
Lawrence		**All mfg.**	**15**	**3**	**40.0**	**.0027**	**47**
Lee		**All mfg.**	**4**	**2**	**19.2**	**.0013**	**74**
Lincoln		**All mfg.**	**3**	**1**	**11.2**	**.0007**	**72**
Little River	**274**	**All mfg.**	**9**	**4**	**164.4**	**.0110**	**88**
Logan		**All mfg.**	**15**	**8**	**81.0**	**.0054**	**78**
Lonoke		**All mfg.**	**15**	**8**	**135.7**	**.0091**	**91**
3482		Small-arms ammunition	1	1	74.0	15.3146	100
Madison		**All mfg.**	**4**	**3**	**29.7**	**.0020**	**96**
Marion		**All mfg.**	**5**	**3**	**30.1**	**.0020**	**82**
Miller	**274**	**All mfg.**	**11**	**3**	**81.6**	**.0055**	**84**
Mississippi		**All mfg.**	**50**	**15**	**636.1**	**.0425**	**45**
2771		Greeting-card publishing	1	1	68.0	6.2362	100
Monroe		**All mfg.**	**9**	**3**	**26.6**	**.0018**	**66**
Montgomery		**All mfg.**	**5**	**2**	**22.7**	**.0015**	**71**
Nevada		**All mfg.**	**9**	**3**	**82.8**	**.0055**	**39**
Ouachita		**All mfg.**	**45**	**10**	**366.5**	**.0245**	**63**
Perry		**All mfg.**	**2**		**9.6**	**.0006**	**0**
Phillips		**All mfg.**	**18**	**9**	**425.2**	**.0284**	**93**
Pike		**All mfg.**	**14**	**5**	**46.9**	**.0031**	**59**
Poinsett		**All mfg.**	**15**	**8**	**139.9**	**.0093**	**84**
2511		Wood household furniture	1	1	53.9	1.0501	100
Polk		**All mfg.**	**20**	**4**	**152.6**	**.0102**	**75**
Pope		**All mfg.**	**21**	**9**	**243.1**	**.0162**	**73**
2037		Frozen fruits & vegetables	1	1	79.8	2.5926	100
Prairie		**All mfg.**	**3**		**3.4**	**.0002**	**0**
Pulaski	**153**	**All mfg.**	**256**	**73**	**1,813.5**	**.1212**	**74**
2335		Women's & misses' dresses	1	1	36.7	.7541	100
3574		Calculating & accounting machines	1	1	71.9	4.5521	100
3621		Motors & generators	2	2	45.9	.9818	100
3661		Telephone & telegraph apparatus	2	1	101.5	1.1694	97
3751		Motorcycles, bicycles, & parts	1	1	65.5	5.7011	100
3873		Watches, clocks, & watchcases	2	2	112.4	8.2879	100
Randolph		**All mfg.**	**14**	**6**	**77.0**	**.0051**	**75**
St. Francis		**All mfg.**	**16**	**4**	**180.4**	**.0121**	**35**
Saline	**153**	**All mfg.**	**24**	**4**	**283.5**	**.0189**	**82**
2819		Industrial inorganic chemicals n.e.c.	3	2	223.8	2.4725	99
Scott		**All mfg.**	**7**	**3**	**47.5**	**.0032**	**79**
Searcy		**All mfg.**	**8**	**1**	**19.4**	**.0013**	**65**
Sebastian	**94**	**All mfg.**	**153**	**47**	**1,237.0**	**.0827**	**76**
2511		Wood household furniture	8	8	71.8	1.3988	100
2512		Upholstered wood household furniture	10	3	96.5	2.6693	84
3585		Refrigeration & heating equipment	4	3	215.5	1.5310	97
3632		Household refrigerators & freezers	1	1	86.8	3.1956	100
Sevier		**All mfg.**	**12**	**5**	**106.1**	**.0071**	**85**
Sharp		**All mfg.**	**3**		**5.0**	**.0003**	**0**
Stone		**All mfg.**	**4**	**1**	**17.2**	**.0011**	**58**
Union		**All mfg.**	**45**	**14**	**1,526.5**	**.1020**	**82**
2016		Poultry-dressing plants	1	1	145.7	2.2760	100
2911		Petroleum refining	5	2	1,135.2	1.0302	83
Van Buren		**All mfg.**	**7**	**3**	**31.8**	**.0021**	**76**
Washington	**87**	**All mfg.**	**52**	**22**	**738.8**	**.0494**	**89**
2016		Poultry-dressing plants	4	2	217.3	3.3944	96
2038		Frozen food specialties	1	1	168.5	4.9705	100
White		**All mfg.**	**31**	**12**	**227.7**	**.0152**	**71**
Woodruff		**All mfg.**	**9**	**5**	**55.5**	**.0037**	**81**
Yell		**All mfg.**	**12**	**3**	**75.8**	**.0051**	**50**
2017		Poultry & egg processing	2	2	29.8	2.5401	100
State Total		**All mfg.**	**1,697**	**580**	**15,959.7**	**1.0666**	**77**

CALIFORNIA

County SIC	Metro Area	Industry	Number Of Plants Total Plants	Number Of Plants Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Alameda	**247**	**All mfg.**	**640**	**191**	**6,603.7**	**.4413**	**82**
2033		Canned fruits & vegetables	11	8	83.2	1.2202	89
2051		Bread, cake, & related products	8	6	56.5	.5770	91
2052		Cookies & crackers	6	4	370.5	11.9547	98
2099		Food preparations n.e.c.	4	2	99.0	1.4488	92
2653		Corrugated & solid fiber boxes	12	6	79.5	1.1592	81
2711		Newspapers	8	4	64.0	.4924	88
2842		Polishes & sanitation goods	3	2	81.7	2.2867	96
3221		Glass containers	4	4	143.9	4.0244	100
3312		Blast furnaces & steel mills	3	2	249.1	.4945	96
3411		Metal cans	7	6	315.2	3.9215	99
3441		Fabricated structural metal	8	2	44.9	.7286	70
3519		Internal-combustion engines n.e.c.	2	2	254.5	2.9055	100
3561		Pumps & pumping equipment	7	2	39.1	1.4678	81
3569		General industrial machinery n.e.c.	8	2	34.1	1.7571	80
3573		Electronic computing equipment	3	2	140.5	.8232	96
3711		Motor vehicles & passenger-car bodies	3	2	1,523.6	1.9228	100
3713		Truck & bus bodies	6	3	58.5	1.6916	93
Amador		**All mfg.**	**4**	**1**	**27.3**	**.0018**	**45**
Butte		**All mfg.**	**34**	**9**	**275.6**	**.0184**	**66**
Calaveras		**All mfg.**	**8**	**2**	**41.4**	**.0028**	**67**
Colusa		**All mfg.**	**4**		**16.9**	**.0011**	**0**
Contra Costa	**247**	**All mfg.**	**214**	**86**	**4,435.8**	**.2964**	**90**
2062		Cane-sugar refining	1	1	298.0	12.6879	100
2711		Newspapers	7	3	41.9	.3223	81
2819		Industrial inorganic chemicals n.e.c.	11	3	187.4	2.0704	86
2911		Petroleum refining	4	3	1,997.5	1.8127	98
3221		Glass containers	2	2	95.9	2.6820	100
3312		Blast furnaces & steel mills	1	1	189.1	.3754	100
3662		Radio & TV communication equipment	9	4	141.2	.7235	90
3829		Measuring & controlling devices n.e.c.	2	1	27.4	2.5891	95
Del Norte		**All mfg.**	**10**	**5**	**81.4**	**.0054**	**81**
El Dorado		**All mfg.**	**8**	**2**	**32.0**	**.0021**	**59**
Fresno	**96**	**All mfg.**	**174**	**47**	**1,273.5**	**.0851**	**70**
2034		Dehydrated fruits, vegetables, & soups	10	7	110.3	9.7888	95
Glenn		**All mfg.**	**10**	**4**	**73.7**	**.0049**	**70**
Humboldt		**All mfg.**	**40**	**16**	**283.5**	**.0189**	**72**
2421		General sawmills & planing mills	18	7	161.1	1.6768	81
Imperial		**All mfg.**	**16**	**3**	**101.2**	**.0068**	**50**
Inyo		**All mfg.**	**5**	**1**	**22.5**	**.0015**	**67**
Kern	**23**	**All mfg.**	**83**	**17**	**757.2**	**.0506**	**49**
Kings		**All mfg.**	**17**	**3**	**395.1**	**.0264**	**85**
Lake		**All mfg.**	**1**		**2.7**	**.0002**	**0**
Lassen		**All mfg.**	**4**		**13.7**	**.0009**	**0**
Los Angeles	**157**	**All mfg.**	**6,145**	**1,649**	**53,379.4**	**3.5673**	**80**
2011		Meat-packing plants	33	16	948.4	2.4474	83
2013		Sausages & other prepared meats	21	9	233.1	2.7583	72
2026		Fluid milk	12	7	330.9	2.3456	93
2033		Canned fruits & vegetables	7	2	76.9	1.1278	88
2037		Frozen fruits & vegetables	8	5	48.3	1.5692	85
2047		Pet food	5	3	207.7	6.3501	92
2051		Bread, cake, & related products	31	19	353.2	3.6072	93
2065		Confectionery products	17	2	168.5	4.0843	75
2082		Malt beverages	5	5	314.1	4.3389	100
2086		Bottled & canned soft drinks	14	5	167.8	1.7034	82
2087		Flavoring extracts & syrups n.e.c.	9	2	365.1	13.4510	88
2091		Canned & cured seafoods	3	3	192.2	12.9071	100
2099		Food preparations n.e.c.	36	14	460.4	6.7375	81
2253		Knit outerwear mills	23	2	34.2	1.5189	30
2272		Tufted carpets & rugs	6	5	117.9	2.5851	97
2311		Men's & boys' suits & coats	12	6	43.7	1.5222	82
2321		Men's & boys' shirts & nightwear	26	12	75.8	2.2443	73
2327		Men's & boys' separate trousers	9	3	51.3	2.2715	90
2328		Men's & boys' work clothing	8	3	41.2	1.1780	78
2331		Women's & misses' blouses	30	11	111.0	4.9307	68
2335		Women's & misses' dresses	86	11	201.5	4.1406	46
2337		Women's & misses' suits & coats	37	8	186.8	6.8641	59
2339		Women's & misses' outerwear n.e.c.	67	23	228.2	7.8188	72
2341		Women's & children's underwear	16	10	52.6	2.9034	88
2342		Brassieres, girdles, & allied garments	11	7	90.8	12.1164	93
2391		Curtains & draperies	24	3	56.2	4.8473	40
2392		House furnishings n.e.c.	26	7	137.7	5.2960	62
2399		Fabricated textile products n.e.c.	22	5	52.4	4.0592	58
2431		Millwork	29	2	71.1	1.7101	19
2451		Mobile homes	13	3	80.1	2.3347	62

1979 (S&MM Est.)

CALIFORNIA (Los Angeles, cont.)

County SIC	Metro Area Industry	Number Of Plants		Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
		Total Plants	Large Plants			
2499	Wood products n.e.c.	39	5	86.7	3.4339	47
2511	Wood household furniture	57	16	200.7	3.9101	66
2512	Upholstered wood household furniture	69	15	184.4	5.1007	51
2514	Metal household furniture	23	17	166.6	10.7401	94
2515	Mattresses & bedsprings	31	9	112.9	7.2007	62
2521	Wood office furniture	12	4	40.9	8.9536	68
2522	Metal office furniture	13	5	64.6	3.7998	66
2531	Public-building & related furniture	10	2	62.8	6.6511	78
2541	Wood partitions & fixtures	29	3	68.5	5.0520	35
2591	Drapery hardware & blinds & shades	9	4	59.5	7.4291	84
2621	Paper mills, except building paper	10	6	162.6	1.0739	92
2642	Envelopes	14	4	55.6	4.8064	55
2643	Bags, except textile bags	27	11	211.2	4.9730	79
2651	Folding paperboard boxes	17	7	76.9	3.0436	76
2653	Corrugated & solid fiber boxes	42	14	219.0	3.1932	68
2711	Newspapers	62	24	569.3	4.3796	89
2721	Periodicals	16	5	138.9	2.2481	66
2741	Miscellaneous publishing	14	5	101.6	5.5238	82
2751	Letterpress commercial printing	101	14	167.9	3.4894	49
2752	Lithographic commercial printing	74	11	269.4	3.3715	43
2753	Engraving & plate printing	17	2	23.9	8.6157	41
2761	Manifold business forms	20	4	80.8	3.3533	57
2782	Blankbooks & looseleaf binders	16	9	90.0	8.1692	84
2819	Industrial inorganic chemicals n.e.c.	23	8	576.5	6.3692	89
2821	Plastics materials & synthetic resins	27	12	290.6	2.3718	74
2834	Pharmaceutical preparations	29	13	454.3	3.5489	86
2841	Soap & other detergents	18	6	404.2	6.2354	82
2842	Polishes & sanitation goods	38	9	213.3	5.9701	63
2844	Toilet preparations	21	6	699.3	9.2479	87
2851	Paints & allied products	55	12	464.7	6.0621	64
2869	Industrial organic chemicals n.e.c.	15	6	978.6	3.8702	91
2891	Adhesives & sealants	23	7	194.9	9.5455	66
2899	Chemical preparations n.e.c.	53	8	238.8	5.8511	40
2911	Petroleum refining	18	12	6,188.5	5.6159	95
3011	Tires & inner tubes	6	3	175.8	1.6312	91
3069	Fabricated rubber products n.e.c.	60	19	209.9	4.1383	67
3079	Miscellaneous plastics products	220	52	926.3	4.3688	59
3144	Women's nonathletic footwear	9	6	66.1	3.7499	92
3171	Women's handbags & purses	13	3	47.7	7.3148	73
3221	Glass containers	7	4	109.3	3.0567	94
3231	Products of purchased glass	25	5	114.8	5.0624	46
3269	Pottery products n.e.c.	18	6	43.0	15.0771	71
3272	Concrete products n.e.c.	14	3	87.1	2.6085	80
3273	Ready-mixed concrete	22	2	105.4	1.3386	29
3292	Asbestos products	11	6	100.8	9.2240	88
3293	Gaskets, packing, & sealing devices	16	4	60.0	3.8795	62
3312	Blast furnaces & steel mills	20	6	420.5	.8347	80
3317	Steel pipe & tubes	14	4	118.4	3.3313	74
3321	Gray-iron foundries	28	11	139.6	1.7418	65
3325	Steel foundries n.e.c.	10	5	46.8	1.8638	79
3351	Copper rolling & drawing	4	4	220.6	4.1332	100
3355	Aluminum rolling & drawing n.e.c.	7	3	177.6	23.8902	95
3361	Aluminum foundries	36	3	118.5	3.6856	33
3369	Nonferrous foundries n.e.c.	30	9	69.4	6.5275	62
3399	Primary metal products n.e.c.	29	1	56.1	5.7627	12
3411	Metal cans	11	8	352.0	4.3794	97
3423	Hand & edge tools n.e.c.	22	4	60.0	2.3857	45
3429	Hardware n.e.c.	80	24	564.8	9.5940	74
3432	Plumbing fittings & brass goods	16	6	121.8	9.5387	86
3433	Heating equipment, except electric	12	3	49.6	3.0480	72
3441	Fabricated structural metal	41	9	125.4	2.0350	53
3442	Metal doors, sash, & trim	39	10	93.9	3.5381	56
3443	Fabricated plate work (boiler shops)	34	6	132.8	1.5932	52
3444	Sheet-metal work	83	11	198.2	3.6702	38
3449	Miscellaneous metal work	31	3	84.5	5.4881	30
3451	Screw-machine products	26	3	50.8	2.5499	29
3452	Bolts, nuts, rivets, & washers	49	18	330.9	8.8405	82
3462	Iron & steel forgings	16	3	77.6	2.8140	68
3463	Nonferrous forgings	6	2	71.2	13.2465	85
3469	Metal stampings n.e.c.	48	5	102.5	1.9557	26
3471	Plating & polishing	119	17	246.4	12.2881	50
3479	Metal coating & allied services n.e.c.	50	8	145.2	8.1285	45
3483	Ammunition, except small-arms, n.e.c.	4	2	54.8	6.3097	95
3494	Valves & pipe fittings	41	12	202.4	3.6042	73
3496	Miscellaneous fabricated wire products	36	4	39.6	2.6640	28
3498	Fabricated pipe & fittings	18	6	100.9	5.0576	58
3499	Fabricated metal products n.e.c.	44	4	110.0	2.9797	33
3531	Construction machinery	19	5	204.5	1.3761	71
3532	Mining machinery	6	2	81.9	3.3597	87
3533	Oil-field machinery	24	12	451.7	9.8847	92
3541	Metal-cutting machine tools	20	5	43.6	2.4128	64
3544	Special dies, tools, jigs, & fixtures	66	10	82.9	2.9979	42
3545	Machine-tool accessories	39	3	44.4	3.1534	38
3546	Power-driven hand tools	5	2	78.6	9.4630	95
3551	Food-products machinery	28	6	99.8	3.4909	41
3559	Special-industry machinery n.e.c.	34	8	184.7	2.7293	65
3561	Pumps & pumping equipment	30	11	217.7	8.1722	87
3562	Ball & roller bearings	9	4	32.9	1.6998	81
3564	Blowers & exhaust & ventilation fans	20	4	44.9	3.9996	65
3569	General industrial machinery n.e.c.	53	19	198.3	10.2180	81
3573	Electronic computing equipment	35	24	1,451.8	8.5061	96
3574	Calculating & accounting machines	8	6	132.5	8.3887	94
3585	Refrigeration & heating equipment	45	10	385.7	2.7401	63
3589	Service-industry machinery n.e.c.	16	5	127.5	4.5916	69
3599	Machinery, except electrical, n.e.c.	260	15	730.0	7.1094	29
3613	Switchgear & switchboard apparatus	25	9	114.8	2.6419	71
3621	Motors & generators	20	11	113.6	2.4298	89
3622	Industrial controls	18	3	124.9	4.1239	78
3623	Electric welding apparatus	12	3	119.9	8.1994	76
3639	Household appliances n.e.c.	8	4	118.8	9.4707	91
3643	Current-carrying wiring devices	25	11	78.2	4.0123	78
3645	Residential electric lighting fixtures	27	8	92.4	8.8303	59
3646	Commercial electric lighting fixtures	13	6	70.9	7.1950	78
3648	Lighting equipment n.e.c.	19	9	50.7	10.3091	78
3651	Radio & TV receiving sets	30	19	502.6	8.4398	93
3652	Phonograph records & pre-recorded tape	21	9	102.6	12.4757	75
3661	Telephone & telegraph apparatus	11	8	92.5	1.0657	94
3662	Radio & TV communication equipment	85	37	1,729.2	8.8604	92
3672	Cathode-ray TV picture tubes	1	1	48.4	6.6511	100
3674	Semiconductors & related devices	16	5	195.7	3.9680	90
3675	Electronic capacitors	9	7	77.0	9.8908	95
3677	Electronic coils & transformers	13	6	32.6	6.0137	71
3678	Electronic connectors	15	6	100.2	8.1430	85
3679	Electronic components n.e.c.	128	32	254.8	5.5687	66
3711	Motor vehicles & passenger-car bodies	5	4	2,253.6	2.8440	100
3713	Truck & bus bodies	21	3	93.4	2.7007	61
3714	Motor-vehicle parts & accessories	72	21	514.0	1.6532	73
3715	Truck trailers	7	2	75.7	3.8503	80
3721	Aircraft	9	9	4,022.0	22.2758	100
3724	Aircraft engines & engine parts	11	5	167.7	1.9798	86
3728	Aircraft equipment n.e.c.	132	44	1,032.8	16.7407	80
3731	Ship building & repairing	6	4	90.8	1.3699	97
3751	Motorcycles, bicycles, & parts	11	4	86.0	7.4854	70
3761	Guided missiles & space vehicles	5	5	1,899.4	28.9843	100
3769	Space-vehicle equipment n.e.c.	5	4	105.0	13.2660	97
3792	Travel trailers & campers	20	10	214.3	10.4176	90
3811	Engineering & scientific instruments	31	7	80.9	3.5504	57
3822	Environmental controls	11	5	121.2	7.3966	92
3823	Industrial process-control instruments	21	7	98.7	4.8544	77
3824	Fluid meters & counting devices	6	2	67.0	10.2243	92
3825	Electricity-measuring instruments	21	7	119.3	4.0949	79
3829	Measuring & controlling devices n.e.c.	21	10	63.4	5.9907	78
3832	Optical instruments & lenses	24	7	132.2	10.4605	77

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

			Number Of Plants		1979 (S&MM Est.)		
County SIC	Metro Area	Industry	Total Plants	Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
3841		Surgical & medical instruments	11	3	66.3	3.0846	81
3842		Surgical appliances & supplies	18	3	107.4	3.3224	67
3843		Dental equipment & supplies	10	3	108.3	11.5643	88
3861		Photographic equipment & supplies	34	10	376.1	3.3633	64
3911		Precious-metal jewelry	21	3	86.3	3.5080	41
3944		Games, toys, & children's vehicles	17	8	306.6	9.2427	94
3949		Sporting & athletic goods n.e.c.	32	8	156.8	5.4277	66
3951		Pens & mechanical pencils	5	3	92.3	11.6555	97
3993		Signs & advertising displays	38	4	86.4	4.1747	40
3999		Manufactures n.e.c.	60	5	171.7	5.4241	31
Madera		**All mfg.**	**18**	**6**	**200.3**	**.0134**	**62**
Marin	**247**	**All mfg.**	**32**	**9**	**138.4**	**.0092**	**60**
Mendocino		**All mfg.**	**32**	**7**	**136.7**	**.0091**	**55**
2421		General sawmills & planing mills	11	5	70.2	.7307	73
Merced		**All mfg.**	**31**	**12**	**334.5**	**.0224**	**77**
Modoc		**All mfg.**	**3**		**7.2**	**.0005**	**0**
Mono		**All mfg.**	**2**	**1**	**51.1**	**.0034**	**95**
3674		Semiconductors & related devices	1	1	48.5	.9834	100
Monterey	**242**	**All mfg.**	**57**	**22**	**554.7**	**.0371**	**83**
2037		Frozen fruits & vegetables	5	4	80.8	2.6251	98
3011		Tires & inner tubes	1	1	111.8	1.0373	100
Napa	**283**	**All mfg.**	**29**	**5**	**250.7**	**.0168**	**70**
3317		Steel pipe & tubes	1	1	87.8	2.4703	100
Nevada		**All mfg.**	**10**	**2**	**50.9**	**.0034**	**51**
Orange	**10**	**All mfg.**	**983**	**308**	**8,128.2**	**.5432**	**81**
2033		Canned fruits & vegetables	6	3	79.6	1.1674	91
2591		Drapery hardware & blinds & shades	2	1	63.8	7.9660	97
2711		Newspapers	8	4	56.1	.4316	92
2834		Pharmaceutical preparations	6	4	268.7	2.0990	96
2851		Paints & allied products	10	2	105.6	1.3776	59
3069		Fabricated rubber products n.e.c.	13	4	86.0	1.6956	82
3079		Miscellaneous plastics products	75	17	289.6	1.3659	59
3429		Hardware n.e.c.	15	3	117.2	1.9908	71
3452		Bolts, nuts, rivets, & washers	9	5	136.1	3.6361	93
3469		Metal stampings n.e.c.	12	3	54.1	1.0322	68
3494		Valves & pipe fittings	11	4	55.4	.9865	82
3533		Oil-field machinery	4	3	215.5	4.7158	99
3573		Electronic computing equipment	24	20	669.3	3.9214	98
3599		Machinery, except electrical, n.e.c.	35	3	102.2	.9953	29
3621		Motors & generators	6	4	61.3	1.3111	94
3661		Telephone & telegraph apparatus	5	1	58.1	.6694	88
3662		Radio & TV communication equipment	31	13	1,143.2	5.8578	96
3674		Semiconductors & related devices	9	4	120.6	2.4453	92
3678		Electronic connectors	3	1	120.7	9.8090	96
3679		Electronic components n.e.c.	43	21	106.3	2.3232	84
3728		Aircraft equipment n.e.c.	19	12	358.0	5.8028	94
3732		Boat building & repairing	12	4	82.1	3.6329	80
3792		Travel trailers & campers	7	2	57.6	2.8001	76
3823		Industrial process-control instruments	10	4	53.4	2.6264	84
3825		Electricity-measuring instruments	9	5	55.3	1.8981	85
3832		Optical instruments & lenses	6	2	46.2	3.6556	81
3841		Surgical & medical instruments	9	3	57.6	2.6798	83
3842		Surgical appliances & supplies	7	4	98.4	3.0440	93
3861		Photographic equipment & supplies	14	6	201.9	1.8055	83
3931		Musical instruments & parts	3	2	43.5	3.8165	97
3949		Sporting & athletic goods n.e.c.	11	2	87.3	3.0219	80
Placer	**236**	**All mfg.**	**10**	**2**	**52.6**	**.0035**	**65**
Plumas		**All mfg.**	**5**	**2**	**23.7**	**.0016**	**74**
Riverside	**231**	**All mfg.**	**154**	**56**	**1,097.6**	**.0734**	**77**
2451		Mobile homes	10	8	106.8	3.1129	95
2711		Newspapers	9	1	41.8	.3216	54
3449		Miscellaneous metal work	1	1	50.7	3.2928	100
Sacramento	**236**	**All mfg.**	**116**	**34**	**1,245.1**	**.0832**	**81**
2032		Canned food specialties	1	1	176.9	5.9269	100
2033		Canned fruits & vegetables	6	6	119.1	1.7467	100
2711		Newspapers	3	3	107.1	.8239	100
3764		Space-propulsion units & parts	1	1	215.7	18.8318	100
San Benito		**All mfg.**	**8**	**1**	**38.5**	**.0026**	**24**
San Bernardino	**231**	**All mfg.**	**240**	**69**	**2,014.2**	**.1346**	**79**
2711		Newspapers	13	2	42.3	.3254	63
3312		Blast furnaces & steel mills	3	3	532.0	1.0560	100
3589		Service-industry machinery n.e.c.	1	1	106.7	3.8426	100
3634		Electric housewares & fans	1	1	51.0	1.9208	100
3721		Aircraft	1	1	92.9	.5145	100
San Diego	**246**	**All mfg.**	**425**	**138**	**4,553.0**	**.3043**	**85**
2051		Bread, cake, & related products	11	6	57.2	.5842	79
2091		Canned & cured seafoods	2	2	134.6	9.0390	100
2711		Newspapers	14	6	137.6	1.0586	89
3443		Fabricated plate work (boiler shops)	4	2	294.3	3.5306	99
3573		Electronic computing equipment	11	9	487.2	2.8545	98
3662		Radio & TV communication equipment	30	12	509.5	2.6107	89
3674		Semiconductors & related devices	6	4	50.8	1.0300	92
3679		Electronic components n.e.c.	14	3	31.4	.6862	64
3721		Aircraft	2	1	97.1	.5378	93
3724		Aircraft engines & engine parts	2	2	287.9	3.3988	100
3728		Aircraft equipment n.e.c.	10	9	365.6	5.9260	99
3731		Ship building & repairing	2	2	100.1	1.5102	100
3732		Boat building & repairing	10	3	55.7	2.4647	75
3761		Guided missiles & space vehicles	1	1	429.9	6.5602	100
3825		Electricity-measuring instruments	12	5	70.5	2.4199	77
San Francisco	**247**	**All mfg.**	**347**	**90**	**2,722.0**	**.1819**	**75**
2051		Bread, cake, & related products	6	3	70.0	.7149	95
2086		Bottled & canned soft drinks	3	3	78.9	.8009	100
2095		Roasted coffee	4	4	416.4	8.2686	100
2337		Women's & misses' suits & coats	4	3	90.0	3.3071	97
2711		Newspapers	14	7	201.9	1.5532	94
2751		Letterpress commercial printing	17	2	24.7	.5133	39
2752		Lithographic commercial printing	17	6	180.7	2.2615	85
3429		Hardware n.e.c.	4	1	102.8	1.7462	94
3549		Metalworking machinery n.e.c.	1	1	44.8	7.0000	100
3731		Ship building & repairing	6	3	66.6	1.0048	87
San Joaquin	**268**	**All mfg.**	**131**	**53**	**1,459.7**	**.0976**	**82**
2033		Canned fruits & vegetables	11	11	366.1	5.3691	100
3211		Flat glass	1	1	78.9	4.1049	100
San Luis Obispo		**All mfg.**	**19**	**5**	**155.0**	**.0104**	**19**
San Mateo	**247**	**All mfg.**	**279**	**77**	**2,230.6**	**.1491**	**78**
2711		Newspapers	8	4	54.3	.4177	87
2851		Paints & allied products	7	3	234.9	3.0643	91
3661		Telephone & telegraph apparatus	1	1	81.8	.9425	100
3662		Radio & TV communication equipment	12	7	350.3	1.7949	96
Santa Barbara	**249**	**All mfg.**	**85**	**29**	**947.5**	**.0633**	**82**
3651		Radio & TV receiving sets	2	2	81.0	1.3602	100
3662		Radio & TV communication equipment	5	3	144.3	.7394	97
3679		Electronic components n.e.c.	5	4	20.7	.4524	95
Santa Clara	**248**	**All mfg.**	**612**	**242**	**10,649.0**	**.7117**	**90**
2033		Canned fruits & vegetables	15	13	292.7	4.2927	98
2034		Dehydrated fruits, vegetables, & soups	8	5	111.9	9.9308	96
2711		Newspapers	9	4	75.6	.5816	90
2834		Pharmaceutical preparations	6	4	158.5	1.2382	92
3079		Miscellaneous plastics products	19	5	78.6	.3707	63
3489		Ordnance & accessories n.e.c.	1	1	73.0	8.7719	100
3559		Special-industry machinery n.e.c.	6	3	89.0	1.3152	84
3573		Electronic computing equipment	26	17	1,672.9	9.8015	98
3613		Switchgear & switchboard apparatus	4	2	84.6	1.9469	96
3662		Radio & TV communication equipment	33	12	707.2	3.6237	90
3673		Transmitting electron tubes	2	2	100.7	14.2614	100
3674		Semiconductors & related devices	39	29	1,545.8	31.3423	99
3679		Electronic components n.e.c.	46	23	199.1	4.3513	89
3711		Motor vehicles & passenger-car bodies	1	1	740.7	.9348	100
3724		Aircraft engines & engine parts	1	1	92.8	1.0956	100
3761		Guided missiles & space vehicles	1	1	1,445.9	22.0640	100
3795		Tanks & tank components	1	1	264.6	27.6460	100
3811		Engineering & scientific instruments	20	10	97.8	4.2921	88
3825		Electricity-measuring instruments	24	14	348.7	11.9688	95
3861		Photographic equipment & supplies	9	5	150.8	1.3485	83
Santa Cruz	**250**	**All mfg.**	**52**	**20**	**547.9**	**.0366**	**83**
2033		Canned fruits & vegetables	3	2	55.9	.8198	96
2037		Frozen fruits & vegetables	4	4	104.7	3.4016	100
Shasta		**All mfg.**	**25**	**5**	**277.0**	**.0185**	**75**
2492		Particleboard	1	1	24.4	5.0476	100
Sierra		**All mfg.**	**3**	**1**	**36.6**	**.0024**	**71**
Siskiyou		**All mfg.**	**14**	**1**	**72.1**	**.0048**	**43**
Solano	**283**	**All mfg.**	**31**	**14**	**491.1**	**.0328**	**72**
2034		Dehydrated fruit., vegetables, & soups	1	1	55.1	4.8900	100

County SIC	Metro Area	Industry	1979 (S&MM Est.) Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
CALIFORNIA (cont.)							
Sonoma	252	All mfg.	85	29	492.3	.0329	62
Stanislaus	178	All mfg.	88	30	1,025.4	.0685	82
2033		Canned fruits & vegetables	10	9	165.2	2.4228	98
2037		Frozen fruits & vegetables	3	3	50.0	1.6244	100
2084		Wines, brandy, & brandy spirits	1	1	187.5	12.6912	100
Sutter		All mfg.	9	3	93.3	.0062	85
2033		Canned fruits & vegetables	2	2	56.9	.8345	100
Tehama		All mfg.	11	3	108.4	.0072	65
2421		General sawmills & planing mills	4	3	73.1	.7609	97
Trinity		All mfg.	5		12.1	.0008	0
Tulare		All mfg.	79	25	498.8	.0333	66
Tuolumne		All mfg.	7	1	43.7	.0029	65
Ventura	203	All mfg.	93	33	803.2	.0537	79
3079		Miscellaneous plastics products	4	3	52.4	.2471	95
3679		Electronic components n.e.c.	4	3	28.8	.6294	93
Yolo	236	All mfg.	36	9	318.4	.0213	77
2033		Canned fruits & vegetables	2	2	87.9	1.2891	100
Yuba		All mfg.	13	1	42.1	.0028	27
State Total		All mfg.	11,596	3,381	109,720.2	7.3325	81
COLORADO							
Adams	73	All mfg.	67	15	612.1	.0409	72
3613		Switchgear & switchboard apparatus	1	1	107.7	2.4785	100
Alamosa		All mfg.	3		8.3	.0006	0
Arapahoe	73	All mfg.	93	20	515.4	.0344	64
Archuleta		All mfg.	2	1	21.1	.0014	91
Bent		All mfg.	2		11.2	.0007	0
Boulder	73	All mfg.	129	39	1,436.0	.0960	84
3573		Electronic computing equipment	4	3	117.9	.6908	97
3662		Radio & TV communication equipment	3	2	82.7	.4238	96
3861		Photographic equipment & supplies	1	1	569.7	5.0946	100
Chaffee		All mfg.	1		6.8	.0005	0
Conejos		All mfg.	6		9.0	.0006	0
Costilla		All mfg.	1		1.1	.0001	0
Crowley		All mfg.	1		5.6	.0004	0
Delta		All mfg.	7	1	27.4	.0018	38
Denver	73	All mfg.	507	120	3,524.0	.2355	67
2011		Meat-packing plants	15	8	456.1	1.1770	79
2051		Bread, cake, & related products	17	7	89.2	.9110	74
2329		Men's & boys' clothing n.e.c.	13	6	24.1	2.2041	80
2711		Newspapers	10	3	113.0	.8693	88
3041		Rubber & plastic hose & belting	1	1	54.4	3.0586	100
3079		Miscellaneous plastics products	16	1	53.1	.2504	29
3161		Luggage	1	1	161.4	19.6326	100
3441		Fabricated structural metal	10	5	44.6	.7238	82
3532		Mining machinery	7	3	92.8	3.8069	85
3661		Telephone & telegraph apparatus	1	1	54.5	.6279	100
3728		Aircraft equipment n.e.c.	3	3	106.4	1.7246	100
3761		Guided missiles & space vehicles	1	1	117.3	1.7900	100
3825		Electricity-measuring instruments	4	3	58.0	1.9908	98
Douglas	73	All mfg.	3	1	10.8	.0007	52
Eagle		All mfg.	3	1	16.7	.0011	59
Elbert		All mfg.	1		1.5	.0001	0
El Paso	60	All mfg.	84	25	662.9	.0443	73
3573		Electronic computing equipment	2	2	123.7	.7248	100
3679		Electronic components n.e.c.	4	3	28.9	.6316	97
3825		Electricity-measuring instruments	2	1	48.3	1.6579	94
Fremont		All mfg.	10	3	80.1	.0054	48
Garfield		All mfg.	4		6.2	.0004	0
Gilpin	73	All mfg.	1		5.5	.0004	0

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

County SIC	Metro Area	Industry	1979 (S&MM Est.) Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Grand		All mfg.	4		15.9	.0011	0
Gunnison		All mfg.	1		2.9	.0002	0
Jackson		All mfg.	2	1	16.1	.0011	88
Jefferson	73	All mfg.	72	13	1,230.4	.0822	88
2082		Malt beverages	1	1	558.5	7.7149	100
2899		Chemical preparations n.e.c.	1	1	78.9	1.9332	100
3264		Porcelain electrical supplies	1	1	39.2	9.3289	100
3411		Metal cans	3	2	145.0	1.8040	97
3483		Ammunition, except small-arms, n.e.c.	1	1	60.0	6.9085	100
Lake		All mfg.	1		10.1	.0007	0
La Plata		All mfg.	11	2	34.4	.0023	51
Larimer	91	All mfg.	64	14	553.3	.0370	72
3825		Electricity-measuring instruments	1	1	56.7	1.9462	100
3842		Surgical appliances & supplies	1	1	111.4	3.4461	100
Las Animas		All mfg.	2		14.5	.0010	0
Lincoln		All mfg.	1		3.6	.0002	0
Logan		All mfg.	12	2	106.6	.0071	76
Mesa		All mfg.	35	13	345.6	.0231	77
Mineral		All mfg.	1		4.6	.0003	0
Moffat		All mfg.	3		8.7	.0006	0
Montezuma		All mfg.	5		12.6	.0008	0
Montrose		All mfg.	10	1	50.4	.0034	63
Morgan		All mfg.	10	5	205.8	.0138	89
Otero		All mfg.	13	2	59.9	.0040	56
Pitkin		All mfg.	3		4.2	.0003	0
Prowers		All mfg.	8	2	35.4	.0024	36
Pueblo	222	All mfg.	39	9	1,019.8	.0682	91
3312		Blast furnaces & steel mills	1	1	806.9	1.6017	100
Rio Blanco		All mfg.	1		3.0	.0002	0
Rio Grande		All mfg.	7		21.4	.0014	0
Routt		All mfg.	3		4.7	.0003	0
Sedgwick		All mfg.	2	1	14.3	.0010	78
Teller	60	All mfg.	1		1.0	.0001	0
Weld	104	All mfg.	41	15	782.2	.0523	84
2011		Meat-packing plants	2	1	312.2	.8056	97
3861		Photographic equipment & supplies	1	1	126.5	1.1312	100
Yuma		All mfg.	2		8.7	.0006	0
State Total		All mfg.	1,281	306	11,531.8	.7707	75
CONNECTICUT							
Fairfield	42	All mfg.	860	270	8,231.3	.5501	83
2051		Bread, cake, & related products	14	4	246.4	2.5165	93
2342		Brassieres, girdles, & allied garments	3	1	53.1	7.0857	97
2711		Newspapers	15	5	65.5	.5039	67
2721		Periodicals	14	4	114.6	1.8819	71
2731		Book publishing	8	3	107.4	2.1963	89
2844		Toilet preparations	5	2	230.7	3.0509	95
3011		Tires & inner tubes	1	1	372.7	3.4581	100
3069		Fabricated rubber products n.e.c.	11	6	115.5	2.2772	95
3079		Miscellaneous plastics products	30	8	92.9	.4381	57
3292		Asbestos products	2	1	72.1	6.5977	98
3357		Nonferrous-wire drawing & insulating	9	3	226.7	2.9989	86
3429		Hardware n.e.c.	10	4	113.9	1.9348	83
3471		Plating & polishing	17	4	37.1	1.8502	50
3484		Small arms	4	4	216.7	25.2182	100
3541		Metal-cutting machine tools	11	5	67.5	3.7355	91
3562		Ball & roller bearings	6	3	71.6	3.6993	96
3573		Electronic computing equipment	9	3	209.7	1.2286	88
3579		Office machines n.e.c.	4	2	152.6	13.4806	98
3634		Electric housewares & fans	3	2	67.8	2.5536	98
3643		Current-carrying wiring devices	11	9	164.0	8.4146	99
3648		Lighting equipment n.e.c.	3	3	23.1	4.6970	100
3661		Telephone & telegraph apparatus	5	2	58.2	.6706	91
3662		Radio & TV communication equipment	18	7	291.2	1.4921	91
3679		Electronic components n.e.c.	21	9	46.9	1.0250	77
3721		Aircraft	2	2	1,187.7	6.5781	100
3724		Aircraft engines & engine parts	3	2	376.3	4.4424	99
3811		Engineering & scientific instruments	10	3	41.7	1.8301	78
3825		Electricity-measuring instruments	7	4	56.3	1.9325	89
3829		Measuring & controlling devices n.e.c.	10	8	50.7	4.7907	95

County SIC	Metro Area	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	1979 (S&MM Est.) Total Shipments ($Mil.)	1979 (S&MM Est.) % Of U.S. Shipments	1979 (S&MM Est.) % In Large Plants
3832		Optical instruments & lenses	6	4	184.6	14.6067	99
3841		Surgical & medical instruments	11	4	70.0	3.2567	85
3842		Surgical appliances & supplies	9	4	62.5	1.9334	74
Hartford	**111**	**All mfg.**	**764**	**216**	**7,645.6**	**.5109**	**85**
2711		Newspapers	11	5	78.3	.6024	85
2751		Letterpress commercial printing	28	5	44.6	.9269	62
3079		Miscellaneous plastics products	20	2	56.4	.2660	29
3316		Cold-rolled steel sheet, strip, & bars	4	4	156.2	5.2797	100
3423		Hand & edge tools n.e.c.	9	5	114.2	4.5408	92
3429		Hardware n.e.c.	7	3	289.9	4.9244	97
3444		Sheet-metal work	20	3	58.0	1.0740	40
3451		Screw-machine products	23	4	104.4	5.2404	67
3452		Bolts, nuts, rivets, & washers	10	5	71.7	1.9156	85
3484		Small arms	3	2	123.0	14.3140	98
3495		Wire springs	23	7	168.5	17.5466	79
3496		Miscellaneous fabricated wire products	10	2	42.2	2.8389	80
3541		Metal-cutting machine tools	13	1	23.3	1.2894	48
3544		Special dies, tools, jigs, & fixtures	32	1	38.3	1.3850	27
3545		Machine-tool accessories	27	11	79.5	5.6463	82
3559		Special-industry machinery n.e.c.	8	2	81.8	1.2088	79
3562		Ball & roller bearings	7	6	301.1	15.5567	99
3568		Power-transmission equipment n.e.c.	8	3	42.2	3.6760	82
3599		Machinery, except electrical, n.e.c.	37	5	138.5	1.3488	43
3613		Switchgear & switchboard apparatus	8	5	252.6	5.8130	98
3622		Industrial controls	7	3	79.6	2.6282	90
3662		Radio & TV communication equipment	3	2	92.3	.4729	94
3679		Electronic components n.e.c.	11	4	25.0	.5464	72
3714		Motor-vehicle parts & accessories	3	1	185.5	.5966	97
3721		Aircraft	3	2	91.2	.5051	98
3724		Aircraft engines & engine parts	13	7	2,174.6	25.6723	99
3728		Aircraft equipment n.e.c.	10	5	414.6	6.7203	96
3829		Measuring & controlling devices n.e.c.	5	1	31.7	2.9954	82
Litchfield		**All mfg.**	**168**	**54**	**1,158.2**	**.0774**	**78**
3562		Ball & roller bearings	3	3	85.3	4.4071	100
3964		Needles, pins, & fasteners	3	2	45.8	5.6231	95
Middlesex	**111**	**All mfg.**	**132**	**38**	**662.6**	**.0443**	**71**
New Haven	**190**	**All mfg.**	**843**	**242**	**6,188.5**	**.4136**	**78**
2335		Women's & misses' dresses	19	7	48.0	.9863	58
2711		Newspapers	10	5	72.5	.5577	87
2822		Synthetic rubber	1	1	80.4	3.7463	100
3021		Rubber & plastic footwear	1	1	82.1	13.7176	100
3079		Miscellaneous plastics products	24	4	95.9	.4523	52
3351		Copper rolling & drawing	8	6	327.5	6.1361	95
3357		Nonferrous-wire drawing & insulating	6	5	255.8	3.3838	99
3421		Cutlery	4	3	82.4	10.2297	96
3429		Hardware n.e.c.	11	8	136.7	2.3221	94
3451		Screw-machine products	42	6	98.2	4.9292	43
3452		Bolts, nuts, rivets, & washers	11	5	86.5	2.3110	83
3469		Metal stampings n.e.c.	35	12	281.6	5.3730	86
3484		Small arms	4	4	142.1	16.5367	100
3499		Fabricated metal products n.e.c.	12	5	56.6	1.5332	70
3559		Special-industry machinery n.e.c.	7	2	138.4	2.0452	86
3599		Machinery, except electrical, n.e.c.	20	1	66.9	.6515	46
3621		Motors & generators	3	3	161.8	3.4607	100
3634		Electric housewares & fans	1	1	53.1	1.9999	100
3661		Telephone & telegraph apparatus	4	3	58.5	.6740	98
3662		Radio & TV communication equipment	12	2	76.4	.3915	48
3679		Electronic components n.e.c.	14	5	31.9	.6972	82
3694		Engine electrical equipment	3	2	62.1	1.5795	97
3714		Motor-vehicle parts & accessories	2	2	86.4	.2779	100
3724		Aircraft engines & engine parts	3	2	108.6	1.2821	94
3811		Engineering & scientific instruments	6	1	44.9	1.9705	83
3829		Measuring & controlling devices n.e.c.	6	4	27.6	2.6080	95
3841		Surgical & medical instruments	7	6	81.8	3.8057	96
3873		Watches, clocks, & watchcases	3	3	177.4	13.0807	100
3914		Silverware & plated & stainless ware	7	4	130.9	24.4673	97
3951		Pens & mechanical pencils	1	1	83.9	10.5948	100
3964		Needles, pins, & fasteners	8	4	43.6	5.3530	80
New London	**191**	**All mfg.**	**105**	**42**	**1,884.6**	**.1259**	**94**
2819		Industrial inorganic chemicals n.e.c.	1	1	130.7	1.4440	100
2834		Pharmaceutical preparations	2	2	239.8	1.8733	100
3429		Hardware n.e.c.	1	1	64.4	1.0939	100
3731		Ship building & repairing	3	2	801.5	12.0919	100
Tolland	**111**	**All mfg.**	**42**	**14**	**222.5**	**.0149**	**71**
3679		Electronic components n.e.c.	3	3	29.1	.6360	100
Windham		**All mfg.**	**92**	**43**	**938.4**	**.0627**	**88**
2284		Thread mills	3	3	111.9	20.6343	100
2295		Coated fabrics, not rubberized	1	1	87.6	7.4521	100
3069		Fabricated rubber products n.e.c.	5	4	41.3	.8143	97
3079		Miscellaneous plastics products	11	6	135.0	.6367	90
State Total		**All mfg.**	**3,006**	**919**	**26,931.7**	**1.7998**	**83**

DELAWARE

County SIC	Metro Area	Industry	Total Plants	Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Kent		**All mfg.**	**31**	**14**	**323.4**	**.0216**	**87**
2099		Food preparations n.e.c.	1	1	86.9	1.2717	100
3842		Surgical appliances & supplies	2	2	58.5	1.8097	100
New Castle	**295**	**All mfg.**	**185**	**61**	**3,888.7**	**.2599**	**90**
2821		Plastics materials & synthetic resins	10	7	369.0	3.0117	95
3041		Rubber & plastic hose & belting	1	1	62.8	3.5309	100
3079		Miscellaneous plastics products	13	6	94.5	.4457	81
3312		Blast furnaces & steel mills	2	1	225.0	.4466	98
3711		Motor vehicles & passenger-car bodies	2	2	1,541.6	1.9455	100
Sussex		**All mfg.**	**57**	**17**	**824.1**	**.0551**	**86**
2033		Canned fruits & vegetables	7	4	62.1	.9107	87
2824		Noncellulosic synthetic organic fibers	1	1	358.3	4.9128	100
3574		Calculating & accounting machines	1	1	89.8	5.6853	100
State Total		**All mfg.**	**273**	**92**	**5,036.2**	**.3366**	**89**

DISTRICT OF COLUMBIA

County SIC	Metro Area	Industry	Total Plants	Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
District of Columbia	**287**	**All mfg.**	**164**	**39**	**1,634.2**	**.1092**	**83**
2051		Bread, cake, & related products	5	3	48.3	.4933	94
2711		Newspapers	8	3	243.3	1.8717	96
2721		Periodicals	18	6	435.4	7.1499	90
2751		Letterpress commercial printing	12	1	290.1	6.0291	96
2752		Lithographic commercial printing	31	6	165.5	2.0712	67
State Total		**All mfg.**	**164**	**39**	**1,634.2**	**.1092**	**83**

FLORIDA

County SIC	Metro Area	Industry	Total Plants	Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Alachua	**98**	**All mfg.**	**33**	**9**	**280.5**	**.0187**	**72**
3691		Storage batteries	1	1	104.6	4.8574	100
Baker	**122**	**All mfg.**	**2**		**2.5**	**.0002**	**0**
Bay	**204**	**All mfg.**	**32**	**13**	**286.8**	**.0192**	**84**
Bradford		**All mfg.**	**6**	**1**	**24.3**	**.0016**	**43**
Brevard	**168**	**All mfg.**	**84**	**33**	**1,036.8**	**.0693**	**88**
3573		Electronic computing equipment	4	2	87.2	.5109	90
3662		Radio & TV communication equipment	9	8	264.2	1.3538	99
3674		Semiconductors & related devices	1	1	70.5	1.4294	100
3761		Guided missiles & space vehicles	8	8	340.5	5.1959	100
Broward	**92**	**All mfg.**	**330**	**66**	**1,803.6**	**.1205**	**60**
2711		Newspapers	7	3	60.4	.4647	90
3079		Miscellaneous plastics products	14	1	57.5	.2712	45
3573		Electronic computing equipment	7	4	220.5	1.2919	96
3662		Radio & TV communication equipment	11	9	332.1	1.7017	99
3679		Electronic components n.e.c.	12	5	25.0	.5464	76
Calhoun		**All mfg.**	**6**	**4**	**27.9**	**.0019**	**88**
Charlotte		**All mfg.**	**3**		**6.8**	**.0005**	**0**
Citrus		**All mfg.**	**5**	**1**	**13.5**	**.0009**	**45**
Clay	**122**	**All mfg.**	**8**	**2**	**39.2**	**.0026**	**63**
Collier		**All mfg.**	**16**		**34.2**	**.0023**	**0**
Columbia		**All mfg.**	**18**	**5**	**133.0**	**.0089**	**73**
Dade	**171**	**All mfg.**	**944**	**212**	**4,970.4**	**.3322**	**64**
2026		Fluid milk	8	5	180.7	1.2809	86
2051		Bread, cake, & related products	14	5	82.2	.8395	69
2253		Knit-outerwear mills	7	4	73.8	3.2775	95
2335		Women's & misses' dresses	59	9	133.2	2.7371	40
2339		Women's & misses' outerwear n.e.c.	38	6	71.6	2.4532	39
2369		Girls' & children's outerwear n.e.c.	19	5	35.8	4.3824	53
2711		Newspapers	10	1	86.0	.6616	75

County SIC	Metro Area	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	1979 (S&MM Est.) Total Shipments ($Mil.)	1979 (S&MM Est.) % Of U.S. Shipments	1979 (S&MM Est.) % In Large Plants
FLORIDA (Dade cont.)							
2831		Biological products	4	3	121.8	11.8287	99
3021		Rubber & plastic footwear	4	4	66.7	11.1445	100
3079		Miscellaneous plastics products	32	3	89.4	.4216	30
3149		Nonrubber footwear n.e.c.	2	2	15.8	2.1254	100
3171		Women's handbags & purses	10	5	45.6	6.9928	80
3241		Hydraulic cement	8	6	152.0	4.0699	95
3272		Concrete products n.e.c.	16	2	56.1	1.6801	50
3442		Metal doors, sash, & trim	34	12	109.2	4.1145	69
3444		Sheet-metal work	22	3	60.7	1.1240	31
3661		Telephone & telegraph apparatus	2	2	163.6	1.8849	100
3662		Radio & TV communication equipment	6	5	72.8	.3730	91
3693		X-ray apparatus & tubes	1	1	147.0	7.4336	100
3732		Boat building & repairing	18	6	94.3	4.1728	74
3841		Surgical & medical instruments	4	1	65.5	3.0474	95
3851		Ophthalmic goods	8	3	26.0	3.2488	82
De Soto		**All mfg.**	**3**	**1**	**13.3**	**.0009**	**75**
Dixie		**All mfg.**	**4**	**2**	**19.1**	**.0013**	**58**
Duval	**122**	**All mfg.**	**258**	**66**	**2,033.0**	**.1359**	**72**
2051		Bread, cake, & related products	9	4	50.3	.5137	70
2121		Cigars	1	1	37.2	12.2489	100
2631		Paperboard mills	2	2	143.5	1.7721	100
2711		Newspapers	1	1	40.4	.3108	100
3731		Ship building & repairing	4	2	130.7	1.9718	97
Escambia	**208**	**All mfg.**	**55**	**16**	**1,006.6**	**.0673**	**88**
2621		Paper mills, except building paper	1	1	114.6	.7569	100
2824		Noncellulosic synthetic organic fibers	1	1	562.9	7.7181	100
Flagler		**All mfg.**	**1**		**5.0**	**.0003**	**0**
Franklin		**All mfg.**	**8**	**1**	**56.6**	**.0038**	**66**
Gadsden		**All mfg.**	**24**	**7**	**99.9**	**.0067**	**60**
Gilchrist		**All mfg.**	**1**		**.7**		**0**
Glades		**All mfg.**	**2**	**2**	**55.8**	**.0037**	**100**
Gulf		**All mfg.**	**5**	**3**	**139.1**	**.0093**	**92**
Hamilton		**All mfg.**	**5**	**1**	**27.1**	**.0018**	**15**
Hardee		**All mfg.**	**8**	**2**	**29.6**	**.0020**	**30**
Hendry		**All mfg.**	**4**	**1**	**25.0**	**.0017**	**34**
Hernando		**All mfg.**	**6**	**1**	**18.5**	**.0012**	**48**
Highlands		**All mfg.**	**17**	**3**	**45.1**	**.0030**	**35**
Hillsborough	**272**	**All mfg.**	**361**	**94**	**2,851.6**	**.1906**	**72**
2092		Fresh or frozen packaged seafoods	8	5	171.3	7.5277	95
2121		Cigars	13	5	41.0	13.5002	81
2711		Newspapers	6	1	47.1	.3623	88
2874		Phosphatic fertilizers	4	3	372.5	12.1684	99
3411		Metal cans	5	4	201.8	2.5107	96
3443		Fabricated plate work (boiler shops)	4	2	63.9	.7666	95
3662		Radio & TV communication equipment	4	1	102.1	.5232	92
3691		Storage batteries	2	2	107.5	4.9921	100
3731		Ship building & repairing	5	2	44.9	.6774	82
Holmes		**All mfg.**	**2**	**2**	**10.4**	**.0007**	**100**
Indian River		**All mfg.**	**10**	**2**	**259.6**	**.0173**	**93**
3721		Aircraft	1	1	235.7	1.3054	100
Jackson		**All mfg.**	**19**	**6**	**94.5**	**.0063**	**51**
Jefferson		**All mfg.**	**1**		**2.0**	**.0001**	**0**
Lafayette		**All mfg.**	**1**		**3.4**	**.0002**	**0**
Lake		**All mfg.**	**40**	**10**	**229.1**	**.0153**	**69**
2037		Frozen fruits & vegetables	3	3	45.6	1.4815	100
Lee	**93**	**All mfg.**	**58**	**4**	**173.1**	**.0116**	**22**
Leon	**271**	**All mfg.**	**34**	**5**	**109.7**	**.0073**	**35**
Levy		**All mfg.**	**5**	**1**	**20.6**	**.0014**	**52**
Liberty		**All mfg.**	**3**	**1**	**9.8**	**.0007**	**65**
Madison		**All mfg.**	**9**	**4**	**105.9**	**.0071**	**88**
Manatee	**40**	**All mfg.**	**41**	**10**	**261.8**	**.0175**	**77**
2033		Canned fruits & vegetables	3	2	108.4	1.5898	98
Marion		**All mfg.**	**61**	**16**	**323.2**	**.0216**	**56**
2451		Mobile homes	8	3	62.9	1.8333	71
Martin		**All mfg.**	**11**	**5**	**114.7**	**.0077**	**88**
Monroe		**All mfg.**	**9**	**1**	**30.8**	**.0021**	**8**
Nassau	**122**	**All mfg.**	**12**	**5**	**249.0**	**.0166**	**93**
Okaloosa		**All mfg.**	**22**	**8**	**260.0**	**.0174**	**89**
3574		Calculating & accounting machines	1	1	86.3	5.4638	100
3662		Radio & TV communication equipment	4	4	115.9	.5939	100
Okeechobee		**All mfg.**	**6**		**26.6**	**.0018**	**0**
Orange	**201**	**All mfg.**	**178**	**51**	**1,321.1**	**.0883**	**73**
2033		Canned fruits & vegetables	6	6	66.9	.9811	100
2037		Frozen fruits & vegetables	4	4	56.3	1.8291	100
3679		Electronic components n.e.c.	6	3	29.9	.6535	93
3761		Guided missiles & space vehicles	1	1	234.4	3.5769	100
Osceola	**201**	**All mfg.**	**10**	**3**	**93.9**	**.0063**	**78**
Palm Beach	**290**	**All mfg.**	**137**	**28**	**1,501.1**	**.1003**	**81**
2061		Raw cane sugar	6	6	187.3	45.7946	100
2711		Newspapers	7	2	96.7	.7439	92
3573		Electronic computing equipment	2	2	201.0	1.1777	100
3724		Aircraft engines & engine parts	2	1	544.2	6.4246	99
Pasco	**272**	**All mfg.**	**16**	**3**	**115.9**	**.0077**	**77**
2037		Frozen fruits & vegetables	2	2	82.5	2.6003	100
Pinellas	**272**	**All mfg.**	**269**	**58**	**1,349.2**	**.0902**	**67**
2711		Newspapers	4	2	63.7	.4900	92
3662		Radio & TV communication equipment	5	3	247.9	1.2702	97
3699		Electrical equipment & supplies n.e.c.	1	1	51.9	7.1904	100
3732		Boat building & repairing	11	4	58.2	2.5753	78
3825		Electricity-measuring instruments	6	5	89.4	3.0686	99
Polk	**141**	**All mfg.**	**184**	**61**	**2,379.5**	**.1590**	**84**
2033		Canned fruits & vegetables	11	7	155.7	2.2835	94
2037		Frozen fruits & vegetables	12	9	259.7	8.4373	98
2874		Phosphatic fertilizers	10	9	940.5	30.7232	100
Putnam		**All mfg.**	**18**	**6**	**287.7**	**.0192**	**91**
2621		Paper mills, except building paper	1	1	105.1	.6941	100
St. Johns	**122**	**All mfg.**	**12**	**6**	**85.6**	**.0057**	**78**
St. Lucie		**All mfg.**	**17**	**4**	**83.3**	**.0056**	**61**
Santa Rosa	**208**	**All mfg.**	**9**	**4**	**167.2**	**.0112**	**90**
Sarasota	**253**	**All mfg.**	**92**	**17**	**347.5**	**.0232**	**61**
3662		Radio & TV communication equipment	4	3	74.7	.3828	96
Seminole	**201**	**All mfg.**	**57**	**16**	**273.3**	**.0183**	**59**
3679		Electronic components n.e.c.	6	4	26.3	.5748	95
Sumter		**All mfg.**	**3**		**17.1**	**.0011**	**0**
Suwannee		**All mfg.**	**7**	**2**	**77.0**	**.0051**	**79**
Taylor		**All mfg.**	**12**	**3**	**163.7**	**.0109**	**84**
2611		Pulp mills	1	1	120.8	4.5683	100
Union		**All mfg.**	**2**	**1**	**7.1**	**.0005**	**39**
Volusia	**71**	**All mfg.**	**66**	**16**	**275.2**	**.0184**	**62**
Wakulla	**271**	**All mfg.**	**5**	**1**	**20.0**	**.0013**	**50**
Walton		**All mfg.**	**6**	**2**	**69.1**	**.0046**	**64**
Washington		**All mfg.**	**1**		**4.9**	**.0003**	**0**
State Total		**All mfg.**	**3,694**	**908**	**26,009.1**	**1.7382**	**72**
GEORGIA							
Appling		**All mfg.**	**14**	**4**	**45.0**	**.0030**	**44**
Atkinson		**All mfg.**	**9**		**15.3**	**.0010**	**0**
Bacon		**All mfg.**	**8**	**3**	**58.2**	**.0039**	**56**
Baker		**All mfg.**	**1**	**1**	**3.4**	**.0002**	**100**
Baldwin		**All mfg.**	**15**	**7**	**166.8**	**.0111**	**87**
Banks		**All mfg.**	**9**	**3**	**203.0**	**.0136**	**95**
2016		Poultry-dressing plants	2	2	176.9	2.7633	100
Barrow		**All mfg.**	**22**	**13**	**216.2**	**.0144**	**89**
2328		Men's & boys' work clothing	5	4	39.2	1.1208	94
Bartow		**All mfg.**	**48**	**19**	**523.1**	**.0350**	**83**
2272		Tufted carpets & rugs	19	9	257.0	5.6351	84
Ben Hill		**All mfg.**	**22**	**6**	**141.2**	**.0094**	**62**
Berrien		**All mfg.**	**8**	**2**	**52.5**	**.0035**	**70**
2211		Cotton-weaving mills	1	1	27.7	.6138	100
Bibb	**162**	**All mfg.**	**120**	**39**	**878.7**	**.0587**	**73**
2661		Building-paper & building-board mills	1	1	39.7	5.9807	100
Bleckley		**All mfg.**	**6**	**2**	**43.6**	**.0029**	**75**

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County SIC	Metro Area	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	1979 (S&MM Est.): Total Shipments ($Mil)	1979 (S&MM Est.): % Of U.S. Shipments	1979 (S&MM Est.): % In Large Plants
GEORGIA (cont.)							
Brantley		**All mfg.**	**2**		**1.9**	**.0001**	**0**
Brooks		**All mfg.**	**9**	**4**	**48.6**	**.0032**	**73**
Bryan	**254**	**All mfg.**	**6**	**2**	**14.9**	**.0010**	**49**
Bulloch		**All mfg.**	**23**	**6**	**116.5**	**.0078**	**50**
Burke		**All mfg.**	**15**	**7**	**88.4**	**.0059**	**76**
Butts	**19**	**All mfg.**	**7**	**3**	**33.5**	**.0022**	**74**
Calhoun		**All mfg.**	**6**	**2**	**16.8**	**.0011**	**43**
Camden		**All mfg.**	**8**	**3**	**140.1**	**.0094**	**92**
Candler		**All mfg.**	**6**	**1**	**19.7**	**.0013**	**23**
Carroll		**All mfg.**	**54**	**23**	**632.4**	**.0423**	**92**
2311		Men's & boys' suits & coats	4	4	60.8	2.1179	100
3357		Nonferrous-wire drawing & insulating	1	1	334.8	4.4289	100
Catoosa	**54**	**All mfg.**	**8**	**5**	**217.0**	**.0145**	**98**
2272		Tufted carpets & rugs	2	2	185.2	4.0608	100
Charlton		**All mfg.**	**4**	**1**	**8.2**	**.0005**	**38**
Chatham	**254**	**All mfg.**	**99**	**39**	**1,642.7**	**.1098**	**89**
2062		Cane-sugar refining	2	2	237.6	10.1162	100
2631		Paperboard mills	2	2	142.8	1.7634	100
2643		Bags, except textile bags	2	1	242.6	5.7124	98
3715		Truck trailers	1	1	72.7	3.6977	100
Chattahoochee	**63**	**All mfg.**	**1**		**1.0**	**.0001**	**0**
Chattooga		**All mfg.**	**14**	**6**	**197.8**	**.0132**	**93**
2211		Cotton-weaving mills	1	1	72.4	1.6043	100
Cherokee	**19**	**All mfg.**	**19**	**4**	**96.5**	**.0064**	**73**
Clarke	**18**	**All mfg.**	**61**	**27**	**516.8**	**.0345**	**84**
2017		Poultry & egg processing	2	2	32.2	2.7446	100
2298		Cordage & twine	1	1	26.6	8.0338	100
3612		Transformers	1	1	55.6	2.0974	100
Clay		**All mfg.**	**3**		**6.5**	**.0004**	**0**
Clayton	**19**	**All mfg.**	**54**	**13**	**312.1**	**.0209**	**64**
Clinch		**All mfg.**	**5**	**1**	**25.3**	**.0017**	**67**
Cobb	**19**	**All mfg.**	**97**	**19**	**1,265.5**	**.0846**	**84**
3721		Aircraft	1	1	861.4	4.7708	100
Coffee		**All mfg.**	**27**	**6**	**212.5**	**.0142**	**71**
2016		Poultry-dressing plants	2	2	110.6	1.7277	100
Colquitt		**All mfg.**	**39**	**14**	**263.2**	**.0176**	**63**
Columbia	**21**	**All mfg.**	**6**	**4**	**41.7**	**.0028**	**89**
Columbus	**63**	**All mfg.**	**98**	**44**	**1,243.8**	**.0831**	**88**
2065		Confectionery products	1	1	64.4	1.5610	100
2211		Cotton-weaving mills	7	7	170.0	3.7671	100
2221		Synthetics- & silk-weaving mills	2	2	191.9	3.0179	100
2281		Yarn-spinning mills, except wool	6	4	58.8	1.4838	94
Cook		**All mfg.**	**9**	**4**	**86.5**	**.0058**	**91**
Coweta		**All mfg.**	**25**	**13**	**367.3**	**.0245**	**89**
3354		Aluminum extruded products	1	1	148.0	5.5828	100
Crawford		**All mfg.**	**3**		**8.2**	**.0005**	**0**
Crisp		**All mfg.**	**24**	**5**	**101.6**	**.0068**	**46**
Dade	**54**	**All mfg.**	**6**	**1**	**24.8**	**.0017**	**18**
Dawson		**All mfg.**	**2**	**1**	**5.8**	**.0004**	**72**
Decatur		**All mfg.**	**29**	**12**	**236.4**	**.0158**	**76**
De Kalb	**19**	**All mfg.**	**466**	**114**	**5,535.8**	**.3700**	**84**
2099		Food preparations n.e.c.	5	3	92.5	1.3536	92
2211		Cotton-weaving mills	2	2	27.5	.6094	100
2649		Converted paper products n.e.c.	1	1	66.9	4.1427	100
2711		Newspapers	5	1	87.8	.6754	92
2752		Lithographic commercial printing	16	3	104.0	1.3016	73
2842		Polishes & sanitation goods	13	7	208.0	5.8218	88
3079		Miscellaneous plastics products	21	6	87.7	.4136	67
3613		Switchgear & switchboard apparatus	10	5	63.8	1.4682	72
3644		Non-current-carrying wiring devices	2	1	69.9	4.5698	98
3711		Motor vehicles & passenger-car bodies	2	2	2,430.5	3.0673	100
3714		Motor-vehicle parts & accessories	8	2	88.6	.2850	78

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County SIC	Metro Area	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	1979 (S&MM Est.): Total Shipments ($Mil)	1979 (S&MM Est.): % Of U.S. Shipments	1979 (S&MM Est.): % In Large Plants
3825		Electricity-measuring instruments	2	2	99.9	3.4290	100
3951		Pens & mechanical pencils	1	1	61.5	7.7661	100
Dodge		**All mfg.**	**10**	**3**	**57.6**	**.0038**	**74**
Dooly		**All mfg.**	**5**	**4**	**46.8**	**.0031**	**98**
Dougherty	**3**	**All mfg.**	**47**	**14**	**721.0**	**.0482**	**82**
2283		Wool-yarn mills	1	1	13.3	6.6935	100
3011		Tires & inner tubes	1	1	158.8	1.4734	100
Douglas	**19**	**All mfg.**	**11**		**13.5**	**.0009**	**0**
Early		**All mfg.**	**6**	**3**	**146.2**	**.0098**	**96**
Echols		**All mfg.**	**1**		**.7**		**0**
Effingham	**254**	**All mfg.**	**7**	**1**	**28.4**	**.0019**	**21**
Elbert		**All mfg.**	**42**	**7**	**93.7**	**.0063**	**47**
3281		Cut stone & stone products	31	2	27.8	5.5115	18
Emanuel		**All mfg.**	**22**	**10**	**91.5**	**.0061**	**66**
Evans		**All mfg.**	**11**	**2**	**68.4**	**.0046**	**66**
Fannin		**All mfg.**	**6**	**4**	**34.1**	**.0023**	**88**
Fayette	**19**	**All mfg.**	**19**	**5**	**112.4**	**.0075**	**57**
Floyd		**All mfg.**	**59**	**19**	**772.3**	**.0516**	**80**
2221		Synthetics- & silk-weaving mills	1	1	94.3	1.4830	100
2272		Tufted carpets & rugs	7	1	192.5	4.2208	82
2281		Yarn-spinning mills, except wool	1	1	79.5	2.0062	100
3612		Transformers	1	1	52.4	1.9767	100
Forsyth	**19**	**All mfg.**	**10**	**3**	**61.7**	**.0041**	**62**
Franklin		**All mfg.**	**17**	**8**	**70.1**	**.0047**	**62**
Fulton	**19**	**All mfg.**	**325**	**66**	**2,998.2**	**.2004**	**77**
2026		Fluid milk	5	4	172.4	1.2221	98
2051		Bread, cake, & related products	6	3	49.5	.5055	88
2052		Cookies & crackers	2	1	76.5	2.4038	93
2321		Men's & boys' shirts & nightwear	1	1	25.2	.7461	100
2751		Letterpress commercial printing	15	3	50.2	1.0433	73
3221		Glass containers	1	1	67.6	1.8905	100
3312		Blast furnaces & steel mills	1	1	189.1	.3754	100
3711		Motor vehicles & passenger-car bodies	1	1	763.0	.9629	100
Gilmer		**All mfg.**	**13**	**7**	**103.6**	**.0069**	**75**
Glascock		**All mfg.**	**3**	**1**	**6.5**	**.0004**	**45**
Glynn		**All mfg.**	**34**	**13**	**521.4**	**.0348**	**89**
2092		Fresh or frozen packaged seafoods	6	5	178.4	7.8397	96
2631		Paperboard mills	1	1	136.5	1.6856	100
Gordon		**All mfg.**	**60**	**26**	**515.5**	**.0345**	**78**
2272		Tufted carpets & rugs	31	14	325.9	7.1458	79
2392		House furnishings n.e.c.	4	3	88.3	3.3960	93
Grady		**All mfg.**	**14**	**7**	**163.8**	**.0109**	**81**
Greene		**All mfg.**	**15**	**3**	**63.9**	**.0043**	**64**
Gwinnett	**19**	**All mfg.**	**87**	**22**	**715.7**	**.0478**	**78**
3357		Nonferrous-wire drawing & insulating	1	1	307.7	4.0704	100
Habersham		**All mfg.**	**22**	**10**	**191.8**	**.0128**	**89**
Hall		**All mfg.**	**68**	**28**	**676.2**	**.0452**	**70**
2016		Poultry-dressing plants	7	5	191.9	2.9976	96
2211		Cotton-weaving mills	3	3	65.8	1.4581	100
Hancock		**All mfg.**	**4**	**1**	**10.7**	**.0007**	**45**
Haralson		**All mfg.**	**21**	**10**	**158.8**	**.0106**	**75**
2311		Men's & boys' suits & coats	4	3	56.9	1.9820	96
Harris		**All mfg.**	**4**	**2**	**16.6**	**.0011**	**66**
Hart		**All mfg.**	**14**	**8**	**110.1**	**.0074**	**90**
Heard		**All mfg.**	**3**	**2**	**34.6**	**.0023**	**95**
Henry	**19**	**All mfg.**	**12**	**4**	**60.7**	**.0041**	**83**
Houston	**162**	**All mfg.**	**10**	**6**	**129.0**	**.0086**	**96**
Irwin		**All mfg.**	**6**	**1**	**21.8**	**.0015**	**15**
Jackson		**All mfg.**	**12**	**10**	**121.9**	**.0081**	**94**
Jasper		**All mfg.**	**9**	**4**	**62.2**	**.0042**	**87**
Jeff Davis		**All mfg.**	**11**	**6**	**71.0**	**.0047**	**85**
2299		Textile goods n.e.c.	1	1	22.2	9.5197	100
Jefferson		**All mfg.**	**27**	**10**	**165.1**	**.0110**	**75**
Jenkins		**All mfg.**	**6**	**3**	**22.9**	**.0015**	**62**
Johnson		**All mfg.**	**10**	**3**	**41.7**	**.0028**	**42**
Jones	**162**	**All mfg.**	**2**	**1**	**11.5**	**.0008**	**90**
Lamar		**All mfg.**	**6**	**5**	**111.2**	**.0074**	**99**
2254		Knit-underwear mills	1	1	32.8	4.7052	100
Lanier		**All mfg.**	**1**	**1**	**1.2**	**.0001**	**100**
Laurens		**All mfg.**	**26**	**11**	**215.8**	**.0144**	**71**
2231		Wool-fabric weaving & finishing mills	1	1	22.6	3.7723	100
2321		Men's & boys' shirts & nightwear	3	2	27.9	.8261	93

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Lee	3	All mfg.	1	1	6.7	.0004	100
Liberty		All mfg.	7	3	55.0	.0037	77
Lincoln		All mfg.	6	2	28.2	.0019	35
Long		All mfg.	1		1.8	.0001	0
Lowndes		All mfg.	36	8	398.3	.0266	80
Lumpkin		All mfg.	5	1	28.7	.0019	61
McDuffie		All mfg.	16	6	90.4	.0060	75
3021		Rubber & plastic footwear	1	1	28.8	4.8120	100
McIntosh		All mfg.	4	1	21.5	.0014	46
Macon		All mfg.	7	3	54.2	.0036	84
Madison	18	All mfg.	6	4	21.2	.0014	78
Marion		All mfg.	2	1	6.6	.0004	65
Meriwether		All mfg.	18	7	157.5	.0105	85
3964		Needles, pins, & fasteners	1	1	52.3	6.4211	100
Miller		All mfg.	1		1.0	.0001	0
Mitchell		All mfg.	23	7	116.9	.0078	55
Monroe		All mfg.	11	7	64.8	.0043	80
Montgomery		All mfg.	5	3	19.3	.0013	88
Morgan		All mfg.	10	5	51.9	.0035	85
Murray		All mfg.	31	13	338.3	.0226	79
2272		Tufted carpets & rugs	22	8	266.4	5.8412	78
Newton	19	All mfg.	16	7	288.4	.0193	89
2824		Noncellulosic synthetic organic fibers	3	2	144.8	1.9799	96
Oconee	18	All mfg.	2		3.6	.0002	0
Oglethorpe	18	All mfg.	4	1	8.4	.0006	37
Paulding	19	All mfg.	8	1	19.2	.0013	33
Peach		All mfg.	9	3	115.8	.0077	66
Pickens		All mfg.	7	4	40.8	.0027	82
Pierce		All mfg.	7	2	25.8	.0017	36
Pike		All mfg.	3	1	14.0	.0009	55
Polk		All mfg.	24	13	340.8	.0228	91
2296		Tire cord & fabric	2	2	138.6	12.9014	100
Pulaski		All mfg.	5	3	32.0	.0021	80
Putnam		All mfg.	8	2	57.0	.0038	56
Rabun		All mfg.	5	3	89.1	.0060	95
Randolph		All mfg.	9	2	35.1	.0023	40
Richmond	21	All mfg.	108	37	1,049.3	.0701	79
2211		Cotton-weaving mills	3	3	57.0	1.2631	100
3255		Clay refractories	1	1	64.1	8.4991	100
Rockdale	19	All mfg.	31	12	242.9	.0162	77
3646		Commercial electric lighting fixtures	1	1	64.2	6.5151	100
Schley		All mfg.	7	2	31.5	.0021	62
Screven		All mfg.	10	4	64.2	.0043	73
Seminole		All mfg.	4		6.0	.0004	0
Spalding		All mfg.	35	13	252.8	.0169	71
2211		Cotton-weaving mills	4	4	97.8	2.1672	100
Stephens		All mfg.	31	15	310.2	.0207	84
2284		Thread mills	1	1	62.9	11.5987	100
Stewart		All mfg.	5	1	16.7	.0011	44
Sumter		All mfg.	31	7	142.2	.0095	54
Talbot		All mfg.	4		7.0	.0005	0
Taliaferro		All mfg.	2		1.7	.0001	0
Tattnall		All mfg.	9	2	22.2	.0015	25
Taylor		All mfg.	6	1	39.6	.0026	71
Telfair		All mfg.	11	4	80.3	.0054	70
Terrell		All mfg.	6	4	67.1	.0045	92
Thomas		All mfg.	37	9	399.0	.0267	78
2011		Meat-packing plants	1	1	233.9	.6036	100
Tift		All mfg.	33	11	241.6	.0161	66
Toombs		All mfg.	20	8	101.4	.0068	76
Towns		All mfg.	2		2.6	.0002	0
Treutlen		All mfg.	3	1	9.5	.0006	53
Troup		All mfg.	52	20	359.6	.0240	78
2211		Cotton-weaving mills	5	5	40.8	.9041	100
Turner		All mfg.	8	4	37.7	.0025	79
Twiggs	162	All mfg.	6	3	48.2	.0032	86
3295		Ground or treated minerals & earths	4	2	33.3	2.7246	89
Union		All mfg.	4	1	15.6	.0010	55
Upson		All mfg.	13	7	360.9	.0241	93
2211		Cotton-weaving mills	1	1	29.1	.6448	100
2221		Synthetics- & silk-weaving mills	2	2	83.9	1.3195	100
2296		Tire cord & fabric	1	1	192.3	17.9000	100
Walker	54	All mfg.	46	25	370.5	.0248	87
2272		Tufted carpets & rugs	7	5	128.6	2.8197	96
Walton	19	All mfg.	22	16	195.2	.0130	90
2211		Cotton-weaving mills	3	3	38.5	.8531	100
Ware		All mfg.	40	10	190.9	.0128	48
Warren		All mfg.	5	4	39.3	.0026	89
Washington		All mfg.	19	8	77.2	.0052	56
Wayne		All mfg.	22	6	178.1	.0119	80
2611		Pulp mills	1	1	123.1	4.6553	100
Webster		All mfg.	2		5.9	.0004	0
Wheeler		All mfg.	1	1	5.4	.0004	100
White		All mfg.	8	3	30.1	.0020	58
Whitfield		All mfg.	160	56	1,587.4	.1061	81
2211		Cotton-weaving mills	5	2	28.7	.6360	86
2272		Tufted carpets & rugs	71	37	1,281.6	28.1009	89
Wilcox		All mfg.	4	1	16.2	.0011	41
Wilkes		All mfg.	15	6	79.1	.0053	66
Wilkinson		All mfg.	7	2	28.4	.0019	65
Worth		All mfg.	10	5	68.1	.0046	67
State Total		All mfg.	3,751	1,280	34,832.5	2.3278	80
IDAHO							
Ada	38	All mfg.	83	18	420.3	.0281	54
Adams		All mfg.	2	1	7.2	.0005	78
Bannock	216	All mfg.	23	6	439.2	.0294	80
3532		Mining machinery	1	1	59.8	2.4531	100
Bear Lake		All mfg.	2		7.1	.0005	0
Benewah		All mfg.	9	2	46.9	.0031	54
Bingham		All mfg.	15	6	142.8	.0095	77
2034		Dehydrated fruits, vegetables, & soups	5	5	99.1	8.7948	100
Blaine		All mfg.	2	1	10.6	.0007	66
Boise		All mfg.	2	2	24.7	.0017	100
Bonner		All mfg.	22	5	72.7	.0049	52
Bonneville		All mfg.	30	10	236.9	.0158	71
Boundary		All mfg.	3	2	18.4	.0012	92
Camas		All mfg.	1		2.0	.0001	0
Canyon		All mfg.	57	19	504.8	.0337	68
2034		Dehydrated fruits, vegetables, & soups	2	1	86.8	7.7032	95
2451		Mobile homes	6	4	77.3	2.2531	95
Caribou		All mfg.	4	2	121.2	.0081	90
Cassia		All mfg.	10	5	131.7	.0088	92
2037		Frozen fruits & vegetables	2	2	63.6	2.0663	100
Clearwater		All mfg.	8	1	68.9	.0046	50
Elmore		All mfg.	6	1	26.8	.0018	31
Franklin		All mfg.	3	1	10.7	.0007	49
Fremont		All mfg.	2		5.2	.0003	0
Gem		All mfg.	4	2	25.2	.0017	88
Gooding		All mfg.	2		20.6	.0014	0
Idaho		All mfg.	12	3	56.0	.0037	45
Jefferson		All mfg.	4	2	64.8	.0043	64
Jerome		All mfg.	6	3	99.7	.0067	91

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County SIC	Metro Area	Industry	Number Of Plants		1979 (S&MM Est.)		
			Total Plants	Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
IDAHO (cont.)							
Kootenai		**All mfg.**	**24**	**10**	**173.7**	**.0116**	**74**
2421		General sawmills & planing mills	8	7	79.6	.8285	97
Latah		**All mfg.**	**12**	**3**	**58.9**	**.0039**	**56**
Lemhi		**All mfg.**	**2**		**6.2**	**.0004**	**0**
Lewis		**All mfg.**	**4**	**1**	**19.0**	**.0013**	**75**
Lincoln		**All mfg.**	**1**		**9.6**	**.0006**	**0**
Madison		**All mfg.**	**5**	**3**	**36.4**	**.0024**	**77**
Minidoka		**All mfg.**	**9**	**3**	**84.7**	**.0057**	**70**
Nez Perce		**All mfg.**	**20**	**10**	**254.7**	**.0170**	**89**
Owyhee		**All mfg.**	**1**		**3.8**	**.0003**	**0**
Payette		**All mfg.**	**7**	**1**	**40.5**	**.0027**	**51**
Power	**216**	**All mfg.**	**4**	**2**	**129.1**	**.0086**	**96**
Shoshone		**All mfg.**	**10**	**3**	**237.2**	**.0159**	**90**
Twin Falls		**All mfg.**	**34**	**7**	**263.8**	**.0176**	**49**
Valley		**All mfg.**	**1**	**1**	**5.6**	**.0004**	**100**
Washington		**All mfg.**	**4**	**2**	**20.5**	**.0014**	**68**
State Total		**All mfg.**	**450**	**138**	**3,908.1**	**.2612**	**71**
ILLINOIS							
Adams	**223**	**All mfg.**	**48**	**17**	**615.9**	**.0412**	**85**
2048		Prepared feeds n.e.c.	3	2	179.0	2.0713	98
3499		Fabricated metal products n.e.c.	2	2	77.9	2.1102	100
3563		Air & gas compressors	3	2	93.2	6.8966	96
Alexander		**All mfg.**	**10**	**2**	**66.7**	**.0045**	**72**
Bond		**All mfg.**	**6**	**1**	**31.8**	**.0021**	**19**
Boone	**235**	**All mfg.**	**18**	**8**	**1,153.9**	**.0771**	**98**
3711		Motor vehicles & passenger-car bodies	1	1	1,041.7	1.3146	100
Brown		**All mfg.**	**3**		**11.6**	**.0008**	**0**
Bureau		**All mfg.**	**31**	**8**	**168.3**	**.0112**	**65**
Carroll		**All mfg.**	**12**	**6**	**166.1**	**.0111**	**86**
Cass		**All mfg.**	**11**	**2**	**252.5**	**.0169**	**90**
Champaign	**50**	**All mfg.**	**50**	**20**	**1,108.1**	**.0741**	**83**
2079		Shortening & cooking oils n.e.c.	2	2	601.5	12.4544	100
Christian		**All mfg.**	**24**	**9**	**356.0**	**.0238**	**86**
Clark		**All mfg.**	**13**	**5**	**97.4**	**.0065**	**84**
Clay		**All mfg.**	**11**	**2**	**75.2**	**.0050**	**29**
Clinton	**240**	**All mfg.**	**11**	**2**	**36.3**	**.0024**	**39**
Coles		**All mfg.**	**48**	**22**	**525.7**	**.0351**	**86**
3641		Electric lamps	1	1	88.0	4.8810	100
Cook	**56**	**All mfg.**	**6,156**	**1,849**	**54,052.4**	**3.6123**	**81**
2011		Meat-packing plants	45	18	1,196.2	3.0868	78
2013		Sausages & other prepared meats	53	20	782.6	9.2607	79
2024		Ice cream & frozen desserts	13	5	61.7	2.9792	66
2032		Canned food specialties	8	4	130.5	4.3723	85
2033		Canned fruits & vegetables	14	8	161.1	2.3627	91
2035		Pickles, sauces, & salad dressings	18	5	219.6	7.1592	69
2037		Frozen fruits & vegetables	5	4	184.4	5.9909	99
2046		Wet corn milling	2	1	269.8	12.8525	99
2051		Bread, cake, & related products	56	31	540.6	5.5211	91
2052		Cookies & crackers	10	6	385.2	12.4290	96
2065		Confectionery products	56	26	885.2	21.4563	92
2067		Chewing gum	2	2	114.9	19.2495	100
2086		Bottled & canned soft drinks	15	8	270.1	2.7419	93
2087		Flavoring extracts & syrups n.e.c.	16	2	283.9	10.4594	62
2095		Roasted coffee	6	2	368.1	7.3095	86
2099		Food preparations n.e.c.	49	15	381.2	5.5785	68
2291		Felt goods, except woven felts & hats	13	4	46.9	27.0473	81
2311		Men's & boys' suits & coats	13	6	70.2	2.4453	89
2328		Men's & boys' work clothing	7	5	42.7	1.2208	96
2335		Women's & misses' dresses	19	5	73.1	1.5021	73
2391		Curtains & draperies	20	4	48.5	4.1832	56
2431		Millwork	34	2	87.7	2.1093	37
2499		Wood products n.e.c.	36	9	116.1	4.5984	69
2511		Wood household furniture	28	7	77.9	1.5177	62
2512		Upholstered wood household furniture	20	4	48.8	1.3499	50
2514		Metal household furniture	21	10	129.3	8.3355	83
2515		Mattresses & bedsprings	24	9	90.7	5.7848	73
2541		Wood partitions & fixtures	26	6	140.4	10.3547	77
2542		Metal partitions & fixtures	12	4	64.9	5.2910	70
2599		Furniture & fixtures n.e.c.	16	4	92.2	10.9697	64
2621		Paper mills, except building paper	9	5	118.8	.7846	81
2641		Paper coating & glazing	23	15	312.4	8.0836	90
2642		Envelopes	14	8	106.3	9.1891	85
2643		Bags, except textile bags	21	6	140.5	3.3083	67
2645		Die-cut paper & board	17	4	95.8	7.3202	58
2649		Converted paper products n.e.c.	21	8	72.8	4.5080	70
2651		Folding paperboard boxes	40	16	174.5	6.9065	76
2653		Corrugated & solid fiber boxes	66	30	469.3	6.8427	79
2654		Sanitary food containers	9	6	231.4	11.2270	96
2711		Newspapers	32	14	449.1	3.4549	92
2721		Periodicals	37	12	456.9	7.5030	76
2731		Book publishing	30	16	369.6	7.5581	89
2741		Miscellaneous publishing	24	13	191.6	10.4170	88
2751		Letterpress commercial printing	181	30	479.8	9.9715	69
2752		Lithographic commercial printing	153	37	796.6	9.9695	64
2753		Engraving & plate printing	13	3	33.4	12.0404	75
2754		Gravure commercial printing	3	3	148.3	14.5936	100
2761		Manifold business forms	12	2	106.5	4.4198	79
2771		Greeting-card publishing	10	3	47.0	4.3103	77
2782		Blankbooks & looseleaf binders	21	6	79.4	7.2070	67
2789		Bookbinding & related work	34	11	62.4	11.2250	71
2791		Typesetting	38	7	95.6	13.1265	55
2793		Photoengraving	20	3	28.3	12.7881	29
2819		Industrial inorganic chemicals n.e.c.	18	7	260.1	2.8736	82
2821		Plastics materials & synthetic resins	14	3	179.3	1.4634	65
2834		Pharmaceutical preparations	23	9	313.5	2.4490	85
2841		Soap & other detergents	24	6	422.1	6.5116	66
2842		Polishes & sanitation goods	41	10	265.2	7.4227	64
2844		Toilet preparations	33	14	819.8	10.8415	89
2851		Paints & allied products	65	21	838.5	10.9383	80
2869		Industrial organic chemicals n.e.c.	19	3	327.2	1.2940	49
2891		Adhesives & sealants	26	5	146.5	7.1750	51
2893		Printing ink	25	10	230.0	20.6556	75
2899		Chemical preparations n.e.c.	37	6	200.3	4.9077	42
2911		Petroleum refining	8	3	2,276.0	2.0654	89
2951		Paving mixtures & blocks	13	7	64.0	3.3773	83
2952		Asphalt felts & coatings	12	4	208.0	8.8259	82
2992		Lubricating oils & greases	19	6	188.1	9.2765	71
3069		Fabricated rubber products n.e.c.	48	15	157.3	3.1013	73
3079		Miscellaneous plastics products	256	71	1,123.3	5.2979	65
3143		Men's nonathletic footwear	2	2	132.5	5.8409	100
3199		Leather goods n.e.c.	14	8	46.1	12.8020	82
3229		Pressed & blown glass n.e.c.	13	3	65.1	2.4419	75
3231		Products of purchased glass	26	6	114.6	5.0536	53
3272		Concrete products n.e.c.	22	3	62.4	1.8688	52
3281		Cut stone & stone products	15	2	20.7	4.1039	52
3291		Abrasive products	12	5	115.0	5.5016	79
3293		Gaskets, packing, & sealing devices	18	7	275.8	17.8327	91
3312		Blast furnaces & steel mills	24	10	2,908.8	5.7740	97
3315		Steel wire & related products	10	5	150.8	5.6649	87
3316		Cold-rolled steel sheet, strip, & bars	33	14	286.4	9.6806	82
3317		Steel pipe & tubes	16	8	167.7	4.7184	86
3321		Gray-iron foundries	17	6	132.8	1.6570	74
3325		Steel foundries n.e.c.	13	7	76.9	3.0625	90
3341		Secondary nonferrous metals	19	10	464.2	9.8273	86
3353		Aluminum sheet, plate, & foil	2	1	628.6	8.7821	98
3356		Nonferrous rolling & drawing n.e.c.	14	3	168.2	6.4995	68
3361		Aluminum foundries	33	9	143.5	4.4632	55
3362		Brass, bronze, & copper foundries	16	3	41.9	5.3308	43
3369		Nonferrous foundries n.e.c.	18	4	43.6	4.1008	56
3399		Primary metal products n.e.c.	24	6	77.5	7.9610	60
3411		Metal cans	20	11	640.[illegible]	7.9625	94

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20 + employees. **Large Plants:** 100 + employees. **All mfg.:** Totals for all plants with 20 + employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100 + employees; if the share is 99.5% or more, it shows as 100%.

County SIC	Metro Area	Industry	Number Of Plants		1979 (S&MM Est.)		
			Total Plants	Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
3412		Metal shipping barrels, drums, & pails	14	4	92.7	10.0065	75
3423		Hand & edge tools n.e.c.	24	9	137.6	5.4712	80
3429		Hardware n.e.c.	43	16	293.8	4.9907	73
3432		Plumbing fittings & brass goods	11	5	79.0	6.1869	85
3433		Heating equipment, except electric	12	5	46.2	2.8391	77
3441		Fabricated structural metal	68	12	179.9	2.9194	55
3442		Metal doors, sash, & trim	45	5	74.0	2.7882	31
3443		Fabricated plate work (boiler shops)	30	3	141.3	1.6951	57
3444		Sheet-metal work	76	25	322.4	5.9701	73
3446		Architectural & ornamental metal work	12	3	78.2	7.4790	77
3449		Miscellaneous metal work	25	4	77.0	5.0010	46
3451		Screw-machine products	91	9	202.3	10.1546	29
3452		Bolts, nuts, rivets, & washers	67	15	352.8	9.4256	70
3462		Iron & steel forgings	45	17	330.0	11.9669	86
3465		Automotive stampings	3	3	848.3	7.7053	100
3466		Crowns & closures	8	3	158.5	23.5513	89
3469		Metal stampings n.e.c.	96	29	436.8	8.3343	70
3471		Plating & polishing	102	12	180.3	8.9916	33
3479		Metal coating & allied services n.e.c.	41	6	120.8	6.7626	44
3493		Steel springs, except wire	14	7	79.5	13.6715	83
3494		Valves & pipe fittings	29	14	291.2	5.1856	90
3495		Wire springs	15	7	104.3	10.8612	84
3496		Miscellaneous fabricated wire products	66	12	86.9	5.8459	42
3499		Fabricated metal products n.e.c.	59	15	202.9	5.4963	60
3519		Internal-combustion engines n.e.c.	1	1	110.7	1.2638	100
3523		Farm machinery & equipment	7	3	211.4	2.0611	93
3531		Construction machinery	13	6	657.7	4.4257	96
3535		Conveyors & conveying equipment	14	4	63.3	2.7969	58
3536		Hoists, industrial cranes, & monorails	6	1	53.6	5.4147	77
3537		Industrial trucks & tractors	14	7	103.5	4.5611	86
3541		Metal-cutting machine tools	40	8	63.2	3.4975	52
3542		Metal-forming machine tools	27	10	165.8	21.3165	88
3544		Special dies, tools, jigs, & fixtures	177	13	183.2	6.6250	25
3545		Machine-tool accessories	25	7	95.5	6.7827	82
3546		Power-driven hand tools	5	5	59.0	7.1033	100
3551		Food-products machinery	40	12	237.1	8.2934	69
3553		Woodworking machinery	6	1	132.0	8.1226	89
3555		Printing-trades machinery	41	10	258.9	12.1887	67
3559		Special-industry machinery n.e.c.	38	13	239.5	3.5391	69
3561		Pumps & pumping equipment	27	10	125.1	4.6961	85
3566		Speed changers, drives, & gears	12	5	81.7	8.9446	88
3567		Industrial-process furnaces & ovens	19	4	45.0	8.8513	73
3568		Power-transmission equipment n.e.c.	29	14	95.8	8.3449	80
3569		General industrial machinery n.e.c.	36	10	195.5	10.0737	86
3573		Electronic computing equipment	6	4	87.2	.5109	96
3579		Office machines n.e.c.	27	16	265.8	23.4806	94
3581		Automatic merchandising machines	8	4	83.4	13.0069	91
3585		Refrigeration & heating equipment	19	8	238.5	1.6944	81
3589		Service-industry machinery n.e.c.	27	7	174.3	6.2770	69
3599		Machinery, except electrical, n.e.c.	163	16	507.7	4.9444	36
3612		Transformers	21	11	215.5	8.1293	92
3613		Switchgear & switchboard apparatus	36	12	454.1	10.4501	86
3621		Motors & generators	24	10	121.7	2.6030	80
3622		Industrial controls	20	10	124.8	4.1206	82
3633		Household laundry equipment	2	2	242.5	12.6957	100
3634		Electric housewares & fans	15	5	192.5	7.2502	88
3636		Sewing machines	6	3	104.3	32.3311	97
3639		Household appliances n.e.c.	1	1	104.9	8.3626	100
3643		Current-carrying wiring devices	22	10	92.2	4.7306	85
3644		Non-current-carrying wiring devices	7	4	231.8	15.1543	96
3645		Residential electric lighting fixtures	20	7	94.0	8.9832	74
3646		Commercial electric lighting fixtures	13	5	103.4	10.4932	83
3648		Lighting equipment n.e.c.	24	9	59.4	12.0781	74
3651		Radio & TV receiving sets	30	17	752.8	12.6413	95
3661		Telephone & telegraph apparatus	9	7	1,262.1	14.5413	99
3662		Radio & TV communication equipment	39	17	468.8	2.4021	89
3672		Cathode-ray TV picture tubes	3	3	140.3	19.2799	100
3677		Electronic coils & transformers	19	8	62.1	11.4555	76
3678		Electronic connectors	8	6	210.2	17.0825	98
3679		Electronic components n.e.c.	57	17	141.1	3.0837	72
3693		X-ray apparatus & tubes	13	8	256.9	12.9912	89
3694		Engine electrical equipment	11	6	133.2	3.3879	91
3699		Electrical equipment & supplies n.e.c.	15	2	39.4	5.4586	44
3711		Motor vehicles & passenger-car bodies	3	3	1,047.5	1.3219	100
3714		Motor-vehicle parts & accessories	63	19	596.8	1.9195	78
3743		Railroad equipment	22	12	1,157.2	21.8406	98
3751		Motorcycles, bicycles, & parts	4	3	152.2	13.2475	99
3811		Engineering & scientific instruments	22	8	141.3	6.2012	82
3822		Environmental controls	10	7	133.3	8.1350	97
3823		Industrial process-control instruments	8	4	83.8	4.1216	86
3825		Electricity-measuring instruments	15	9	157.6	5.4095	93
3829		Measuring & controlling devices n.e.c.	17	11	95.7	9.0428	91
3841		Surgical & medical instruments	16	5	90.9	4.2291	74
3842		Surgical appliances & supplies	22	7	225.0	6.9603	84
3843		Dental equipment & supplies	16	5	96.7	10.3257	81
3851		Ophthalmic goods	12	6	38.0	4.7482	86
3861		Photographic equipment & supplies	51	17	935.7	8.3675	81
3931		Musical instruments & parts	18	6	133.5	11.7126	86
3944		Games, toys, & children's vehicles	20	13	224.0	6.7527	93
3949		Sporting & athletic goods n.e.c.	29	9	103.7	3.5896	70
3953		Marking devices	16	3	35.6	12.1960	51
3993		Signs & advertising displays	85	17	249.5	12.0555	59
3999		Manufactures n.e.c.	55	13	478.1	15.1035	82
Crawford		**All mfg.**	**21**	**7**	**894.2**	**.0598**	**88**
Cumberland		**All mfg.**	**3**	**2**	**15.7**	**.0010**	**83**
De Kalb		**All mfg.**	**54**	**17**	**479.4**	**.0320**	**83**
3661		Telephone & telegraph apparatus	1	1	65.5	.7547	100
De Witt		**All mfg.**	**9**	**3**	**64.2**	**.0043**	**79**
Douglas		**All mfg.**	**13**	**5**	**246.2**	**.0165**	**89**
Du Page	**56**	**All mfg.**	**601**	**151**	**3,497.1**	**.2337**	**72**
2043		Cereal breakfast foods	2	2	172.3	6.5223	100
2099		Food preparations n.e.c.	7	4	88.8	1.2995	90
2653		Corrugated & solid fiber boxes	15	3	58.5	.8530	68
2751		Letterpress commercial printing	23	3	29.5	.6131	32
2752		Lithographic commercial printing	19	3	105.0	1.3141	53
2842		Polishes & sanitation goods	4	1	209.0	5.8498	94
3079		Miscellaneous plastics products	44	13	189.6	.8942	68
3499		Fabricated metal products n.e.c.	11	4	49.2	1.3328	73
3599		Machinery, except electrical, n.e.c.	16	3	104.9	1.0216	76
3661		Telephone & telegraph apparatus	4	2	239.6	2.7606	98
3713		Truck & bus bodies	1	1	55.6	1.6077	100
3811		Engineering & scientific instruments	4	2	39.7	1.7423	95
Edgar		**All mfg.**	**14**	**8**	**177.1**	**.0118**	**95**
Edwards		**All mfg.**	**4**	**3**	**108.0**	**.0072**	**98**
3714		Motor-vehicle parts & accessories	1	1	71.9	.2313	100
Effingham		**All mfg.**	**26**	**9**	**290.9**	**.0194**	**81**
2752		Lithographic commercial printing	1	1	73.2	.9161	100
3585		Refrigeration & heating equipment	2	2	133.3	.9470	100
Fayette		**All mfg.**	**14**	**3**	**150.7**	**.0101**	**29**
Ford		**All mfg.**	**17**	**9**	**121.7**	**.0081**	**89**
Franklin		**All mfg.**	**13**	**2**	**52.9**	**.0035**	**30**
Fulton		**All mfg.**	**11**	**4**	**207.0**	**.0138**	**83**
3523		Farm machinery & equipment	1	1	155.3	1.5141	100
Gallatin		**All mfg.**	**5**	**2**	**21.5**	**.0014**	**62**
Greene		**All mfg.**	**3**	**2**	**18.1**	**.0012**	**69**
Grundy		**All mfg.**	**26**	**9**	**309.2**	**.0207**	**79**
Hamilton		**All mfg.**	**4**	**1**	**11.0**	**.0007**	**35**
Hancock		**All mfg.**	**10**	**2**	**33.4**	**.0022**	**16**
Henry	**69**	**All mfg.**	**29**	**8**	**269.5**	**.0180**	**75**
2328		Men's & boys' work clothing	1	1	45.5	1.3009	100
Iroquois		**All mfg.**	**23**	**7**	**220.0**	**.0147**	**75**
Jackson		**All mfg.**	**16**	**6**	**118.9**	**.0079**	**67**
Jasper		**All mfg.**	**4**	**1**	**7.9**	**.0005**	**35**
Jefferson		**All mfg.**	**15**	**5**	**116.9**	**.0078**	**78**
Jersey		**All mfg.**	**3**	**2**	**17.0**	**.0011**	**88**
Jo Daviess		**All mfg.**	**15**	**4**	**118.0**	**.0079**	**57**
Johnson		**All mfg.**	**1**		**1.5**	**.0001**	**0**
Kane	**56**	**All mfg.**	**364**	**119**	**3,191.4**	**.2133**	**80**
2335		Women's & misses' dresses	1	1	[illegible]	.9802	100
2337		Women's & misses' suits & coats	6	6	56.[illegible]	2.0578	100
2522		Metal office furniture	3	2	67.5	3.9704	98
2542		Metal partitions & fixtures	6	4	83.6	6.8156	90
3079		Miscellaneous plastics products	30	7	123.0	.5801	55
3293		Gaskets, packing, & sealing devices	4	3	96.8	6.2589	98

1979 (S&MM Est.)

County SIC	Metro Area	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
ILLINOIS (Kane, cont.)							
3494		Valves & pipe fittings	3	3	53.5	.9527	100
3531		Construction machinery	2	2	167.4	1.1265	100
3537		Industrial trucks & tractors	3	1	285.1	12.5639	98
3544		Special dies, tools, jigs, & fixtures	9	3	35.9	1.2982	79
3561		Pumps & pumping equipment	4	3	52.5	1.9708	96
3592		Carburetors, pistons, rings, & valves	1	1	72.8	3.3623	100
3622		Industrial controls	6	2	57.7	1.9051	91
3631		Household cooking equipment	1	1	99.1	5.5847	100
3661		Telephone & telegraph apparatus	1	1	109.0	1.2558	100
Kankakee	**130**	**All mfg.**	**68**	**30**	**1,268.4**	**.0848**	**92**
2047		Pet food	1	1	214.0	6.5427	100
2512		Upholstered wood household furniture	2	2	56.2	1.5545	100
3524		Lawn & garden equipment	1	1	62.2	3.9752	100
Kendall		**All mfg.**	**18**	**5**	**81.7**	**.0055**	**63**
Knox		**All mfg.**	**30**	**13**	**548.0**	**.0366**	**80**
3519		Internal-combustion engines n.e.c.	1	1	166.0	1.8951	100
Lake	**56**	**All mfg.**	**252**	**87**	**2,994.8**	**.2001**	**87**
2038		Frozen food specialties	1	1	134.8	3.9764	100
2834		Pharmaceutical preparations	2	2	518.0	4.0465	100
2952		Asphalt felts & coatings	1	1	123.3	5.2319	100
3079		Miscellaneous plastics products	20	5	74.3	.3504	56
3429		Hardware n.e.c.	3	2	71.7	1.2179	92
3519		Internal-combustion engines n.e.c.	1	1	442.7	5.0540	100
3531		Construction machinery	3	3	377.3	2.5389	100
La Salle		**All mfg.**	**104**	**40**	**1,117.5**	**.0747**	**81**
3211		Flat glass	1	1	116.6	6.0663	100
3221		Glass containers	2	2	165.1	4.6173	100
3714		Motor-vehicle parts & accessories	6	5	125.3	.4030	98
3873		Watches, clocks, & watchcases	3	2	108.3	7.9855	98
Lawrence		**All mfg.**	**7**	**3**	**618.6**	**.0413**	**98**
Lee		**All mfg.**	**29**	**9**	**166.3**	**.0111**	**60**
Livingston		**All mfg.**	**31**	**13**	**176.3**	**.0118**	**66**
Logan		**All mfg.**	**14**	**9**	**206.7**	**.0138**	**91**
McDonough		**All mfg.**	**21**	**8**	**159.0**	**.0106**	**76**
McHenry	**56**	**All mfg.**	**173**	**53**	**988.2**	**.0660**	**73**
3369		Nonferrous foundries n.e.c.	3	2	30.8	2.8969	96
3499		Fabricated metal products n.e.c.	6	2	80.8	2.1888	91
3622		Industrial controls	3	3	53.5	1.7664	100
3679		Electronic components n.e.c.	7	3	20.1	.4393	80
McLean	**36**	**All mfg.**	**49**	**15**	**446.6**	**.0298**	**79**
3622		Industrial controls	1	1	50.6	1.6707	100
3635		Household vacuum cleaners	1	1	168.0	24.9406	100
Macon	**72**	**All mfg.**	**67**	**26**	**2,741.8**	**.1832**	**96**
2046		Wet corn milling	1	1	359.8	17.1399	100
3011		Tires & inner tubes	1	1	233.0	2.1619	100
3322		Malleable-iron foundries	2	1	33.3	4.3001	97
3494		Valves & pipe fittings	2	2	51.7	.9206	100
3531		Construction machinery	1	1	531.4	3.5759	100
3651		Radio & TV receiving sets	1	1	129.6	2.1763	100
Macoupin		**All mfg.**	**16**	**4**	**84.0**	**.0056**	**52**
Madison	**240**	**All mfg.**	**103**	**41**	**5,639.1**	**.3769**	**97**
2911		Petroleum refining	3	3	2,817.6	2.5569	100
3221		Glass containers	1	1	143.8	4.0216	100
3312		Blast furnaces & steel mills	2	2	1,008.7	2.0023	100
3325		Steel foundries n.e.c.	2	2	66.6	2.6523	100
3351		Copper rolling & drawing	1	1	457.1	8.5643	100
3482		Small-arms ammunition	1	1	118.5	24.5240	100
3714		Motor-vehicle parts & accessories	1	1	109.9	.3535	100
Marion		**All mfg.**	**35**	**14**	**302.2**	**.0202**	**77**
Marshall		**All mfg.**	**10**	**2**	**62.3**	**.0042**	**66**
Mason		**All mfg.**	**13**	**1**	**77.7**	**.0052**	**39**
Massac		**All mfg.**	**7**	**3**	**62.9**	**.0042**	**83**
Menard	**263**	**All mfg.**	**2**	**1**	**9.5**	**.0006**	**28**
Mercer		**All mfg.**	**5**		**11.4**	**.0008**	**0**
Monroe	**240**	**All mfg.**	**4**	**1**	**40.7**	**.0027**	**72**
Montgomery		**All mfg.**	**22**	**8**	**149.7**	**.0100**	**69**
Morgan		**All mfg.**	**16**	**8**	**340.2**	**.0227**	**92**
Moultrie		**All mfg.**	**9**	**1**	**24.3**	**.0016**	**32**
Ogle		**All mfg.**	**38**	**17**	**419.6**	**.0280**	**86**
2033		Canned fruits & vegetables	3	2	59.4	.8711	96
2283		Wool-yarn mills	1	1	11.0	5.5360	100
Peoria	**209**	**All mfg.**	**135**	**24**	**1,943.4**	**.1299**	**83**
2085		Distilled liquor, except brandy	1	1	133.8	5.6202	100
3312		Blast furnaces & steel mills	1	1	422.4	.8385	100
3321		Gray-iron foundries	2	1	176.5	2.2022	99
3519		Internal-combustion engines n.e.c.	1	1	276.7	3.1589	100
3531		Construction machinery	5	3	239.1	1.6089	98
Perry		**All mfg.**	**16**	**9**	**196.3**	**.0131**	**87**
Piatt		**All mfg.**	**5**	**1**	**55.5**	**.0037**	**69**
Pike		**All mfg.**	**9**	**1**	**44.1**	**.0029**	**20**
Pulaski		**All mfg.**	**4**		**12.5**	**.0008**	**0**
Putnam		**All mfg.**	**5**	**3**	**84.1**	**.0056**	**97**
Randolph		**All mfg.**	**11**	**3**	**196.4**	**.0131**	**87**
2732		Book printing	1	1	60.9	4.4288	100
Richland		**All mfg.**	**12**	**6**	**165.8**	**.0111**	**87**
3944		Games, toys, & children's vehicles	1	1	103.4	3.1171	100
Rock Island	**69**	**All mfg.**	**104**	**43**	**2,089.2**	**.1396**	**93**
2892		Explosives	1	1	222.7	29.0997	100
3321		Gray-iron foundries	3	2	72.6	.9058	96
3523		Farm machinery & equipment	4	4	1,076.4	10.4946	100
St. Clair	**240**	**All mfg.**	**107**	**32**	**1,442.2**	**.0964**	**81**
2011		Meat-packing plants	7	3	393.8	1.0162	87
2865		Cyclic crudes & intermediates	2	2	305.9	5.3377	100
Saline		**All mfg.**	**10**	**3**	**32.3**	**.0022**	**53**
Sangamon	**263**	**All mfg.**	**58**	**13**	**785.3**	**.0525**	**84**
3531		Construction machinery	1	1	297.5	2.0019	100
3825		Electricity-measuring instruments	2	2	132.5	4.5480	100
Schuyler		**All mfg.**	**2**		**17.3**	**.0012**	**0**
Scott		**All mfg.**	**2**		**3.1**	**.0002**	**0**
Shelby		**All mfg.**	**7**		**16.7**	**.0011**	**0**
Stark		**All mfg.**	**5**		**22.1**	**.0015**	**0**
Stephenson		**All mfg.**	**33**	**12**	**443.5**	**.0296**	**86**
3011		Tires & inner tubes	1	1	116.8	1.0837	100
3643		Current-carrying wiring devices	1	1	69.0	3.5403	100
Tazewell	**209**	**All mfg.**	**48**	**12**	**2,262.0**	**.1512**	**97**
3531		Construction machinery	1	1	1,806.3	12.1548	100
3537		Industrial trucks & tractors	1	1	116.9	5.1516	100
Union		**All mfg.**	**9**	**5**	**58.4**	**.0039**	**89**
Vermilion	**67**	**All mfg.**	**82**	**36**	**1,357.2**	**.0907**	**91**
3079		Miscellaneous plastics products	2	2	57.9	.2731	100
3537		Industrial trucks & tractors	1	1	93.5	4.1204	100
3612		Transformers	3	3	46.1	1.7390	100
3711		Motor vehicles & passenger-car bodies	1	1	509.3	.6427	100
Wabash		**All mfg.**	**13**	**6**	**99.5**	**.0066**	**76**
Warren		**All mfg.**	**12**	**6**	**126.9**	**.0085**	**82**
Washington		**All mfg.**	**4**	**1**	**30.6**	**.0020**	**21**
Wayne		**All mfg.**	**8**	**2**	**65.1**	**.0044**	**81**
White		**All mfg.**	**8**	**1**	**18.9**	**.0013**	**46**
Whiteside		**All mfg.**	**44**	**15**	**773.1**	**.0517**	**86**
3312		Blast furnaces & steel mills	2	1	447.5	.8883	99
3429		Hardware n.e.c.	5	3	69.0	1.1721	89
3822		Environmental controls	1	1	75.1	4.5832	100
Will	**56**	**All mfg.**	**169**	**65**	**3,374.8**	**.2255**	**92**
2911		Petroleum refining	3	2	1,282.5	1.1638	98
3079		Miscellaneous plastics products	10	5	52.7	.2486	79
3315		Steel wire & related products	1	1	101.9	3.8279	100
3531		Construction machinery	1	1	616.3	4.1472	100
3931		Musical instruments & parts	1	1	40.8	3.5796	100
Williamson		**All mfg.**	**27**	**12**	**311.5**	**.0208**	**91**
3633		Household laundry equipment	1	1	100.3	5.2510	100
Winnebago	**235**	**All mfg.**	**340**	**100**	**2,650.4**	**.1771**	**80**
2067		Chewing gum	1	1	65.7	11.0069	100
3411		Metal cans	4	2	207.8	2.5853	96

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

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DELTA

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County SIC	Metro Area	Industry	Number Of Plants		1979 (S&MM Est.)		
			Total Plants	Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
ILLINOIS (Winnebago, cont.)							
3429		Hardware n.e.c.	4	3	248.6	4.2229	99
3452		Bolts, nuts, rivets, & washers	13	6	235.6	6.2944	93
3541		Metal-cutting machine tools	16	9	120.5	6.6685	94
3545		Machine-tool accessories	5	2	23.1	1.6406	90
3552		Textile machinery	1	1	111.6	7.3397	100
3561		Pumps & pumping equipment	7	5	44.9	1.6855	94
3568		Power-transmission equipment n.e.c.	4	4	26.8	2.3345	100
3599		Machinery, except electrical, n.e.c.	26	1	65.3	.6360	14
3714		Motor-vehicle parts & accessories	5	5	249.4	.8022	100
3728		Aircraft equipment n.e.c.	3	1	59.5	.9644	91
Woodford	**209**	**All mfg.**	**18**	**3**	**75.3**	**.0050**	**36**
State Total		**All mfg.**	**10,220**	**3,170**	**106,968.3**	**7.1486**	**83**
INDIANA							
Adams	**95**	**All mfg.**	**40**	**16**	**320.0**	**.0214**	**78**
3676		Electronic resistors	1	1	75.3	12.3079	100
Allen	**95**	**All mfg.**	**200**	**65**	**3,466.2**	**.2316**	**86**
2051		Bread, cake, & related products	5	2	59.3	.6056	89
3011		Tires & inner tubes	1	1	167.7	1.5560	100
3079		Miscellaneous plastics products	13	5	71.4	.3367	67
3357		Nonferrous-wire drawing & insulating	4	3	212.0	2.8044	98
3586		Measuring & dispensing pumps	2	2	226.3	39.3292	100
3599		Machinery, except electrical, n.e.c.	6	1	166.2	1.6186	92
3612		Transformers	2	2	136.2	5.1379	100
3621		Motors & generators	3	2	206.1	4.4083	100
3651		Radio & TV receiving sets	1	1	243.1	4.0822	100
3713		Truck & bus bodies	2	1	373.4	10.7972	99
3714		Motor-vehicle parts & accessories	3	1	184.5	.5934	97
Bartholomew		**All mfg.**	**36**	**15**	**1,468.6**	**.0981**	**96**
2514		Metal household furniture	1	1	69.5	4.4804	100
3321		Gray-iron foundries	2	1	104.9	1.3088	97
3519		Internal-combustion engines n.e.c.	2	2	686.2	7.8339	100
3566		Speed changers, drives, & gears	2	2	58.5	6.4046	100
3714		Motor-vehicle parts & accessories	1	1	359.4	1.1560	100
Benton		**All mfg.**	**8**	**1**	**26.9**	**.0018**	**26**
Blackford		**All mfg.**	**20**	**10**	**181.1**	**.0121**	**90**
Boone	**117**	**All mfg.**	**16**	**6**	**122.5**	**.0082**	**67**
Brown		**All mfg.**	**2**		**2.6**	**.0002**	**0**
Carroll		**All mfg.**	**15**	**5**	**98.7**	**.0066**	**58**
Cass		**All mfg.**	**27**	**16**	**529.5**	**.0354**	**75**
3622		Industrial controls	2	2	53.5	1.7664	100
Clark	**158**	**All mfg.**	**41**	**18**	**523.4**	**.0350**	**88**
3483		Ammunition, except small-arms, n.e.c.	1	1	37.5	4.3178	100
3731		Ship building & repairing	1	1	58.1	.8765	100
Clay	**273**	**All mfg.**	**12**	**1**	**43.9**	**.0029**	**38**
Clinton		**All mfg.**	**27**	**10**	**298.8**	**.0200**	**42**
Crawford		**All mfg.**	**1**		**1.1**	**.0001**	**0**
Daviess		**All mfg.**	**16**	**5**	**141.6**	**.0095**	**72**
Dearborn	**57**	**All mfg.**	**13**	**7**	**455.3**	**.0304**	**97**
2085		Distilled liquor, except brandy	2	2	365.2	15.3400	100
Decatur		**All mfg.**	**12**	**6**	**136.2**	**.0091**	**72**
De Kalb	**93**	**All mfg.**	**40**	**17**	**535.8**	**.0358**	**89**
3714		Motor-vehicle parts & accessories	4	2	86.1	.2769	92
Delaware	**[illegible]**	**All mfg.**	**91**	**24**	**1,186.4**	**.0793**	**87**
3612		Transformers	1	1	60.0	2.2634	100
3691		Storage batteries	1	1	104.6	4.8574	100
3714		Motor-vehicle parts & accessories	2	2	341.3	1.0978	100
3823		Industrial process-control instruments	1	1	79.3	3.9101	100
Dubois		**All mfg.**	**61**	**27**	**369.8**	**.0247**	**78**
2434		Wood kitchen cabinets	4	3	51.3	4.5390	95
2511		Wood household furniture	9	4	55.2	1.0754	79
2521		Wood office furniture	10	7	50.0	10.9457	85
Elkhart	**79**	**All mfg.**	**343**	**118**	**2,638.5**	**.1763**	**76**
2434		Wood kitchen cabinets	6	3	48.3	4.2736	89
2451		Mobile homes	34	14	278.8	8.1261	77
2834		Pharmaceutical preparations	3	3	364.4	2.8466	100
3069		Fabricated rubber products n.e.c.	8	5	69.5	1.3702	90
3442		Metal doors, sash, & trim	10	7	59.2	2.2306	89
3494		Valves & pipe fittings	2	1	133.5	2.3773	97
3676		Electronic resistors	1	1	43.0	7.0284	100
3732		Boat building & repairing	6	3	53.9	2.3851	87
3792		Travel trailers & campers	52	18	316.8	15.4003	72
3931		Musical instruments & parts	9	5	90.1	7.9049	91
Fayette		**All mfg.**	**16**	**11**	**732.2**	**.0489**	**98**
3585		Refrigeration & heating equipment	2	2	322.1	2.2883	100
3639		Household appliances n.e.c.	1	1	104.9	8.3626	100
3714		Motor-vehicle parts & accessories	3	3	235.2	.7565	100
Floyd	**158**	**All mfg.**	**40**	**17**	**317.3**	**.0212**	**77**
Fountain		**All mfg.**	**11**	**8**	**163.7**	**.0109**	**97**
3325		Steel foundries n.e.c.	1	1	47.3	1.8837	100
Franklin		**All mfg.**	**4**	**2**	**56.8**	**.0038**	**82**
Fulton		**All mfg.**	**26**	**11**	**159.2**	**.0106**	**73**
Gibson	**85**	**All mfg.**	**14**	**6**	**706.9**	**.0472**	**92**
2011		Meat-packing plants	1	1	409.3	1.0562	100
3613		Switchgear & switchboard apparatus	1	1	201.9	4.6463	100
Grant	**167**	**All mfg.**	**56**	**19**	**1,227.6**	**.0820**	**91**
3221		Glass containers	3	3	106.5	2.9784	100
3357		Nonferrous-wire drawing & insulating	2	2	153.8	2.0345	100
3465		Automotive stampings	1	1	382.7	3.4762	100
3672		Cathode-ray TV picture tubes	1	1	96.8	13.3022	100
3714		Motor-vehicle parts & accessories	2	2	197.5	.6352	100
Greene		**All mfg.**	**10**	**2**	**61.0**	**.0041**	**70**
Hamilton	**117**	**All mfg.**	**34**	**13**	**267.6**	**.0179**	**70**
Hancock	**117**	**All mfg.**	**14**	**4**	**123.4**	**.0082**	**74**
Harrison		**All mfg.**	**11**	**5**	**80.1**	**.0054**	**82**
Hendricks	**117**	**All mfg.**	**10**	**2**	**54.6**	**.0036**	**71**
Henry		**All mfg.**	**28**	**9**	**228.0**	**.0152**	**77**
Howard	**136**	**All mfg.**	**40**	**20**	**1,510.9**	**.1010**	**96**
3312		Blast furnaces & steel mills	1	1	220.6	.4379	100
3369		Nonferrous foundries n.e.c.	1	1	58.6	5.5117	100
3651		Radio & TV receiving sets	1	1	648.3	10.8865	100
3714		Motor-vehicle parts & accessories	3	3	380.3	1.2232	100
Huntington		**All mfg.**	**48**	**18**	**395.8**	**.0265**	**75**
3677		Electronic coils & transformers	2	2	32.6	6.0137	100
3679		Electronic components n.e.c.	1	1	34.9	.7627	100
Jackson		**All mfg.**	**45**	**19**	**381.0**	**.0255**	**82**
3079		Miscellaneous plastics products	4	3	71.3	.3363	98
Jasper		**All mfg.**	**12**	**5**	**112.7**	**.0075**	**74**
Jay		**All mfg.**	**16**	**9**	**235.5**	**.0157**	**89**
3221		Glass containers	1	1	63.9	1.7871	100
Jefferson		**All mfg.**	**20**	**10**	**244.1**	**.0163**	**88**
3621		Motors & generators	1	1	69.7	1.4908	100
Jennings		**All mfg.**	**14**	**4**	**97.6**	**.0065**	**70**
Johnson	**117**	**All mfg.**	**19**	**10**	**226.4**	**.0151**	**87**
3714		Motor-vehicle parts & accessories	2	2	97.1	.3123	100
Knox		**All mfg.**	**19**	**8**	**199.3**	**.0133**	**75**
Kosciusko		**All mfg.**	**69**	**29**	**584.6**	**.0391**	**78**
3841		Surgical & medical instruments	1	1	72.6	3.3777	100
La Grange		**All mfg.**	**24**	**9**	**268.1**	**.0179**	**80**
3792		Travel trailers & campers	3	3	107.9	5.2452	100
Lake	**100**	**All mfg.**	**192**	**86**	**7,052.2**	**.4713**	**93**
2869		Industrial organic chemicals n.e.c.	1	1	297.0	1.1746	100
2911		Petroleum refining	5	3	1,812.5	1.6448	93
3241		Hydraulic cement	1	1	112.6	3.0150	100
3312		Blast furnaces & steel mills	5	4	2,110.4	4.1892	100
3316		Cold-rolled steel sheet, strip, & bars	6	5	178.6	6.0368	97
3325		Steel foundries n.e.c.	3	3	67.1	2.6722	100
3341		Secondary nonferrous metals	4	2	413.1	8.7454	93
3441		Fabricated structural metal	13	3	217.4	3.5280	90
3443		Fabricated plate work (boiler shops)	3	3	162.6	1.9507	100
3465		Automotive stampings	1	1	191.3	1.7376	100
3714		Motor-vehicle parts & accessories	2	2	98.9	.3181	100

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

1979 (S&MM Est.)

County SIC	Metro Area	Industry	Number Of Plants Total Plants	Number Of Plants Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
3743		Railroad equipment	5	5	175.6	3.3142	*100
La Porte	**172**	**All mfg.**	**97**	**45**	**1,116.6**	**.0746**	**87**
3079		Miscellaneous plastics products	10	6	68.4	.3226	81
3523		Farm machinery & equipment	1	1	186.3	1.8164	100
3563		Air & gas compressors	2	2	45.9	3.3965	100
Lawrence		**All mfg.**	**31**	**12**	**478.0**	**.0319**	**91**
3361		Aluminum foundries	1	1	89.6	2.7868	100
3714		Motor-vehicle parts & accessories	3	3	246.2	.7919	100
Madison	**12**	**All mfg.**	**57**	**26**	**2,007.6**	**.1342**	**96**
3647		Vehicular lighting equipment	1	1	429.4	43.1471	100
3691		Storage batteries	1	1	313.8	14.5723	100
3694		Engine electrical equipment	1	1	658.0	16.7362	100
Marion	**117**	**All mfg.**	**575**	**190**	**8,456.5**	**.5651**	**88**
2051		Bread, cake, & related products	8	6	80.9	.8262	96
2086		Bottled & canned soft drinks	5	4	82.3	.8355	96
2653		Corrugated & solid fiber boxes	8	3	261.7	3.8158	95
2711		Newspapers	4	1	64.4	.4954	94
2731		Book publishing	7	4	75.5	1.5439	90
2752		Lithographic commercial printing	16	3	82.3	1.0300	51
2834		Pharmaceutical preparations	3	3	594.7	4.6457	100
3432		Plumbing fittings & brass goods	1	1	81.4	6.3748	100
3443		Fabricated plate work (boiler shops)	5	2	60.0	.7198	84
3489		Ordnance & accessories n.e.c.	1	1	109.4	13.1459	100
3499		Fabricated metal products n.e.c.	13	4	54.4	1.4736	67
3519		Internal-combustion engines n.e.c.	2	2	940.7	10.7393	100
3544		Special dies, tools, jigs, & fixtures	19	2	27.5	.9945	23
3562		Ball & roller bearings	2	2	41.5	2.1441	100
3564		Blowers & exhaust & ventilation fans	5	4	70.2	6.2533	97
3568		Power-transmission equipment n.e.c.	3	3	142.9	12.4477	100
3585		Refrigeration & heating equipment	6	3	242.5	1.7228	95
3643		Current-carrying wiring devices	2	1	138.8	7.1216	99
3651		Radio & TV receiving sets	4	3	248.1	4.1662	98
3652		Phonograph records & pre-recorded tape	2	1	47.1	5.7271	93
3661		Telephone & telegraph apparatus	1	1	381.6	4.3966	100
3662		Radio & TV communication equipment	4	3	307.1	1.5736	99
3694		Engine electrical equipment	2	1	159.5	4.0569	99
3713		Truck & bus bodies	2	1	233.1	5.7403	99
3714		Motor-vehicle parts & accessories	11	8	327.2	1.0524	96
Marshall	**261**	**All mfg.**	**62**	**16**	**378.4**	**.0253**	**66**
Martin		**All mfg.**	**7**	**5**	**101.3**	**.0068**	**92**
Miami		**All mfg.**	**31**	**16**	**224.5**	**.0150**	**75**
Monroe	**37**	**All mfg.**	**28**	**9**	**718.2**	**.0480**	**90**
3632		Household refrigerators & freezers	1	1	173.4	6.3839	100
3651		Radio & TV receiving sets	1	1	324.2	5.4441	100
3662		Radio & TV communication equipment	1	1	69.6	.3566	100
Montgomery		**All mfg.**	**28**	**13**	**269.1**	**.0180**	**78**
2732		Book printing	1	1	101.6	7.3886	100
Morgan	**117**	**All mfg.**	**15**	**5**	**69.6**	**.0047**	**72**
Newton		**All mfg.**	**9**	**6**	**53.6**	**.0036**	**72**
Noble		**All mfg.**	**46**	**17**	**343.8**	**.0230**	**74**
3079		Miscellaneous plastics products	5	2	55.0	.2594	82
Orange		**All mfg.**	**13**	**6**	**103.6**	**.0069**	**82**
Owen		**All mfg.**	**6**	**1**	**17.6**	**.0012**	**39**
Parke		**All mfg.**	**5**	**1**	**20.9**	**.0014**	**23**
Perry		**All mfg.**	**13**	**8**	**225.3**	**.0151**	**77**
Pike		**All mfg.**	**1**		**3.2**	**.0002**	**0**
Porter	**100**	**All mfg.**	**38**	**18**	**2,716.5**	**.1815**	**98**
3312		Blast furnaces & steel mills	3	3	2,427.1	4.8178	100
Posey	**85**	**All mfg.**	**11**	**4**	**392.4**	**.0262**	**90**
3443		Fabricated plate work (boiler shops)	1	1	74.4	.8926	100
Pulaski		**All mfg.**	**9**	**2**	**65.5**	**.0044**	**41**
Putnam		**All mfg.**	**8**	**6**	**149.6**	**.0100**	**99**
Randolph		**All mfg.**	**31**	**11**	**260.0**	**.0174**	**79**
3221		Glass containers	1	1	58.7	1.6416	100
3369		Nonferrous foundries n.e.c.	1	1	29.3	2.7558	100
Ripley		**All mfg.**	**15**	**8**	**119.3**	**.0080**	**82**
3995		Burial caskets	1	1	41.5	6.8290	100
Rush		**All mfg.**	**11**	**3**	**81.8**	**.0055**	**55**
St. Joseph	**261**	**All mfg.**	**195**	**55**	**2,021.2**	**.1351**	**78**
3069		Fabricated rubber products n.e.c.	3	1	202.8	3.9983	99
3079		Miscellaneous plastics products	16	5	76.0	.3584	58
3562		Ball & roller bearings	2	2	32.3	1.6688	100
3644		Non-current-carrying wiring devices	2	1	70.9	4.6352	96
3711		Motor vehicles & passenger-car bodies	1	1	231.4	.2920	100
3714		Motor-vehicle parts & accessories	5	3	317.6	1.0215	97
3728		Aircraft equipment n.e.c.	2	2	110.5	1.7911	100
Scott		**All mfg.**	**12**	**4**	**300.1**	**.0201**	**92**
2032		Canned food specialties	1	1	206.4	6.9153	100
Shelby	**117**	**All mfg.**	**35**	**10**	**382.4**	**.0256**	**54**
3567		Industrial-process furnaces & ovens	1	1	23.1	4.5437	100
Spencer		**All mfg.**	**12**	**5**	**146.7**	**.0098**	**80**
Starke		**All mfg.**	**10**	**3**	**48.3**	**.0032**	**68**
Steuben		**All mfg.**	**27**	**6**	**154.7**	**.0103**	**53**
Sullivan	**273**	**All mfg.**	**6**	**2**	**27.7**	**.0019**	**60**
Switzerland		**All mfg.**	**3**	**2**	**18.8**	**.0013**	**84**
Tippecanoe	**138**	**All mfg.**	**52**	**28**	**1,126.8**	**.0753**	**84**
2439		Structural wood members n.e.c.	2	1	57.4	6.6900	98
3354		Aluminum extruded products	1	1	193.3	7.2916	100
3714		Motor-vehicle parts & accessories	1	1	179.6	.5777	100
Tipton	**136**	**All mfg.**	**8**	**3**	**77.6**	**.0052**	**80**
Union		**All mfg.**	**3**	**2**	**67.1**	**.0045**	**95**
Vanderburgh	**85**	**All mfg.**	**124**	**53**	**2,209.7**	**.1477**	**90**
2834		Pharmaceutical preparations	1	1	359.7	2.8099	100
3079		Miscellaneous plastics products	11	5	108.3	.5108	36
3632		Household refrigerators & freezers	1	1	520.4	19.1591	100
Vermillion	**273**	**All mfg.**	**9**	**5**	**87.1**	**.0058**	**91**
Vigo	**273**	**All mfg.**	**62**	**33**	**1,161.5**	**.0776**	**91**
3652		Phonograph records & pre-recorded tape	1	1	153.3	18.6406	100
Wabash		**All mfg.**	**37**	**19**	**497.6**	**.0333**	**81**
3069		Fabricated rubber products n.e.c.	1	1	67.9	1.3387	100
Warrick	**85**	**All mfg.**	**12**	**3**	**491.2**	**.0328**	**94**
3334		Primary aluminum	1	1	446.9	7.3750	100
Washington		**All mfg.**	**15**	**8**	**129.2**	**.0086**	**81**
Wayne		**All mfg.**	**72**	**29**	**1,106.1**	**.0739**	**91**
3357		Nonferrous-wire drawing & insulating	1	1	224.4	2.9685	100
3592		Carburetors, pistons, rings, & valves	2	2	284.7	13.1489	100
Wells	**95**	**All mfg.**	**18**	**6**	**207.8**	**.0139**	**78**
3621		Motors & generators	1	1	99.6	2.1303	100
White		**All mfg.**	**16**	**5**	**99.2**	**.0066**	**69**
Whitley		**All mfg.**	**25**	**9**	**187.1**	**.0125**	**82**
State Total		**All mfg.**	**3,713**	**1,421**	**56,954.3**	**3.8062**	**87**
IOWA							
Adair		**All mfg.**	**4**	**1**	**12.6**	**.0008**	**44**
Allamakee		**All mfg.**	**7**	**5**	**74.3**	**.0050**	**62**
Appanoose		**All mfg.**	**12**	**3**	**84.8**	**.0057**	**67**
Audubon		**All mfg.**	**4**		**13.2**	**.0009**	**0**
Benton		**All mfg.**	**11**		**42.1**	**.0028**	**0**
Black Hawk	**288**	**All mfg.**	**84**	**25**	**1,436.3**	**.0960**	**88**
2011		Meat-packing plants	1	1	350.8	.9052	100
3489		Ordnance & accessories n.e.c.	1	1	36.5	4.3860	100
3523		Farm machinery & equipment	8	5	659.1	6.4260	98
Boone		**All mfg.**	**15**	**3**	**57.1**	**.0038**	**53**
Bremer		**All mfg.**	**12**	**2**	**93.8**	**.0063**	**81**
Buchanan		**All mfg.**	**11**		**33.8**	**.0023**	**0**
Buena Vista		**All mfg.**	**9**	**3**	**117.0**	**.0078**	**92**
Butler		**All mfg.**	**2**	**1**	**13.4**	**.0009**	**63**
Calhoun		**All mfg.**	**4**		**12.1**	**.0008**	**0**
Carroll		**All mfg.**	**14**	**2**	**82.3**	**.0055**	**57**
Cass		**All mfg.**	**14**	**1**	**45.8**	**.0031**	**18**
Cedar		**All mfg.**	**7**		**24.3**	**.0016**	**0**
Cerro Gordo		**All mfg.**	**40**	**7**	**333.3**	**.0223**	**55**
Cherokee		**All mfg.**	**10**	**2**	**163.7**	**.0109**	**83**
Chickasaw		**All mfg.**	**8**	**2**	**87.4**	**.0058**	**59**
Clarke		**All mfg.**	**8**	**2**	**40.6**	**.0027**	**61**
Clay		**All mfg.**	**15**	**3**	**89.4**	**.0060**	**43**
Clayton		**All mfg.**	**11**	**1**	**29.1**	**.0019**	**34**
Clinton		**All mfg.**	**39**	**20**	**689.3**	**.0461**	**90**
2046		Wet corn milling	1	1	234.6	11.1757	100
3079		Miscellaneous plastics products	3	3	90.7	.4278	100
Crawford		**All mfg.**	**12**	**4**	**267.0**	**.0178**	**88**
2011		Meat-packing plants	5	4	251.7	.6495	93

1979 (S&MM Est.)

County SIC	Metro Area	Industry	Number Of Plants		Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
			Total Plants	Large Plants			
IOWA (cont.)							
Dallas		All mfg.	12	1	193.4	.0129	85
Davis		All mfg.	4		10.1	.0007	0
Decatur		All mfg.	6	1	19.5	.0013	15
Delaware		All mfg.	12	2	80.0	.0053	25
Des Moines		All mfg.	41	14	351.2	.0235	77
3531		Construction machinery	1	1	127.6	.8586	100
Dickinson		All mfg.	9	2	69.0	.0046	71
Dubuque	76	All mfg.	63	18	1,251.6	.0836	91
2011		Meat-packing plants	1	1	467.8	1.2072	100
3531		Construction machinery	1	1	456.9	3.0745	100
Emmet		All mfg.	8	2	47.6	.0032	69
Fayette		All mfg.	14	1	58.7	.0039	14
Floyd		All mfg.	7	2	192.2	.0128	93
3523		Farm machinery & equipment	1	1	155.3	1.5141	100
Franklin		All mfg.	8	2	36.6	.0024	50
Fremont		All mfg.	2		6.0	.0004	0
Greene		All mfg.	8	3	38.1	.0025	69
Grundy		All mfg.	8	1	27.6	.0018	19
Guthrie		All mfg.	1		1.8	.0001	0
Hamilton		All mfg.	15	2	141.5	.0095	56
Hancock		All mfg.	7	1	23.2	.0016	31
Hardin		All mfg.	21	2	172.7	.0115	33
Harrison		All mfg.	2		3.6	.0002	0
Henry		All mfg.	11	5	86.8	.0058	85
Howard		All mfg.	4	1	18.2	.0012	63
Humboldt		All mfg.	11		36.0	.0024	0
Ida		All mfg.	5		13.1	.0009	0
Iowa		All mfg.	15	5	212.4	.0142	87
3631		Household cooking equipment	1	1	51.9	2.9248	100
3632		Household refrigerators & freezers	1	1	123.2	4.5357	100
Jackson		All mfg.	12	1	89.5	.0060	46
Jasper		All mfg.	19	4	464.7	.0311	89
3633		Household laundry equipment	1	1	363.8	19.0461	100
Jefferson		All mfg.	13	8	77.4	.0052	75
Johnson	118	All mfg.	22	8	246.1	.0164	83
Jones		All mfg.	9	2	33.4	.0022	46
Keokuk		All mfg.	1	1	16.3	.0011	100
Kossuth		All mfg.	10	3	93.5	.0062	51
Lee		All mfg.	35	19	561.8	.0375	92
3069		Fabricated rubber products n.e.c.	1	1	59.9	1.1810	100
3951		Pens & mechanical pencils	1	1	55.9	7.0590	100
Linn	49	All mfg.	98	33	2,197.1	.1468	81
2011		Meat-packing plants	1	1	584.7	1.5088	100
2043		Cereal breakfast foods	2	2	200.0	7.5709	100
3531		Construction machinery	3	3	359.2	2.4171	100
3613		Switchgear & switchboard apparatus	1	1	53.8	1.2381	100
3662		Radio & TV communication equipment	1	1	208.8	1.0699	100
Louisa		All mfg.	3	1	61.4	.0041	95
Lucas		All mfg.	3	1	8.2	.0005	72
Lyon		All mfg.	2	1	6.3	.0004	63
Madison		All mfg.	1		1.5	.0001	0
Mahaska		All mfg.	15	3	64.5	.0043	36
Marion		All mfg.	10	3	182.1	.0122	88
2431		Millwork	1	1	49.7	1.1954	100
Marshall		All mfg.	35	10	350.0	.0234	76
Mills		All mfg.	2	2	98.1	.0066	100
Mitchell		All mfg.	4		8.4	.0006	0
Monona		All mfg.	1		2.7	.0002	0
Monroe		All mfg.	6	2	38.6	.0026	86
Montgomery		All mfg.	13	5	86.6	.0058	75
Muscatine		All mfg.	45	14	624.3	.0417	85
2522		Metal office furniture	1	1	60.0	3.5292	100
O'Brien		All mfg.	6	1	274.8	.0184	51
Osceola		All mfg.	4	1	24.1	.0016	57
Page		All mfg.	16	4	108.1	.0072	66
Palo Alto		All mfg.	8	1	70.6	.0047	11
Plymouth		All mfg.	11	1	59.1	.0039	15
Pocahontas		All mfg.	6	2	38.0	.0025	71
Polk	74	All mfg.	183	44	1,952.9	.1305	68
2721		Periodicals	1	1	90.5	1.4861	100
3011		Tires & inner tubes	2	2	335.4	3.1120	100
3523		Farm machinery & equipment	4	3	210.7	2.0543	97
3524		Lawn & garden equipment	2	2	88.0	5.6241	100
Pottawattamie	200	All mfg.	27	7	179.2	.0120	67
Poweshiek		All mfg.	16	4	68.4	.0046	51
Ringgold		All mfg.	1		.7		0
Sac		All mfg.	9	1	34.7	.0023	39
Scott	69	All mfg.	100	28	2,000.2	.1337	87
2011		Meat-packing plants	1	1	243.0	.6271	100
3353		Aluminum sheet, plate, & foil	2	2	562.6	7.7369	100
3531		Construction machinery	3	3	547.1	3.6815	100
Shelby		All mfg.	6		29.2	.0020	0
Sioux		All mfg.	27	4	161.8	.0108	40
Story		All mfg.	21	4	148.0	.0099	61
Tama		All mfg.	5	2	64.6	.0043	83
Taylor		All mfg.	3	2	11.8	.0008	92
Union		All mfg.	7		21.3	.0014	0
Van Buren		All mfg.	6	1	26.5	.0018	59
Wapello		All mfg.	18	5	228.2	.0153	82
3523		Farm machinery & equipment	3	2	137.8	1.3435	96
Warren	74	All mfg.	9	1	33.2	.0022	32
Washington		All mfg.	12	4	137.1	.0092	45
Wayne		All mfg.	7	1	23.7	.0016	16
Webster		All mfg.	33	12	550.4	.0368	78
2011		Meat-packing plants	2	2	280.8	.7246	100
Winnebago		All mfg.	16	4	151.1	.0101	82
Winneshiek		All mfg.	9	1	28.6	.0019	10
Woodbury	259	All mfg.	79	22	920.7	.0615	57
3651		Radio & TV receiving sets	1	1	129.6	2.1763	100
Worth		All mfg.	2		4.5	.0003	0
Wright		All mfg.	14	1	286.5	.0191	48
State Total		All mfg.	1,667	431	19,884.1	1.3288	75
KANSAS							
Allen		All mfg.	19	5	133.1	.0089	66
Anderson		All mfg.	9		20.8	.0014	0
Atchison		All mfg.	17	4	200.9	.0134	74
3743		Railroad equipment	1	1	85.7	1.6175	100
Barber		All mfg.	3	1	21.9	.0015	56
Barton		All mfg.	28	5	185.5	.0124	66
Bourbon		All mfg.	18	4	54.6	.0036	42
Brown		All mfg.	8	2	27.9	.0019	51
Butler	292	All mfg.	25	9	1,369.4	.0915	96
2911		Petroleum refining	3	3	1,240.4	1.1256	100
Chase		All mfg.	1		1.6	.0001	0
Cherokee		All mfg.	19	4	71.7	.0048	35
Clay		All mfg.	7	2	64.5	.0043	72
Cloud		All mfg.	11	1	30.5	.0020	15
Coffey		All mfg.	2	1	12.2	.0008	89
Comanche		All mfg.	3		10.3	.0007	0
Cowley		All mfg.	28	12	624.6	.0417	91
Crawford		All mfg.	30	9	298.8	.0200	56
Decatur		All mfg.	2		5.5	.0004	0
Dickinson		All mfg.	14	1	57.8	.0039	17
Doniphan		All mfg.	5	1	31.1	.0021	27
Douglas	147	All mfg.	42	11	310.4	.0207	74
Edwards		All mfg.	6	1	52.8	.0035	74
Ellis		All mfg.	10	1	60.3	.0040	38
Ellsworth		All mfg.	6	2	26.0	.0017	71
Finney		All mfg.	19	3	134.8	.0090	66
Ford		All mfg.	27	3	144.3	.0096	26
Franklin		All mfg.	18	2	51.9	.0035	31
Geary		All mfg.	10	3	68.0	.0045	77

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U.S. Transmission Systems, Inc.

			1979 (S&MM Est.)				
			Number Of Plants				
County SIC	Metro Area	Industry	Total Plants	Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
KANSAS (cont)							
Gove		**All mfg.**	1		5.8	.0004	0
Grant		**All mfg.**	6	1	61.1	.0041	13
Greeley		**All mfg.**	1		3.7	.0002	0
Greenwood		**All mfg.**	3		8.2	.0005	0
Harper		**All mfg.**	7		18.3	.0012	0
Harvey		**All mfg.**	35	6	208.8	.0140	57
3523		Farm machinery & equipment	3	1	90.0	.8775	95
Haskell		**All mfg.**	1		10.6	.0007	0
Jackson		**All mfg.**	2	1	42.8	.0029	96
Jefferson	276	**All mfg.**	4		15.6	.0010	0
Jewell		**All mfg.**	1	1	41.0	.0027	100
Johnson	132	**All mfg.**	164	36	1,160.5	.0776	76
3581		Automatic merchandising machines	1	1	70.1	10.9326	100
3662		Radio & TV communication equipment	3	2	84.6	.4335	94
3679		Electronic component, n.e.c.	11	4	24.1	.5267	80
Kearny		**All mfg.**	1		3.2	.0002	0
Kingman		**All mfg.**	5		14.9	.0010	0
Kiowa		**All mfg.**	1		3.2	.0002	0
Labette		**All mfg.**	38	10	122.6	.0082	57
Leavenworth		**All mfg.**	21	4	115.0	.0077	59
Lincoln		**All mfg.**	3		5.3	.0004	0
Linn		**All mfg.**	6		8.4	.0006	0
Logan		**All mfg.**	1		1.1	.0001	0
Lyon		**All mfg.**	24	7	421.9	.0282	90
2011		Meat-packing plants	2	2	275.5	.7109	100
McPherson		**All mfg.**	37	7	587.5	.0393	86
Marion		**All mfg.**	13	2	55.4	.0037	60
Marshall		**All mfg.**	7	2	26.3	.0018	78
Meade		**All mfg.**	1		1.9	.0001	0
Miami		**All mfg.**	12	3	52.4	.0035	79
Mitchell		**All mfg.**	6	2	50.8	.0034	81
Montgomery		**All mfg.**	63	18	378.4	.0253	61
Morris		**All mfg.**	4		10.6	.0007	0
Morton		**All mfg.**	3		5.3	.0004	0
Nemaha		**All mfg.**	5	2	32.7	.0022	51
Neosho		**All mfg.**	32	8	225.3	.0151	40
Ness		**All mfg.**	1		1.6	.0001	0
Norton		**All mfg.**	3		6.0	.0004	0
Osage	276	**All mfg.**	3	1	13.4	.0009	56
Osborne		**All mfg.**	8		36.4	.0024	0
Ottawa		**All mfg.**	2	1	14.8	.0010	57
Pawnee		**All mfg.**	5		14.6	.0010	0
Phillips		**All mfg.**	2		21.8	.0015	0
Pottawatomie		**All mfg.**	6	2	43.4	.0029	76
Pratt		**All mfg.**	8		23.5	.0016	0
Rawlins		**All mfg.**	2		5.9	.0004	0
Reno		**All mfg.**	78	22	553.8	.0370	73
3561		Pumps & pumping equipment	1	1	38.5	1.4452	100
Republic		**All mfg.**	6		12.3	.0008	0
Rice		**All mfg.**	9	2	237.9	.0159	81
Riley		**All mfg.**	11	2	66.7	.0045	69
Rooks		**All mfg.**	2	1	8.6	.0006	66
Rush		**All mfg.**	4		8.3	.0006	0
Russell		**All mfg.**	9	1	21.5	.0014	46
Saline		**All mfg.**	48	12	378.6	.0253	78
2038		Frozen food specialties	1	1	112.3	3.3127	100
Scott		**All mfg.**	4		26.5	.0018	0
Sedgwick	292	**All mfg.**	343	69	4,642.2	.3102	86
2011		Meat-packing plants	6	4	358.1	.9241	92
3079		Miscellaneous plastics products	20	5	75.1	.3542	69
3574		Calculating & accounting machines	1	1	74.7	4.7293	100
3721		Aircraft	6	5	1,574.0	8.7176	100
3728		Aircraft equipment n.e.c.	25	4	84.5	1.3697	47
3949		Sporting & athletic goods n.e.c	3	1	100.1	3.4650	98
Seward		**All mfg.**	9	3	264.3	.0177	67
Shawnee	276	**All mfg.**	85	21	805.9	.0539	81
3011		Tires & inner tubes	1	1	335.4	3.1120	100
Sheridan		**All mfg.**	1		1.0	.0001	0
Sherman		**All mfg.**	7	2	43.9	.0029	80
Smith		**All mfg.**	3		6.5	.0004	0
Stafford		**All mfg.**	4		6.8	.0005	0
Sumner		**All mfg.**	22	1	67.2	.0045	30
Thomas		**All mfg.**	6		6.9	.0005	0
Trego		**All mfg.**	2		3.4	.0002	0
Wabaunsee		**All mfg.**	2		9.0	.0006	0
Washington		**All mfg.**	2		6.4	.0004	0
Wilson		**All mfg.**	21	5	176.9	.0118	30
Woodson		**All mfg.**	3		2.4	.0002	0
Wyandotte	132	**All mfg.**	188	46	3,327.4	.2224	88
2841		Soap & other detergents	2	2	235.2	3.6283	100
3296		Mineral wool	2	2	256.3	11.6373	100
3711		Motor vehicles & passenger-car bodies	1	1	1,041.7	1.3146	100
State Total		**All mfg.**	1,804	388	18,635.6	1.2454	78
KENTUCKY							
Adair		**All mfg.**	7	2	22.4	.0015	50
Allen		**All mfg.**	11	6	59.6	.0040	78
Anderson		**All mfg.**	11	5	105.5	.0071	67
Ballard		**All mfg.**	6	2	202.2	.0135	96
2621		Paper mills, except building paper	1	1	157.6	1.0409	100
Barren		**All mfg.**	26	10	219.7	.0147	74
Bell		**All mfg.**	16	3	66.9	.0045	44
Boone	57	**All mfg.**	38	22	292.3	.0195	80
Bourbon	150	**All mfg.**	9	3	57.8	.0039	65
Boyd	115	**All mfg.**	30	13	3,074.4	.2055	99
2911		Petroleum refining	2	2	2,205.7	2.0016	100
3312		Blast furnaces & steel mills	3	3	662.5	1.3151	100
Boyle		**All mfg.**	16	8	179.3	.0120	87
Bracken		**All mfg.**	2	2	18.9	.0013	100
Breathitt		**All mfg.**	3	1	8.8	.0006	69
Breckinridge		**All mfg.**	4	2	15.8	.0011	85
Bullitt	158	**All mfg.**	6	3	82.3	.0055	94
Butler		**All mfg.**	5	2	24.6	.0016	72
Caldwell		**All mfg.**	9	3	71.9	.0048	79
Calloway		**All mfg.**	8	3	73.0	.0049	68
Campbell	57	**All mfg.**	24	6	288.3	.0193	80
Carlisle		**All mfg.**	1	1	14.1	.0009	100
Carroll		**All mfg.**	9	5	182.8	.0122	91
Carter		**All mfg.**	10	4	39.0	.0026	59
Casey		**All mfg.**	8	1	38.9	.0026	65
Christian	58	**All mfg.**	32	13	267.7	.0179	74
Clark	150	**All mfg.**	16	6	212.8	.0142	86
3714		Motor-vehicle parts & accessories	1	1	79.6	.2560	100
Clay		**All mfg.**	2	1	7.5	.0005	85
Clinton		**All mfg.**	4	2	28.7	.0019	69
Crittenden		**All mfg.**	5	3	52.6	.0035	92
Cumberland		**All mfg.**	6	3	23.1	.0015	84
Daviess	202	**All mfg.**	51	23	819.8	.0548	88
3671		Receiving-type electron tubes	1	1	247.9	14.8142	100
Edmonson		**All mfg.**	1	1	7.9	.0005	100
Elliott		**All mfg.**	1		.9	.0001	0
Estill		**All mfg.**	2	1	16.1	.0011	93
Fayette	150	**All mfg.**	92	30	1,289.7	.0862	87
2141		Tobacco stemming & redrying	6	4	183.9	7.0875	88
3572		Typewriters	1	1	555.6	35.6040	100
3613		Switchgear & switchboard apparatus	1	1	93.3	2.1471	100
Fleming		**All mfg.**	3	2	44.6	.0030	95
Floyd		**All mfg.**	6	2	46.8	.0031	40
Franklin		**All mfg.**	15	9	230.5	.0154	95
2085		Distilled liquor, except brandy	2	2	135.4	5.6874	100
Fulton		**All mfg.**	11	2	47.3	.0032	32
Gallatin		**All mfg.**	2		3.2	.0002	0

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1979 (S&MM Est.)

County SIC	Metro Area	Industry	Number Of Plants Total Plants	 Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Garrard		**All mfg.**	**4**	**2**	**25.6**	**.0017**	**89**
Grant		**All mfg.**	**3**	**1**	**13.1**	**.0009**	**62**
Graves		**All mfg.**	**13**	**5**	**235.0**	**.0157**	**94**
2311		Men's & boys' suits & coats	1	1	27.8	.9684	100
3011		Tires & inner tubes	1	1	153.8	1.4270	100
Greyson		**All mfg.**	**10**	**3**	**52.6**	**.0035**	**47**
Green		**All mfg.**	**10**	**3**	**91.6**	**.0061**	**14**
Greenup	**115**	**All mfg.**	**6**	**4**	**102.6**	**.0069**	**68**
Hancock		**All mfg.**	**8**	**8**	**495.9**	**.0331**	**100**
3353		Aluminum sheet, plate, & foil	2	2	212.1	3.4669	100
Hardin		**All mfg.**	**25**	**10**	**217.6**	**.0145**	**86**
Harlan		**All mfg.**	**8**	**1**	**33.6**	**.0022**	**13**
Harrison		**All mfg.**	**15**	**7**	**117.4**	**.0078**	**68**
Hart		**All mfg.**	**8**	**2**	**38.5**	**.0026**	**40**
Henderson	**85**	**All mfg.**	**35**	**13**	**328.7**	**.0220**	**81**
Henry		**All mfg.**	**7**	**1**	**28.1**	**.0019**	**33**
Hickman		**All mfg.**	**5**	**1**	**19.6**	**.0013**	**29**
Hopkins		**All mfg.**	**27**	**9**	**263.2**	**.0176**	**83**
Jackson		**All mfg.**	**4**		**4.7**	**.0003**	**0**
Jefferson	**158**	**All mfg.**	**434**	**143**	**10,219.1**	**.6829**	**91**
2011		Meat-packing plants	3	2	424.8	1.0962	97
2013		Sausages & other prepared meats	2	1	126.7	1.4993	95
2085		Distilled liquor, except brandy	6	5	341.6	14.3487	99
2086		Bottled & canned soft drinks	6	3	77.1	.7827	79
2111		Cigarettes	3	3	1,653.5	20.7359	100
2653		Corrugated & solid fiber boxes	9	6	67.4	.9827	85
2711		Newspapers	4	1	58.9	.4531	94
2822		Synthetic rubber	3	3	256.4	11.9473	100
2851		Paints & allied products	17	7	165.9	2.1642	73
3353		Aluminum sheet, plate, & foil	4	3	327.1	4.4983	96
3494		Valves & pipe fittings	2	2	121.4	2.1618	100
3523		Farm machinery & equipment	1	1	388.2	3.7848	100
3524		Lawn & garden equipment	3	2	215.3	13.7598	99
3535		Conveyors & conveying equipment	8	3	67.1	2.9648	74
3564		Blowers & exhaust & ventilation fans	6	2	41.8	3.7235	86
3585		Refrigeration & heating equipment	3	2	340.8	2.4212	99
3631		Household cooking equipment	1	1	283.1	15.9538	100
3632		Household refrigerators & freezers	1	1	520.4	19.1591	100
3633		Household laundry equipment	1	1	267.6	14.0097	100
3639		Household appliances n.e.c.	2	2	204.9	15.3345	100
3679		Electronic components n.e.c.	3	1	53.4	1.1671	97
3711		Motor vehicles & passenger-car bodies	2	2	1,748.6	2.2067	100
Jessamine	**150**	**All mfg.**	**7**	**3**	**43.4**	**.0029**	**56**
Johnson		**All mfg.**	**4**	**1**	**22.4**	**.0015**	**73**
Kenton	**57**	**All mfg.**	**53**	**12**	**286.9**	**.0192**	**58**
Knox		**All mfg.**	**7**	**2**	**33.0**	**.0022**	**45**
Larue		**All mfg.**	**3**	**1**	**13.1**	**.0009**	**51**
Laurel		**All mfg.**	**15**	**5**	**90.4**	**.0060**	**63**
Lawrence		**All mfg.**	**1**		**.8**	**.0001**	**0**
Lee		**All mfg.**	**1**		**2.2**	**.0001**	**0**
Leslie		**All mfg.**	**2**		**2.9**	**.0002**	**0**
Letcher		**All mfg.**	**6**	**1**	**19.7**	**.0013**	**27**
Lewis		**All mfg.**	**5**	**2**	**23.3**	**.0016**	**74**
Lincoln		**All mfg.**	**2**	**1**	**11.2**	**.0007**	**94**
Livingston		**All mfg.**	**2**		**3.5**	**.0002**	**0**
Logan		**All mfg.**	**23**	**9**	**181.9**	**.0122**	**75**
Lyon		**All mfg.**	**1**	**1**	**10.5**	**.0007**	**100**
McCracken		**All mfg.**	**32**	**8**	**401.6**	**.0268**	**81**
2819		Industrial inorganic chemicals n.e.c.	1	1	241.3	2.6659	100
McCreary		**All mfg.**	**6**	**1**	**20.1**	**.0013**	**27**
McLean		**All mfg.**	**5**		**9.6**	**.0006**	**0**
Madison		**All mfg.**	**20**	**12**	**210.3**	**.0141**	**85**
Magoffin		**All mfg.**	**1**	**1**	**10.2**	**.0007**	**100**
Marion		**All mfg.**	**8**	**5**	**47.7**	**.0032**	**79**
Marshall		**All mfg.**	**8**	**4**	**440.9**	**.0295**	**97**
2869		Industrial organic chemicals n.e.c.	3	3	367.4	1.4530	100
Mason		**All mfg.**	**14**	**9**	**235.4**	**.0157**	**93**
3566		Speed changers, drives, & gears	1	1	38.8	4.2479	100
Meade		**All mfg.**	**2**	**1**	**119.0**	**.0080**	**96**
Mercer		**All mfg.**	**8**	**6**	**101.3**	**.0068**	**82**
Metcalfe		**All mfg.**	**2**	**1**	**8.7**	**.0006**	**87**
Monroe		**All mfg.**	**15**	**5**	**53.4**	**.0036**	**60**
Montgomery		**All mfg.**	**9**	**5**	**165.8**	**.0111**	**92**
3621		Motors & generators	1	1	45.0	.9625	100
Morgan		**All mfg.**	**2**	**2**	**13.2**	**.0009**	**100**
Muhlenberg		**All mfg.**	**12**	**2**	**32.8**	**.0022**	**36**
Nelson		**All mfg.**	**15**	**6**	**190.5**	**.0127**	**75**
Nicholas		**All mfg.**	**2**	**2**	**12.0**	**.0008**	**100**
Ohio		**All mfg.**	**14**	**7**	**62.3**	**.0042**	**53**
Oldham	**158**	**All mfg.**	**9**	**2**	**60.9**	**.0041**	**65**
Owen		**All mfg.**	**3**	**2**	**20.6**	**.0014**	**62**
Pendleton		**All mfg.**	**5**	**3**	**41.1**	**.0027**	**74**
Perry		**All mfg.**	**4**		**7.4**	**.0005**	**0**
Pike		**All mfg.**	**6**	**1**	**21.1**	**.0014**	**43**
Powell		**All mfg.**	**4**		**6.5**	**.0004**	**0**
Pulaski		**All mfg.**	**25**	**12**	**324.2**	**.0217**	**76**
Rockcastle		**All mfg.**	**4**		**4.6**	**.0003**	**0**
Rowan		**All mfg.**	**13**	**3**	**38.8**	**.0026**	**35**
Russell		**All mfg.**	**7**	**1**	**37.4**	**.0025**	**49**
Scott	**150**	**All mfg.**	**20**	**7**	**124.3**	**.0083**	**76**
Shelby		**All mfg.**	**18**	**4**	**101.7**	**.0068**	**42**
Simpson		**All mfg.**	**13**	**8**	**171.0**	**.0114**	**91**
Taylor		**All mfg.**	**11**	**3**	**118.3**	**.0079**	**77**
2254		Knit underwear mills	1	1	75.7	10.8593	100
Todd		**All mfg.**	**9**	**4**	**45.0**	**.0030**	**69**
Trigg		**All mfg.**	**8**	**2**	**38.7**	**.0026**	**76**
Union		**All mfg.**	**10**	**4**	**30.0**	**.0020**	**64**
Warren		**All mfg.**	**33**	**14**	**481.8**	**.0322**	**90**
2322		Men's & boys' underwear	1	1	16.9	4.0772	100
3592		Carburetors, pistons, rings, & valves	1	1	130.6	6.0318	100
3622		Industrial controls	2	2	40.0	1.3207	100
Washington		**All mfg.**	**6**	**3**	**59.1**	**.0039**	**87**
Wayne		**All mfg.**	**12**	**5**	**30.3**	**.0020**	**68**
Webster		**All mfg.**	**5**	**2**	**14.1**	**.0009**	**60**
Whitley		**All mfg.**	**15**	**9**	**120.6**	**.0081**	**90**
Wolfe		**All mfg.**	**2**	**1**	**15.7**	**.0010**	**83**
Woodford	**150**	**All mfg.**	**7**	**5**	**101.9**	**.0068**	**97**
State Total		**All mfg.**	**1,686**	**628**	**25,419.7**	**1.6988**	**87**

LOUISIANA

County SIC	Metro Area	Industry	Number Of Plants Total Plants	 Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Acadia		**All mfg.**	**25**	**3**	**206.1**	**.0138**	**7**
Allen		**All mfg.**	**5**	**3**	**69.5**	**.0046**	**97**
Ascension	**26**	**All mfg.**	**32**	**18**	**877.6**	**.0586**	**91**
2869		Industrial organic chemicals n.e.c.	9	9	590.4	2.3349	100
Assumption		**All mfg.**	**6**	**3**	**42.5**	**.0028**	**80**
Avoyelles		**All mfg.**	**12**	**7**	**139.5**	**.0093**	**86**
2033		Canned fruits & vegetables	2	2	54.2	.7949	100
Beauregard		**All mfg.**	**11**	**5**	**117.4**	**.0078**	**83**
Bienville		**All mfg.**	**6**	**2**	**30.5**	**.0020**	**67**
Bossier	**258**	**All mfg.**	**25**	**5**	**144.0**	**.0096**	**49**
Caddo	**258**	**All mfg.**	**124**	**44**	**1,486.0**	**.0993**	**82**
3325		Steel foundries n.e.c.	3	3	53.8	2.1426	100
3443		Fabricated plate work (boiler shops)	4	3	99.7	1.1961	98
3483		Ammunition, except small-arms, n.e.c.	2	2	27.8	3.2009	100
3661		Telephone & telegraph apparatus	1	1	239.9	2.7640	100
Calcasieu	**140**	**All mfg.**	**48**	**18**	**3,886.7**	**.2597**	**98**
2822		Synthetic rubber	2	2	92.4	4.3055	100
2869		Industrial organic chemicals n.e.c.	3	2	304.2	1.2031	98
2911		Petroleum refining	2	2	3,006.7	2.7285	100
Caldwell		**All mfg.**	**1**		**2.4**	**.0002**	**0**
Cameron		**All mfg.**	**10**	**4**	**82.7**	**.0055**	**74**
Catahoula		**All mfg.**	**2**	**2**	**9.8**	**.0007**	**100**
Claiborne		**All mfg.**	**9**	**3**	**74.4**	**.0050**	**46**
Concordia		**All mfg.**	**7**	**1**	**19.3**	**.0013**	**18**
De Soto		**All mfg.**	**11**	**6**	**95.6**	**.0064**	**86**
East Baton Rouge	**26**	**All mfg.**	**98**	**29**	**5,785.3**	**.3866**	**96**
2819		Industrial inorganic chemicals n.e.c.	4	3	154.9	1.7113	98
2822		Synthetic rubber	3	3	277.4	12.9258	100
2869		Industrial organic chemicals n.e.c.	1	1	495.1	1.9580	100
2911		Petroleum refining	1	1	4,205.3	3.8162	100
3483		Ammunition, except small-arms, n.e.c.	1	1	54.4	6.2637	100
East Carroll		**All mfg.**	**4**		**8.5**	**.0006**	**0**

County SIC	Metro Area	Industry	1979 (S&MM Est.)				
			Number Of Plants		Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
			Total Plants	Large Plants			
LOUISIANA (cont.)							
East Feliciana		**All mfg.**	4		9.1	**.0006**	0
Evangeline		**All mfg.**	4	2	44.6	**.0030**	74
Franklin		**All mfg.**	7	1	27.6	**.0018**	28
Grant	6	**All mfg.**	4	1	29.5	**.0020**	58
Iberia		**All mfg.**	41	18	388.9	**.0260**	86
Iberville		**All mfg.**	17	5	860.1	**.0575**	94
2869		Industrial organic chemicals n.e.c.	4	3	699.1	2.7648	98
Jackson		**All mfg.**	4	2	99.0	**.0066**	97
Jefferson	192	**All mfg.**	115	50	1,127.3	**.0753**	84
3441		Fabricated structural metal	11	4	48.8	.7919	76
3731		Ship building & repairing	12	5	95[illegible]	1.4347	82
Jefferson Davis		**All mfg.**	7	2	152.7	**.0102**	8
Lafayette	139	**All mfg.**	50	16	449.1	**.0300**	76
Lafourche		**All mfg.**	32	8	215.6	**.0144**	67
La Salle		**All mfg.**	6	5	103.1	**.0069**	99
Lincoln		**All mfg.**	19	4	116.4	**.0078**	66
Livingston	26	**All mfg.**	12	3	87.4	**.0058**	80
Madison		**All mfg.**	3	2	19.3	**.0013**	85
Morehouse		**All mfg.**	11	4	205.3	**.0137**	84
2621		Paper mills, except building paper	1	1	126.1	.8328	100
Natchitoches		**All mfg.**	8	2	44.7	**.0030**	66
Orleans	192	**All mfg.**	260	83	2,546.2	**.1702**	81
2051		Bread, cake, & related products	13	4	70.5	.7200	73
2095		Roasted coffee	6	4	424.7	8.4334	93
2311		Men's & boys' suits & coats	4	3	33.9	1.1809	98
2711		Newspapers	3	1	46.9	.3608	95
3599		Machinery, except electrical, n.e.c.	9	3	61.6	.5999	77
3731		Ship building & repairing	10	4	410.2	6.1885	97
3732		Boat building & repairing	2	1	64.7	2.8630	96
3769		Space-vehicle equipment n.e.c.	1	1	181.8	22.9690	100
Ouachita	179	**All mfg.**	58	19	801.2	**.0535**	87
2631		Paperboard mills	1	1	310.2	3.8306	100
Plaquemines		**All mfg.**	21	12	832.0	**.0556**	96
Pointe Coupee		**All mfg.**	5		20.3	**.0014**	0
Rapides	6	**All mfg.**	43	12	266.9	**.0178**	69
Red River		**All mfg.**	4	1	31.7	**.0021**	80
Richland		**All mfg.**	6	3	27.7	**.0019**	75
Sabine		**All mfg.**	7	4	68.1	**.0046**	71
St. Bernard	192	**All mfg.**	12	6	1,279.7	**.0855**	96
3334		Primary aluminum	1	1	464.7	7.6687	100
St. Charles		**All mfg.**	13	8	1,463.1	**.0978**	96
2821		Plastics materials & synthetic resins	2	1	125.6	1.0251	96
St. Helena		**All mfg.**	1	1	6.6	**.0004**	100
St. James		**All mfg.**	12	9	560.1	**.0374**	88
St. John the Baptist		**All mfg.**	9	6	471.2	**.0315**	98
St. Landry		**All mfg.**	22	4	161.9	**.0108**	46
St. Martin		**All mfg.**	9	2	66.0	**.0044**	72
2254		Knit-underwear mills	1	1	41.3	5.9245	100
St. Mary		**All mfg.**	41	14	358.2	**.0239**	80
3441		Fabricated structural metal	2	1	86.9	1.4102	97
3533		Oil-field machinery	9	4	104.2	2.2802	83
St. Tammany	192	**All mfg.**	13	4	87.6	**.0059**	75
Tangipahoa		**All mfg.**	35	5	125.1	**.0084**	40
Tensas		**All mfg.**	2	1	6.2	**.0004**	68
Terrebonne		**All mfg.**	37	14	520.2	**.0348**	85
2062		Cane-sugar refining	1	1	298.0	12.6879	100
3731		Ship building & repairing	7	4	47.3	.7136	85
Union		**All mfg.**	8	2	36.7	**.0025**	46
Vermilion		**All mfg.**	11	4	217.1	**.0145**	86
Vernon		**All mfg.**	2		6.0	**.0004**	0
Washington		**All mfg.**	17	5	264.0	**.0176**	79
2621		Paper mills, except building paper	1	1	157.6	1.0409	100
Webster	258	**All mfg.**	29	12	241.6	**.0161**	49
West Baton Rouge	26	**All mfg.**	13	6	167.9	**.0112**	37
West Carroll		**All mfg.**	2	2	13.7	**.0009**	100
West Feliciana		**All mfg.**	5	2	109.7	**.0073**	89
2641		Paper coating & glazing	1	1	84.2	2.1788	100
Winn		**All mfg.**	13	6	124.9	**.0083**	83
2421		General sawmills & planing mills	4	3	72.9	.7588	93
State Total		**All mfg.**	1,490	525	27,939.1	**1.8671**	87
MAINE							
Androscoggin	149	**All mfg.**	104	40	665.9	**.0445**	78
2211		Cotton-weaving mills	2	2	42.2	.9351	100
3143		Men's nonathletic footwear	8	6	69.0	3.0417	92
3144		Women's nonathletic footwear	6	5	55.5	3.1486	97
3149		Nonrubber footwear n.e.c.	5	3	13.1	1.7622	85
Aroostook		**All mfg.**	58	20	536.6	**.0359**	75
2037		Frozen fruits & vegetables	7	6	119.0	3.8661	97
2421		General sawmills & planing mills	8	3	63.3	.6589	79
2621		Paper mills, except building paper	1	1	105.1	.6941	100
Cumberland	217	**All mfg.**	151	55	1,284.0	**.0858**	83
2621		Paper mills, except building paper	2	2	273.3	1.8050	100
3143		Men's nonathletic footwear	3	3	59.8	2.6361	100
3674		Semiconductors & related devices	2	2	109.0	2.2101	100
Franklin		**All mfg.**	26	9	135.7	**.0091**	71
2499		Wood products n.e.c.	11	3	40.3	1.5962	68
3149		Nonrubber footwear n.e.c.	4	3	17.5	2.3540	98
Hancock		**All mfg.**	28	11	220.6	**.0147**	81
2621		Paper mills, except building paper	1	1	105.1	.6941	100
Kennebec		**All mfg.**	53	26	781.8	**.0522**	91
2231		Wool-fabric weaving & finishing mills	6	6	31.6	5.2746	100
2621		Paper mills, except building paper	1	1	105.1	.6941	100
2646		Pressed & molded pulp goods	1	1	74.9	25.8543	100
2647		Sanitary paper products	2	2	289.7	5.2209	100
Knox		**All mfg.**	32	11	169.1	**.0113**	70
Lincoln		**All mfg.**	15	3	60.3	**.0040**	53
Oxford		**All mfg.**	40	19	458.6	**.0306**	90
2499		Wood products n.e.c.	15	8	70.0	2.7725	82
2621		Paper mills, except building paper	1	1	262.8	1.7357	100
Penobscot	25	**All mfg.**	73	31	828.2	**.0553**	81
2231		Wool-fabric weaving & finishing mills	4	3	18.5	3.0880	94
2611		Pulp mills	2	2	132.8	5.0221	100
2621		Paper mills, except building paper	3	3	170.7	1.1274	100
3143		Men's nonathletic footwear	1	1	78.4	3.4560	100
3144		Women's nonathletic footwear	2	2	39.8	2.2579	100
Piscataquis		**All mfg.**	12	6	54.5	**.0036**	77
Sagadahoc	217	**All mfg.**	12	6	150.3	**.0100**	90
3731		Ship building & repairing	1	1	76.0	1.1466	100
Somerset		**All mfg.**	32	17	303.7	**.0203**	90
3149		Nonrubber footwear n.e.c.	3	2	33.1	4.4525	98
Waldo		**All mfg.**	19	7	138.4	**.0092**	73
Washington		**All mfg.**	26	8	248.5	**.0166**	79
2621		Paper mills, except building paper	1	1	126.1	.8328	100
York		**All mfg.**	81	35	643.1	**.0430**	84
3079		Miscellaneous plastics products	10	6	91.5	.4315	89
3111		Leather tanning & finishing	4	3	107.3	5.4728	98
3144		Women's nonathletic footwear	4	3	41.2	2.3373	95
3484		Small arms	1	1	46.5	5.4114	100
State Total		**All mfg.**	762	304	6,679.3	**.4464**	82
MARYLAND							
Allegany		**All mfg.**	33	15	869.7	**.0581**	93
2621		Paper mills, except building paper	1	1	210.2	1.3883	100
3011		Tires & inner tubes	1	1	283.1	2.6267	100
Anne Arundel	24	**All mfg.**	63	22	465.2	**.0311**	77
2824		Noncellulosic synthetic organic fibers	2	2	109.8	1.5055	100
3662		Radio & TV communication equipment	2	2	74.6	.3823	100
Baltimore	24	**All mfg.**	272	119	5,233.4	**.3497**	91
2011		Meat-packing plants	1	1	441.1	1.1383	100
2654		Sanitary food containers	3	2	259.0	12.5661	99

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

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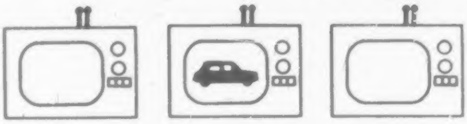

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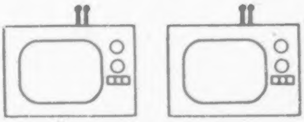

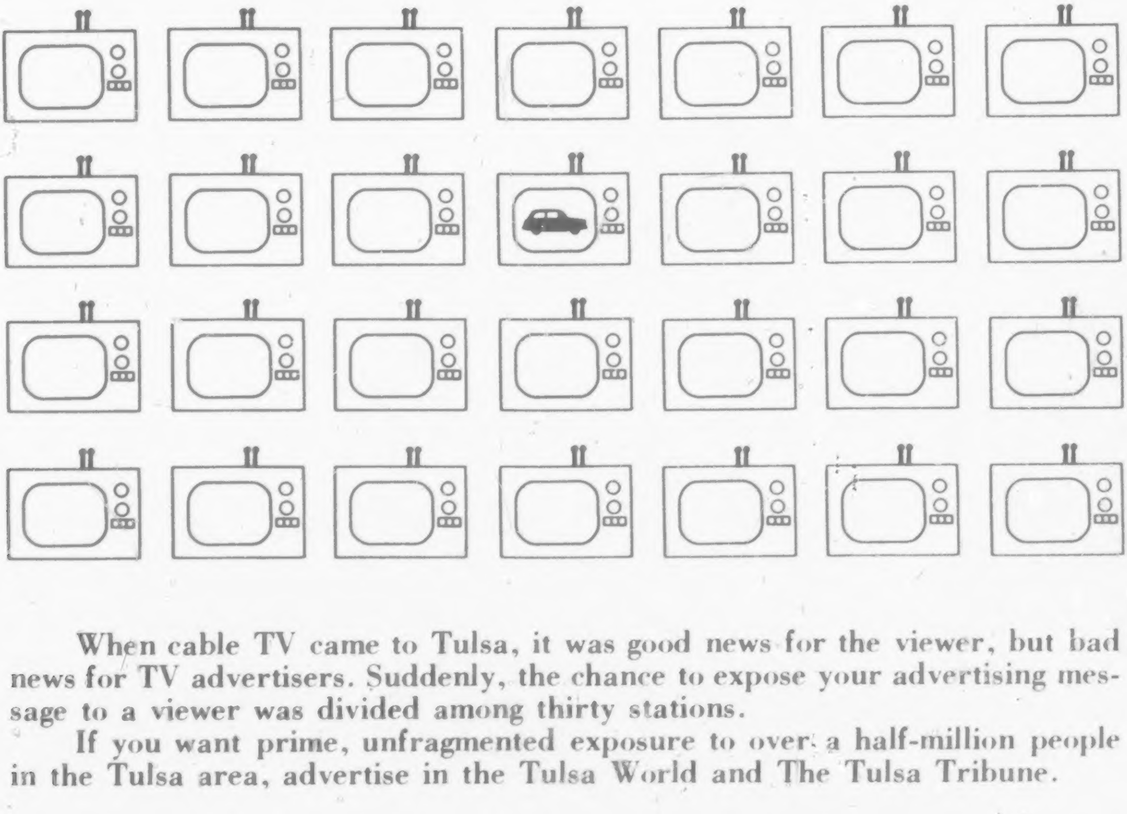

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1979 (S&MM Est.)

County SIC	Metro Area Industry	Number Of Plants Total Plants	Number Of Plants Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
MARYLAND (Baltimore cont.)						
3079	Miscellaneous plastics products	9	7	67.8	.3198	91
3316	Cold-rolled steel sheet, strip, & bars	2	2	101.7	3.4376	100
3411	Metal cans	6	5	212.0	2.6376	96
3499	Fabricated metal products n.e.c.	5	3	52.1	1.4113	90
3661	Telephone & telegraph apparatus	2	1	381.7	4.3978	99
3662	Radio & TV communication equipment	6	3	101.6	.5206	87
3679	Electronic components n.e.c.	4	3	50.7	1.1081	98
3711	Motor vehicles & passenger car bodies	1	1	1,366.0	1.7239	100
3721	Aircraft	1	1	108.7	.6020	100
3825	Electricity-measuring instruments	3	2	70.7	2.4267	96
Baltimore Ind. City	**24 All mfg.**	**459**	**169**	**6,666.4**	**.4455**	**86**
2026	Fluid milk	6	5	249.5	1.7686	97
2051	Bread, cake, & related products	8	5	57.0	.5821	87
2311	Men's & boys' suits & coats	16	13	79.3	2.7623	95
2651	Folding paperboard boxes	8	5	68.6	2.7151	87
2711	Newspapers	6	5	198.1	1.5240	99
3079	Miscellaneous plastics products	8	3	54.7	.2580	76
3221	Glass containers	4	3	74.6	2.0863	97
3312	Blast furnaces & steel mills	2	2	2,238.1	4.4427	100
3411	Metal cans	4	4	176.2	2.1922	100
3441	Fabricated structural metal	10	2	48.1	.7806	70
3444	Sheet-metal work	13	3	49.2	.9111	51
3592	Carburetors, pistons, rings, & valves	2	1	96.9	4.4753	96
3693	X-ray apparatus & tubes	1	1	134.7	6.8116	100
3731	Ship building & repairing	5	4	166.5	2.5119	98
Calvert	**All mfg.**	**3**		**7.7**	**.0005**	**0**
Caroline	**All mfg.**	**18**	**9**	**92.5**	**.0062**	**77**
Carroll	**24 All mfg.**	**38**	**17**	**373.4**	**.0250**	**84**
3546	Power-driven hand tools	1	1	78.9	9.4992	100
Cecil	**295 All mfg.**	**28**	**11**	**249.9**	**.0167**	**80**
Charles	**287 All mfg.**	**8**	**1**	**49.0**	**.0033**	**68**
Dorchester	**All mfg.**	**40**	**15**	**310.9**	**.0208**	**72**
2033	Canned fruits & vegetables	7	5	52.9	.7758	87
Frederick	**All mfg.**	**53**	**19**	**451.0**	**.0301**	**77**
Garrett	**All mfg.**	**8**	**5**	**57.0**	**.0038**	**78**
Harford	**24 All mfg.**	**23**	**9**	**151.7**	**.0101**	**74**
3021	Rubber & plastic footwear	1	1	38.5	6.4327	100
Howard	**24 All mfg.**	**24**	**14**	**371.9**	**.0249**	**95**
3585	Refrigeration & heating equipment	1	1	111.1	.7893	100
3631	Household cooking equipment	1	1	70.8	3.9899	100
Kent	**All mfg.**	**15**	**3**	**67.0**	**.0045**	**49**
Montgomery	**287 All mfg.**	**124**	**35**	**951.0**	**.0636**	**80**
3662	Radio & TV communication equipment	17	9	155.6	.7973	84
3764	Space-propulsion units & parts	1	1	277.5	24.2273	100
Prince Georges	**287 All mfg.**	**137**	**46**	**1,043.0**	**.0697**	**77**
3662	Radio & TV communication equipment	4	1	107.8	.5524	94
Queen Annes	**All mfg.**	**13**	**2**	**59.9**	**.0040**	**44**
St. Marys	**All mfg.**	**6**		**11.5**	**.0008**	**0**
Somerset	**All mfg.**	**25**	**8**	**141.3**	**.0094**	**64**
Talbot	**All mfg.**	**36**	**12**	**189.9**	**.0127**	**53**
Washington	**108 All mfg.**	**59**	**30**	**932.0**	**.0623**	**92**
3519	Internal-combustion engines n.e.c.	1	1	442.7	5.0540	100
3721	Aircraft	1	1	98.1	.5433	100
Wicomico	**All mfg.**	**39**	**18**	**584.4**	**.0391**	**89**
2048	Prepared feeds n.e.c.	1	1	236.6	2.7378	100
Worcester	**All mfg.**	**20**	**8**	**183.1**	**.0122**	**82**
2016	Poultry-dressing plants	3	3	89.1	1.3918	100
State Total	**All mfg.**	**1,544**	**587**	**19,512.8**	**1.3040**	**86**

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

1979 (S&MM Est.)

County SIC	Metro Area Industry	Number Of Plants Total Plants	Number Of Plants Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
MASSACHUSETTS						
Barnstable	**All mfg.**	**35**	**5**	**117.1**	**.0078**	**36**
Berkshire	**215 All mfg.**	**83**	**29**	**1,437.1**	**.0960**	**91**
2621	Paper mills, except building paper	7	5	174.5	1.1525	96
2821	Plastics materials & synthetic resins	1	1	519.5	4.2401	100
3662	Radio & TV communication equipment	1	1	292.4	1.4983	100
3679	Electronic components n.e.c.	1	1	21.9	.4786	100
Bristol	**187 All mfg.**	**527**	**208**	**3,765.8**	**.2517**	**79**
2221	Synthetics- & silk-weaving mills	7	3	165.0	2.5949	94
2261	Cotton-finishing plants	10	7	30.7	3.4623	88
2262	Synthetics- & silk-finishing plants	6	5	125.7	5.4058	92
2311	Men's & boys' suits & coats	11	9	93.0	3.4137	97
2329	Men's & boys' clothing n.e.c.	7	5	19.2	1.7560	86
2335	Women's & misses' dresses	37	20	210.8	4.3317	79
2337	Women's & misses' suits & coats	12	5	75.8	2.7853	73
2341	Women's & children's underwear	10	7	32.1	1.7718	88
2391	Curtains & draperies	15	6	94.3	8.1335	75
2711	Newspapers	7	3	41.7	.3208	76
3069	Fabricated rubber products n.e.c.	3	1	44.7	.8813	89
3079	Miscellaneous plastics products	15	7	90.4	.4264	78
3172	Personal leather goods n.e.c.	6	4	33.5	7.3659	93
3545	Machine-tool accessories	3	2	31.6	2.2443	97
3622	Industrial controls	1	1	77.9	2.5721	100
3675	Electronic capacitors	1	1	41.8	5.3693	100
3679	Electronic components n.e.c.	10	7	36.6	.7999	93
3911	Precious-metal jewelry	27	10	313.0	12.7231	83
3914	Silverware & plated & stainless ware	10	7	91.1	17.0280	91
3949	Sporting & athletic goods n.e.c.	1	1	56.1	1.9419	100
Dukes	**All mfg.**	**1**		**1.0**	**.0001**	**0**
Essex	**39 All mfg.**	**562**	**170**	**4,538.3**	**.3033**	**77**
2092	Fresh or frozen packaged seafoods	10	2	244.3	10.7356	88
2221	Synthetics- & silk-weaving mills	1	1	154.8	2.4345	100
2311	Men's & boys' suits & coats	3	3	29.3	1.0206	100
2329	Men's & boys' clothing n.e.c.	7	3	24.0	2.1950	78
2631	Paperboard mills	4	4	130.0	1.6054	100
2711	Newspapers	14	5	49.7	.3823	67
2891	Adhesives & sealants	8	4	133.4	6.5335	84
3079	Miscellaneous plastics products	23	8	166.3	.7843	81
3111	Leather tanning & finishing	51	11	342.0	17.4436	57
3131	Boot & shoe cut stock & findings	25	11	48.5	14.0498	63
3144	Women's nonathletic footwear	9	9	95.1	5.3951	100
3955	Carbon paper & inked ribbons	2	2	86.4	20.8999	100
Norfolk	**39 All mfg.**	**396**	**119**	**3,675.0**	**.2456**	**82**
2086	Bottled & canned soft drinks	7	4	113.6	1.1532	87
2421	General sawmills & planing mills	1	1	56.5	.5881	100
2771	Greeting-card publishing	1	1	46.0	4.2186	100
3069	Fabricated rubber products n.e.c.	8	3	43.8	.8635	87
3079	Miscellaneous plastics products	17	2	68.3	.3221	52
3494	Valves & pipe fittings	6	4	106.7	1.9001	97
3566	Speed changers, drives, & gears	4	1	42.5	4.6529	86
3579	Office machines n.e.c.	3	1	35.8	3.1625	96
3662	Radio & TV communication equipment	12	5	276.3	1.4158	92
3671	Receiving-type electron tubes	2	1	234.2	13.9955	99
3679	Electronic components n.e.c.	12	7	53.2	1.1627	93
3731	Ship building & repairing	1	1	167.7	2.5300	100
3811	Engineering & scientific instruments	12	7	115.3	5.0601	93
3823	Industrial process-control instruments	2	1	94.5	4.6478	96
3841	Surgical & medical instruments	10	3	57.5	2.6752	76
Plymouth	**39 All mfg.**	**224**	**59**	**973.5**	**.0651**	**62**
2253	Knit-outerwear mills	2	1	52.5	2.3316	96
3131	Boot & shoe cut stock & findings	17	6	36.0	10.4287	68
3143	Men's nonathletic footwear	4	4	53.8	2.3716	100
3149	Nonrubber footwear n.e.c.	8	8	52.1	7.0083	100
3489	Ordnance & accessories n.e.c.	1	1	36.5	4.3860	100
3679	Electronic components n.e.c.	7	4	24.2	.5289	91
Suffolk	**39 All mfg.**	**645**	**168**	**4,874.0**	**.3257**	**76**
2011	Meat-packing plants	4	2	326.9	.8436	93
2013	Sausages & other prepared meats	10	4	234.7	2.7773	83
2051	Bread, cake, & related products	9	5	59.8	.6107	86
2065	Confectionery products	5	3	90.1	2.1839	95
2092	Fresh or frozen packaged seafoods	4	2	89.2	3.9198	94
2328	Men's & boys' work clothing	1	1	38.0	1.0865	100

1979 (S&MM Est.)

County SIC	Metro Area	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
2337		Women's & misses' suits & coats	21	2	87.6	3.2189	20
2339		Women's & misses' outerwear n.e.c.	18	5	50.2	1.7200	55
2385		Waterproof outer garments	7	4	38.3	8.8473	90
2711		Newspapers	8	3	175.2	1.3478	94
2731		Book publishing	12	5	132.8	2.7157	91
2751		Letterpress commercial printing	36	4	60.6	1.2594	45
2752		Lithographic commercial printing	17	4	81.0	1.0137	56
3421		Cutlery	1	1	148.9	18.4854	100
3573		Electronic computing equipment	3	3	104.7	.6134	100
3662		Radio & TV communication equipment	8	3	69.6	3566	70
3825		Electricity-measuring instruments	2	1	43.9	1.5068	95
Worcester	**297**	**All mfg.**	**707**	**216**	**4,900.7**	**.3275**	**77**
2231		Wool-fabric weaving & finishing mills	13	10	47.6	7.9453	93
2241		Narrow-fabric mills	1	1	25.7	3.7005	100
2261		Cotton-finishing plants	1	1	31.8	3.5863	100
2511		Wood household furniture	29	9	125.7	2.4490	74
2512		Upholstered wood household furniture	19	5	67.0	1.8533	65
2711		Newspapers	11	1	57.7	.4439	65
2821		Plastics materials & synthetic resins	9	5	122.0	.9957	85
3079		Miscellaneous plastics products	77	21	324.4	1.5300	57
3143		Men's nonathletic footwear	4	3	50.5	2.2261	92
3149		Nonrubber footwear n.e.c.	5	5	17.7	2.3810	100
3291		Abrasive products	4	3	348.6	16.6770	98
3315		Steel wire & related products	6	4	144.8	5.4395	95
3423		Hand & edge tools n.e.c.	10	4	56.7	2.2545	76
3429		Hardware n.e.c.	2	1	93.2	1.5831	97
3469		Metal stampings n.e.c.	[illegible]	3	52.1	.9941	64
3494		Valves & pipe fittings	8	4	91.6	1.6312	89
3511		Turbines & turbine-generator set units	3	2	118.1	3.8215	97
3541		Metal-cutting machine tools	10	5	53.3	2.9496	88
3544		Special dies, tools, jigs, & fixtures	20	3	33.7	1.2187	54
3545		Machine-tool accessories	8	5	56.4	4.0057	95
3552		Textile machinery	12	3	86.4	5.6823	81
3573		Electronic computing equipment	3	2	363.3	2.1286	99
3679		Electronic components n.e.c.	9	3	21.4	.4677	75
3832		Optical instruments & lenses	5	2	50.8	4.0196	91
3851		Ophthalmic goods	6	4	49.3	6.1602	97
3873		Watches, clocks, & watchcases	1	1	122.6	9.0400	100
State Total		**All mfg.**	**4,977**	**1,534**	**40,347.1**	**2.6964**	**79**

MICHIGAN

County SIC	Metro Area	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Alcona		**All mfg.**	**4**		**5.0**	**.0003**	**0**
Alger		**All mfg.**	**4**	**2**	**60.0**	**.0040**	**95**
3149		Nonrubber footwear n.e.c.	12	6	29.9	4.0221	82
3494		Valves & pipe fittings	3	2	74.2	1.3213	97
3511		Turbines & turbine-generator set units	1	1	328.3	10.6232	100
3552		Textile machinery	5	2	53.1	3.4923	93
3559		Special-industry machinery n.e.c.	10	3	157.7	2.3304	84
3641		Electric lamps	2	2	86.2	4.7812	100
3661		Telephone & telegraph apparatus	3	1	441.7	5.0891	99
3674		Semiconductors & related devices	5	4	69.0	1.3990	95
3679		Electronic components n.e.c.	19	7	60.4	1.3200	85
Franklin		**All mfg.**	**42**	**16**	**305.1**	**.0204**	**73**
2621		Paper mills, except building paper	5	5	125.8	.8309	100
3545		Machine-tool accessories	3	2	23.6	1.6761	97
Hampden	**264**	**All mfg.**	**418**	**136**	**4,062.7**	**.2715**	**84**
2621		Paper mills, except building paper	8	8	302.6	1.9986	100
2642		Envelopes	3	3	114.7	9.9153	100
2711		Newspapers	7	2	51.2	.3939	79
2782		Blankbooks & looseleaf binders	7	4	76.8	6.9710	91
2821		Plastics materials & synthetic resins	4	4	125.7	1.0259	100
3011		Tires & inner tubes	1	1	186.4	1.7295	100
3079		Miscellaneous plastics products	23	8	174.7	.8239	77
3172		Personal leather goods n.e.c.	2	1	39.8	8.7511	96
3423		Hand & edge tools n.e.c.	2	1	161.2	6.4095	99
3484		Small arms	3	2	110.6	12.8709	98
3544		Special dies, tools, jigs, & fixtures	23	6	37.5	1.3561	57
3568		Power-transmission equipment n.e.c.	3	2	27.1	2.3606	93
3573		Electronic computing equipment	2	2	483.6	2.8334	100
3662		Radio & TV communication equipment	4	2	102.2	.5237	97

1979 (S&MM Est.)

County SIC	Metro Area	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
3761		Guided missiles & space vehicles	1	1	93.8	1.4314	100
3944		Games, toys, & children's vehicles	2	1	96.9	2.9211	96
3949		Sporting & athletic goods n.e.c.	2	1	94.9	3.2850	99
Hampshire	**264**	**All mfg.**	**62**	**26**	**579.8**	**.0387**	**87**
2241		Narrow-fabric mills	2	1	33.2	4.7804	97
2641		Paper coating & glazing	4	4	179.2	4.6370	100
3991		Brooms & brushes	3	3	73.6	9.2416	100
Middlesex	**39**	**All mfg.**	**1,275**	**382**	**11,117.0**	**.7429**	**80**
2013		Sausages & other prepared meats	9	5	123.1	1.4567	77
2024		Ice cream & frozen desserts	5	2	106.8	5.1569	92
2051		Bread, cake, & related products	14	3	118.8	1.2133	81
2065		Confectionery products	11	5	129.9	3.1486	86
2295		Coated fabrics, not rubberized	7	2	94.5	8.0391	86
2335		Women's & misses' dresses	7	5	79.3	1.6295	93
2649		Converted paper products n.e.c.	6	2	172.4	10.6756	97
2651		Folding paperboard boxes	12	5	72.5	2.8695	80
2711		Newspapers	25	5	78.9	.6070	52
2731		Book publishing	11	5	98.2	2.0081	81
2732		Book printing	2	2	93.4	6.7922	100
2751		Letterpress commercial printing	19	8	48.4	1.0059	72
2752		Lithographic commercial printing	11	3	80.1	1.0025	68
2869		Industrial organic chemicals n.e.c.	6	3	323.1	1.2778	89
3021		Rubber & plastic footwear	1	1	27.6	4.6115	100
3041		Rubber & plastic hose & belting	2	2	157.0	8.8272	100
3069		Fabricated rubber products n.e.c.	13	3	41.1	.8103	56
3079		Miscellaneous plastics products	[illegible]	11	272.9	1.2871	67
3144		Women's nonathletic footwear	6	6	59.2	3.3585	100
3149		Nonrubber footwear n.e.c.	3	3	19.7	2.6500	100
3357		Nonferrous-wire drawing & insulating	3	3	146.9	1.9433	100
3444		Sheet-metal work	22	3	49.0	.9074	31
3452		Bolts, nuts, rivets, & washers	6	3	101.9	2.7224	94
3469		Metal stampings n.e.c.	23	9	85.2	1.6256	72
3555		Printing-trades machinery	10	3	205.9	9.6935	91
3559		Special-industry machinery n.e.c.	13	6	141.2	2.0865	86
3569		General industrial machinery n.e.c.	14	3	37.9	1.9529	71
3573		Electronic computing equipment	37	18	842.4	4.9356	92
3622		Industrial controls	14	2	49.1	1.6212	47
3643		Current-carrying wiring devices	6	3	40.0	2.0523	87
3651		Radio & TV receiving sets	7	5	121.4	2.0386	94
3662		Radio & TV communication equipment	51	17	[illegible]	3.5099	83
3673		Transmitting electron tubes	2	1	[illegible]	15.1961	99
3674		Semiconductors & related devices	19	7	[illegible]	2.5629	78
3679		Electronic components n.e.c.	66	22	[illegible]	3.5602	73
3711		Motor vehicles & passenger-car bodies	1	1	856.5	1.0809	100
3724		Aircraft engines & engine parts	1	1	111.5	1.3163	100
3761		Guided missiles & space vehicles	4	4	406.3	6.2000	100
3811		Engineering & scientific instruments	24	9	99.6	4.3711	76
3822		Environmental controls	7	2	58.2	3.5518	87
3825		Electricity-measuring instruments	9	5	39.1	1.3421	76
3829		Measuring & controlling devices n.e.c.	21	10	96.0	[illegible]	87
3832		Optical instruments & lenses	10	4	52.2	4.1304	83
3841		Surgical & medical instruments	11	3	74.1	[illegible]	79
3861		Photographic equipment & supplies	14	3	696.1	[illegible]	91
Allegan		**All mfg.**	**51**	**18**	**390.9**	[illegible]	**73**
Alpena		**All mfg.**	**20**	**6**	**153.6**	**.0103**	**78**
Antrim		**All mfg.**	**15**	**6**	**59.9**	**.0040**	**75**
Arenac		**All mfg.**	**12**	**4**	**42.3**	**.0028**	**77**
Baraga		**All mfg.**	**10**	**3**	**47.8**	**.0032**	**72**
Barry	**27**	**All mfg.**	**21**	**9**	**139.2**	**.0093**	**87**
Bay	**28**	**All mfg.**	**80**	**30**	**1,056.5**	**.0706**	**88**
3714		Motor-vehicle parts & accessories	4	3	188.9	.6076	99
Benzie		**All mfg.**	**10**	**3**	**45.2**	**.0030**	[illegible]
Berrien	**30**	**All mfg.**	**178**	**55**	**1,584.0**	**.1059**	[illegible]
2033		Canned fruits & vegetables	6	3	55.8	.8183	83
2741		Miscellaneous publishing	1	1	50.5	2.7456	100
3315		Steel wire & related products	4	3	131.5	4.9399	96
3322		Malleable-iron foundries	1	1	62.4	8.0579	100
3361		Aluminum foundries	11	4	80.4	2.5006	75
3633		Household laundry equipment	1	1	125.4	6.5651	100
3651		Radio & TV receiving sets	3	3	87.5	1.4693	100
3714		Motor-vehicle parts & accessories	3	3	107.8	.3467	100
Branch		**All mfg.**	**51**	**17**	**438.2**	**.0293**	**76**

1979 (S&MM Est.)

County SIC	Metro Area	Industry	Number Of Plants		Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
			Total Plants	Large Plants			
MICHIGAN (cont.)							
Calhoun	**27**	**All mfg.**	**110**	**33**	**2,216.3**	**.1481**	**93**
2043		Cereal breakfast foods	3	3	1,034.1	39.1452	100
3322		Malleable-iron foundries	1	1	140.4	18.1302	100
3537		Industrial trucks & tractors	2	1	95.9	4.2262	98
3714		Motor-vehicle parts & accessories	5	3	201.8	.6491	95
Cass	**30**	**All mfg.**	**43**	**10**	**270.9**	**.0181**	**72**
3585		Refrigeration & heating equipment	1	1	122.2	.8682	100
Charlevoix		**All mfg.**	**21**	**7**	**126.3**	**.0084**	**65**
Cheboygan		**All mfg.**	**19**	**3**	**90.7**	**.0061**	**63**
Chippewa		**All mfg.**	**8**	**2**	**29.5**	**.0020**	**55**
Clare		**All mfg.**	**10**	**2**	**34.8**	**.0023**	**46**
Clinton	**143**	**All mfg.**	**12**	**3**	**69.2**	**.0046**	**58**
Crawford		**All mfg.**	**7**		**15.0**	**.0010**	**0**
Delta		**All mfg.**	**27**	**3**	**283.6**	**.0190**	**84**
3531		Construction machinery	1	1	137.0	.9219	100
Dickinson		**All mfg.**	**24**	**5**	**95.1**	**.0064**	**63**
Eaton	**143**	**All mfg.**	**37**	**8**	**286.5**	**.0191**	**73**
Emmet		**All mfg.**	**16**	**3**	**84.4**	**.0056**	**65**
Genesee	**89**	**All mfg.**	**113**	**23**	**9,799.0**	**.6549**	**98**
3465		Automotive stampings	1	1	561.3	5.0984	100
3694		Engine electrical equipment	2	1	712.2	18.1148	100
3711		Motor vehicles & passenger-car bodies	5	5	7,870.1	9.9321	100
3714		Motor-vehicle parts & accessories	6	2	311.2	1.0009	96
Gladwin		**All mfg.**	**7**	**2**	**38.0**	**.0025**	**67**
Gogebic		**All mfg.**	**16**	**3**	**44.8**	**.0030**	**23**
Grand Traverse		**All mfg.**	**33**	**11**	**282.8**	**.0189**	**61**
Gratiot		**All mfg.**	**22**	**10**	**689.5**	**.0461**	**93**
Hillsdale		**All mfg.**	**46**	**14**	**335.6**	**.0224**	**68**
Houghton		**All mfg.**	**22**	**4**	**57.8**	**.0039**	**35**
Huron		**All mfg.**	**34**	**8**	**317.0**	**.0212**	**81**
3465		Automotive stampings	3	3	133.8	1.2153	100
Ingham	**143**	**All mfg.**	**136**	**34**	**5,568.9**	**.3722**	**95**
3462		Iron & steel forgings	5	5	183.1	6.6398	100
3711		Motor vehicles & passenger-car bodies	5	5	4,891.8	6.1735	100
Ionia	**143**	**All mfg.**	**37**	**16**	**408.2**	**.0273**	**68**
Iosco		**All mfg.**	**15**	**2**	**61.7**	**.0041**	**49**
Iron		**All mfg.**	**4**	**1**	**26.3**	**.0018**	**82**
Isabella		**All mfg.**	**15**	**4**	**129.6**	**.0087**	**82**
Jackson	**119**	**All mfg.**	**150**	**41**	**1,113.9**	**.0744**	**80**
3011		Tires & inner tubes	1	1	149.1	1.3834	100
3317		Steel pipe & tubes	2	2	65.0	1.8288	100
3441		Fabricated structural metal	4	1	65.5	1.0629	90
3599		Machinery, except electrical, n.e.c.	11	3	63.8	.6213	69
3714		Motor-vehicle parts & accessories	14	9	278.2	.8948	95
Kalamazoo	**129**	**All mfg.**	**191**	**64**	**2,311.8**	**.1545**	**82**
2621		Paper mills, except building paper	6	6	311.5	2.0573	100
2834		Pharmaceutical preparations	2	1	289.7	2.2631	99
3079		Miscellaneous plastics products	10	5	73.3	.3457	80
3465		Automotive stampings	1	1	446.4	4.0548	100
3714		Motor-vehicle parts & accessories	2	2	113.2	.3641	100
Kalkaska		**All mfg.**	**4**		**9.7**	**.0006**	**0**
Kent	**102**	**All mfg.**	**510**	**120**	**4,069.4**	**.2720**	**79**
2051		Bread, cake, & related products	8	4	55.9	.5709	84
2396		Automotive & apparel trimmings	3	2	622.9	25.0533	99
2511		Wood household furniture	10	6	59.9	1.1670	88
2515		Mattresses & bedsprings	5	1	47.6	3.0359	87
2522		Metal office furniture	1	1	150.0	8.8230	100
2531		Public-building & related furniture	5	2	71.6	7.5831	92
2841		Soap & other detergents	2	1	282.3	4.3549	99
3079		Miscellaneous plastics products	10	2	58.9	.2778	75
3354		Aluminum extruded products	3	2	142.0	5.3565	97
3429		Hardware n.e.c.	12	7	272.8	4.6339	96
3471		Plating & polishing	25	5	62.9	3.1368	52
3535		Conveyors & conveying equipment	4	1	78.1	3.4509	91
3544		Special dies, tools, jigs, & fixtures	34	3	51.1	1.8479	47
3592		Carburetors, pistons, rings, & valves	1	1	163.2	7.5374	100
3631		Household cooking equipment	1	1	47.2	2.6599	100
3662		Radio & TV communication equipment	4	1	113.6	.5821	92
Keweenaw		**All mfg.**	**3**		**6.5**	**.0004**	**0**
Lapeer	**75**	**All mfg.**	**30**	**10**	**218.9**	**.0146**	**76**
Leelanau		**All mfg.**	**3**		**5.3**	**.0004**	**0**
Lenawee		**All mfg.**	**98**	**32**	**1,083.8**	**.0724**	**86**
3585		Refrigeration & heating equipment	4	3	281.3	1.9985	98
3714		Motor vehicle parts & accessories	6	5	175.7	.5651	97
Livingston	**75**	**All mfg.**	**70**	**12**	**309.9**	**.0207**	**39**
Luce		**All mfg.**	**2**		**3.7**	**.0002**	**0**
Mackinac		**All mfg.**	**2**		**2.3**	**.0002**	**0**
Macomb	**75**	**All mfg.**	**664**	**132**	**6,781.8**	**.4532**	**84**
3079		Miscellaneous plastics products	37	11	204.8	.9659	69
3452		Bolts, nuts, rivets, & washers	13	4	70.8	1.8915	65
3462		Iron & steel forgings	15	3	52.6	1.9075	55
3465		Automotive stampings	20	7	1,110.4	10.0860	96
3469		Metal stampings n.e.c.	25	3	58.7	1.1200	29
3471		Plating & polishing	14	2	53.4	2.6631	61
3541		Metal-cutting machine tools	19	7	67.3	3.7244	83
3544		Special dies, tools, jigs, & fixtures	108	11	138.2	4.9976	41
3545		Machine-tool accessories	25	2	31.4	2.2301	37
3599		Machinery, except electrical, n.e.c.	48	7	169.3	1.6488	45
3711		Motor vehicles & passenger-car bodies	4	2	1,509.4	1.9049	99
3714		Motor-vehicle parts & accessories	28	13	1,328.9	4.2743	96
3764		Space-propulsion units & parts	1	1	240.5	20.9970	100
3795		Tanks & tank components	2	1	347.4	36.2971	97
Manistee		**All mfg.**	**19**	**8**	**159.3**	**.0106**	**89**
Marquette		**All mfg.**	**19**	**4**	**68.9**	**.0046**	**46**
Mason		**All mfg.**	**29**	**7**	**156.3**	**.0104**	**63**
Mecosta		**All mfg.**	**21**	**4**	**66.3**	**.0044**	**41**
Menominee		**All mfg.**	**41**	**10**	**267.1**	**.0179**	**67**
Midland		**All mfg.**	**18**	**5**	**2,339.9**	**.1564**	**99**
2821		Plastics materials & synthetic resins	1	1	525.5	4.2890	100
2869		Industrial organic chemicals n.e.c.	1	1	1,732.9	6.8533	100
Missaukee		**All mfg.**	**4**		**7.8**	**.0005**	**0**
Monroe	**275**	**All mfg.**	**42**	**14**	**608.0**	**.0406**	**89**
3465		Automotive stampings	3	2	299.6	2.7213	98
3714		Motor-vehicle parts & accessories	3	2	74.7	.2403	98
Montcalm		**All mfg.**	**25**	**10**	**365.3**	**.0244**	**84**
3632		Household refrigerators & freezers	2	2	190.8	7.0245	100
Montmorency		**All mfg.**	**5**	**2**	**18.1**	**.0012**	**81**
Muskegon	**182**	**All mfg.**	**137**	**39**	**1,514.3**	**.1012**	**86**
2522		Metal office furniture	2	2	71.9	4.2292	100
2621		Paper mills, except building paper	1	1	120.9	.7985	100
3321		Gray-iron foundries	3	1	96.0	1.1978	97
3369		Nonferrous foundries n.e.c.	4	3	126.2	11.8698	99
3536		Hoists, industrial cranes, & monorails	1	1	61.6	6.2229	100
3592		Carburetors, pistons, rings, & valves	3	2	174.8	8.0732	97
3724		Aircraft engines & engine parts	1	1	111.5	1.3163	100
3949		Sporting & athletic goods n.e.c.	1	1	51.4	1.7792	100
Newaygo		**All mfg.**	**11**	**2**	**94.6**	**.0063**	**71**
Oakland	**75**	**All mfg.**	**1,008**	**215**	**13,605.8**	**.9093**	**88**
2013		Sausages & other prepared meats	2	1	546.2	6.4633	99
2711		Newspapers	7	4	47.0	.3616	90
3079		Miscellaneous plastics products	46	11	200.1	.9437	54
3272		Concrete products n.e.c.	11	4	75.2	2.2521	82
3317		Steel pipe & tubes	4	3	65.1	1.8316	97
3451		Screw-machine products	26	1	48.5	2.4345	9
3462		Iron & steel forgings	17	3	49.7	1.8023	40
3465		Automotive stampings	11	5	144.4	1.3116	78
3469		Metal stampings n.e.c.	27	6	96.4	1.8393	52
3535		Conveyors & conveying equipment	12	2	64.8	2.8632	46
3541		Metal-cutting machine tools	32	9	63.9	3.5362	70
3544		Special dies, tools, jigs, & fixtures	96	14	138.4	5.0049	48
3545		Machine-tool accessories	56	14	146.0	10.3693	73
3559		Special-industry machinery n.e.c.	20	5	93.5	1.3817	64
3599		Machinery, except electrical, n.e.c.	56	9	178.6	1.7394	39

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

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County SIC	Metro Area Industry		1979 (S&MM Est.)				
			Number Of Plants				
			Total Plants	Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
MICHIGAN (Oakland, cont.)							
3612	Transformers		5	1	48.3	1.8220	83
3622	Industrial controls		15	3	40.5	1.3372	58
3711	Motor vehicles & passenger-car bodies		5	4	8,723.6	11.0092	100
3714	Motor-vehicle parts & accessories		24	12	480.6	1.5458	92
3724	Aircraft engines & engine parts		7	4	112.6	1.3293	90
3811	Engineering & scientific instruments		5	2	39.1	1.7160	92
Oceana	**182**	**All mfg.**	**17**	**4**	**64.2**	**.0043**	**62**
Ogemaw		**All mfg.**	**17**	**3**	**110.0**	**.0074**	**17**
Ontonagon		**All mfg.**	**4**	**3**	**595.7**	**.0398**	**100**
3331	Primary copper		1	1	291.7	5.9022	100
3351	Copper rolling & drawing		1	1	277.5	5.1993	100
Osceola		**All mfg.**	**13**	**7**	**164.7**	**.0110**	**91**
Oscoda		**All mfg.**	**6**	**1**	**24.7**	**.0017**	**48**
Otsego		**All mfg.**	**12**	**2**	**33.7**	**.0023**	**44**
Ottawa	**102**	**All mfg.**	**204**	**71**	**1,360.7**	**.0909**	**79**
3469	Metal stampings n.e.c.		6	2	47.8	.9120	77
3714	Motor-vehicle parts & accessories		4	4	88.4	.2843	100
Presque Isle		**All mfg.**	**5**	**1**	**11.3**	**.0008**	**66**
Roscommon		**All mfg.**	**8**	**1**	**23.2**	**.0016**	**56**
Saginaw	**237**	**All mfg.**	**142**	**35**	**2,098.6**	**.1402**	**87**
3321	Gray-iron foundries		3	1	355.8	4.4393	98
3322	Malleable-iron foundries		1	1	93.6	12.0868	100
3714	Motor-vehicle parts & accessories		5	5	934.4	3.0054	100
St. Clair	**75**	**All mfg.**	**99**	**26**	**916.4**	**.0612**	**78**
3351	Copper rolling & drawing		1	1	244.8	4.5866	100
St. Joseph		**All mfg.**	**107**	**34**	**619.7**	**.0414**	**68**
2591	Drapery hardware & blinds & shades		1	1	73.4	9.1647	100
Sanilac		**All mfg.**	**36**	**12**	**188.2**	**.0126**	**66**
Schoolcraft		**All mfg.**	**4**	**2**	**33.0**	**.0022**	**91**
Shiawassee	**89**	**All mfg.**	**46**	**15**	**360.6**	**.0241**	**81**
3621	Motors & generators		3	3	54.9	1.1743	100
3714	Motor-vehicle parts & accessories		5	5	131.6	.4233	100
Tuscola		**All mfg.**	**33**	**8**	**234.0**	**.0156**	**79**
Van Buren	**129**	**All mfg.**	**60**	**20**	**374.4**	**.0250**	**69**
Washtenaw	**14**	**All mfg.**	**149**	**56**	**3,930.2**	**.2627**	**94**
3079	Miscellaneous plastics products		14	5	116.2	.5480	84
3573	Electronic computing equipment		8	2	138.4	.8109	82
3711	Motor vehicles & passenger-car bodies		2	2	1,736.1	2.1910	100
3714	Motor-vehicle parts & accessories		10	10	1,157.3	3.7223	100
Wayne	**75**	**All mfg.**	**1,715**	**404**	**32,090.8**	**2.1446**	**90**
2011	Meat-packing plants		15	6	618.8	1.5968	89
2026	Fluid milk		6	3	151.7	1.0754	83
2051	Bread, cake, & related products		21	5	138.5	1.4145	79
2082	Malt beverages		1	1	232.7	3.2144	100
2086	Bottled & canned soft drinks		11	6	149.9	1.5217	92
2091	Canned & cured seafoods		3	2	84.7	5.6880	98
2099	Food preparations n.e.c.		10	4	176.2	2.5785	89
2396	Automotive & apparel trimmings		2	1	157.0	6.3146	98
2499	Wood products n.e.c.		12	4	42.3	1.6754	79
2711	Newspapers		15	4	191.2	1.4709	92
2751	Letterpress commercial printing		37	5	60.6	1.2594	48
2752	Lithographic commercial printing		24	4	86.0	1.0763	43
2819	Industrial inorganic chemicals n.e.c.		7	2	105.0	1.1600	69
2821	Plastics materials & synthetic resins		4	3	132.9	1.0847	98
2834	Pharmaceutical preparations		2	1	291.1	2.2740	97
2851	Paints & allied products		17	3	171.8	2.2412	58
2869	Industrial organic chemicals n.e.c.		5	1	422.2	1.6697	88
2899	Chemical preparations n.e.c.		14	3	85.1	2.0851	60
3011	Tires & inner tubes		1	1	447.4	4.1512	100
3079	Miscellaneous plastics products		30	5	108.6	.5122	48
3211	Flat glass		4	3	78.7	4.0945	95
3231	Products of purchased glass		5	3	115.5	5.0933	95
3312	Blast furnaces & steel mills		10	7	1,895.5	3.7626	99
3316	Cold-rolled steel sheet, strip, & bars		12	6	244.5	8.2643	85
3317	Steel pipe & tubes		2	2	87.8	2.4703	100
3369	Nonferrous foundries n.e.c.		9	5	158.8	14.9360	98
3398	Metal heat treating		17	4	155.2	15.0841	55
3399	Primary metal products n.e.c.		13	3	49.6	5.0950	55
3441	Fabricated structural metal		30	6	124.4	2.0188	67
3442	Metal doors, sash, & trim		20	3	35.9	1.3527	44
3444	Sheet-metal work		24	6	67.0	1.2407	51
3451	Screw-machine products		42	7	91.3	4.5829	46
3452	Bolts, nuts, rivets, & washers		32	9	207.0	5.5303	72
3462	Iron & steel forgings		32	8	198.5	7.1983	74
3465	Automotive stampings		30	13	2,614.5	23.7481	97
3469	Metal stampings n.e.c.		36	11	198.7	3.7913	72
3471	Plating & polishing		38	4	56.5	2.8177	23
3493	Steel springs, except wire		4	3	59.8	10.2837	94
3519	Internal-combustion engines n.e.c.		5	5	1,734.9	19.8062	100
3523	Farm machinery & equipment		3	2	218.6	2.1313	99
3535	Conveyors & conveying equipment		12	6	78.0	3.4464	80
3541	Metal-cutting machine tools		36	4	50.1	2.7726	45
3544	Special dies, tools, jigs, & fixtures		137	9	195.2	7.0589	43
3545	Machine-tool accessories		47	10	78.4	5.5682	57
3559	Special-industry machinery n.e.c.		23	7	139.2	2.0570	66
3567	Industrial-process furnaces & ovens		11	3	26.6	5.2321	78
3569	General industrial machinery n.e.c.		13	7	40.1	2.0663	85
3573	Electronic computing equipment		5	4	492.9	2.8879	99
3599	Machinery, except electrical, n.e.c.		57	3	149.8	1.4589	24
3679	Electronic components n.e.c.		7	2	27.5	.6010	85
3711	Motor vehicles & passenger-car bodies		18	15	11,286.6	14.2437	100
3714	Motor-vehicle parts & accessories		54	27	3,016.3	9.7016	97
3728	Aircraft equipment n.e.c.		11	4	84.3	1.3664	81
Wexford		**All mfg.**	**32**	**9**	**177.4**	**.0119**	**51**
State Total		**All mfg.**	**7,105**	**1,809**	**103,984.3**	**6.9492**	**88**
MINNESOTA							
Aitkin		**All mfg.**	**9**	**4**	**129.2**	**.0086**	**92**
Anoka	**175**	**All mfg.**	**38**	**14**	**682.8**	**.0456**	**88**
3444	Sheet-metal work		4	1	45.9	.8500	88
3482	Small-arms ammunition		1	1	84.6	17.5083	100
3621	Motors & generators		1	1	81.3	1.7389	100
3693	X-ray apparatus & tubes		1	1	244.9	12.3843	100
Becker		**All mfg.**	**9**	**4**	**81.2**	**.0054**	**77**
Beltrami		**All mfg.**	**6**		**11.2**	**.0007**	**0**
Benton	**238**	**All mfg.**	**49**	**16**	**408.5**	**.0273**	**81**
2399	Fabricated textile products n.e.c.		1	1	81.3	6.2979	100
3632	Household refrigerators & freezers		2	1	91.8	3.3797	98
Big Stone		**All mfg.**	**4**		**12.1**	**.0008**	**0**
Blue Earth		**All mfg.**	**48**	**16**	**751.8**	**.0502**	**79**
Brown		**All mfg.**	**24**	**3**	**379.7**	**.0254**	**79**
Carlton		**All mfg.**	**8**	**6**	**437.7**	**.0293**	**99**
2621	Paper mills, except building paper		1	1	214.4	1.4160	100
2661	Building-paper & building-board mills		1	1	41.4	6.2368	100
Carver	**175**	**All mfg.**	**22**	**7**	**185.4**	**.0124**	**73**
Cass		**All mfg.**	**4**	**1**	**12.4**	**.0008**	**28**
Chippewa		**All mfg.**	**8**	**1**	**24.7**	**.0017**	**35**
Chisago	**175**	**All mfg.**	**13**	**4**	**69.2**	**.0046**	**69**
Clay	**86**	**All mfg.**	**10**	**4**	**223.7**	**.0149**	**94**
2063	Beet sugar		1	1	148.1	11.8813	100
Clearwater		**All mfg.**	**5**	**1**	**25.0**	**.0017**	**40**
Cook		**All mfg.**	**1**		**2.0**	**.0001**	**0**
Cottonwood		**All mfg.**	**6**	**2**	**33.0**	**.0022**	**49**
Crow Wing		**All mfg.**	**22**	**6**	**186.6**	**.0125**	**80**
Dakota	**175**	**All mfg.**	**65**	**19**	**685.6**	**.0458**	**75**
2645	Die-cut paper & board		2	2	152.9	11.6833	100
Dodge		**All mfg.**	**4**	**1**	**32.2**	**.0022**	**41**
Douglas		**All mfg.**	**10**	**3**	**121.9**	**.0081**	**86**
Faribault		**All mfg.**	**21**	**8**	**143.7**	**.0096**	**79**
Fillmore		**All mfg.**	**7**	**2**	**26.5**	**.0018**	**43**
Freeborn		**All mfg.**	**22**	**8**	**665.7**	**.0445**	**95**
2011	Meat-packing plants		1	1	350.8	.9052	100
2016	Poultry-dressing plants		1	1	124.9	1.9510	100

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20 + employees. **Large Plants:** 100 + employees. **All mfg.:** Totals for all plants with 20 + employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100 + employees; if the share is 99.5% or more, it shows as 100%.

County SIC	Metro Area	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	1979 (S&MM Est.) Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Goodhue		All mfg.	33	16	444.3	.0297	83
Hennepin	175	All mfg.	941	315	9,084.4	.6071	81
2041		Flour & other grain-mill products	7	3	477.7	10.7086	92
2048		Prepared feeds n.e.c.	7	2	205.8	2.3814	82
2051		Bread, cake, & related products	10	5	167.2	1.7076	91
2321		Men's & boys' shirts & nightwear	2	1	51.2	1.5160	98
2431		Millwork	13	2	55.8	1.3421	51
2439		Structural wood members n.e.c.	3	2	39.4	4.5921	96
2643		Bags, except textile bags	10	4	79.7	1.8767	62
2711		Newspapers	5	1	100.0	.7693	93
2721		Periodicals	9	5	141.5	2.3236	91
2751		Letterpress commercial printing	36	9	84.9	1.7644	67
2752		Lithographic commercial printing	22	8	154.6	1.9348	80
3069		Fabricated rubber products n.e.c.	9	2	60.2	1.1869	76
3079		Miscellaneous plastics products	38	12	215.8	1.0178	74
3361		Aluminum foundries	7	4	109.8	3.4150	94
3469		Metal stampings n.e.c.	22	6	73.6	1.4043	52
3489		Ordnance & accessories n.e.c.	2	1	75.7	9.0964	98
3523		Farm machinery & equipment	14	5	144.5	1.4088	79
3524		Lawn & garden equipment	2	1	103.3	6.6019	98
3531		Construction machinery	9	5	203.1	1.3667	90
3532		Mining machinery	1	1	59.8	2.4531	100
3535		Conveyors & conveying equipment	10	5	97.1	4.2904	84
3544		Special dies, tools, jigs, & fixtures	10	6	33.1	1.1970	92
3563		Air & gas compressors	2	1	63.9	4.7284	98
3569		General industrial machinery n.e.c.	9	5	34.1	1.7571	86
3573		Electronic computing equipment	16	8	559.8	3.2799	93
3585		Refrigeration & heating equipment	2	1	136.6	.9705	98
3589		Service-industry machinery n.e.c.	6	5	208.9	7.5230	98
3599		Machinery, except electrical, n.e.c.	47	5	187.0	1.8212	46
3622		Industrial controls	4	3	44.4	1.4660	97
3631		Household cooking equipment	2	1	96.1	5.4156	98
3643		Current-carrying wiring devices	6	3	48.3	2.4782	93
3651		Radio & TV receiving sets	3	1	103.7	1.7414	94
3679		Electronic components n.e.c.	13	4	36.7	.8021	76
3714		Motor vehicle parts & accessories	7	4	160.9	.5175	92
3728		Aircraft equipment n.e.c.	2	2	67.7	1.0974	100
3769		Space vehicle equipment n.e.c.	1	1	105.0	13.2660	100
3799		Transportation equipment n.e.c.	2	2	94.8	13.2550	100
3822		Environmental controls	3	3	245.4	14.9762	100
3823		Industrial process-control instruments	3	3	118.2	5.8135	100
3842		Surgical appliances & supplies	4	3	82.0	2.5367	95
3861		Photographic equipment & supplies	5	2	201.4	1.8010	89
3944		Games, toys, & children's vehicles	7	6	225.2	6.7889	99
3993		Signs & advertising displays	18	3	51.1	2.4691	51
Houston		All mfg.	9	2	43.3	.0029	38
Hubbard		All mfg.	3	1	5.9	.0004	64
Isanti		All mfg.	11	2	41.6	.0028	42
Itasca		All mfg.	13	5	164.6	.0110	88
Jackson		All mfg.	4	3	44.7	.0030	96
Kanabec		All mfg.	5	1	29.3	.0020	67
Kandiyohi		All mfg.	18	3	110.4	.0074	57
2017		Poultry & egg processing	1	1	42.8	3.6481	100
Kittson		All mfg.	2	1	5.1	.0003	61
Koochiching		All mfg.	9	3	98.0	.0065	82
Lac qui Parle		All mfg.	6	2	365.9	.0245	97
Lake		All mfg.	4	1	32.7	.0022	49
Lake of the Woods		All mfg.	1	1	9.6	.0006	100
Le Sueur		All mfg.	22	5	201.2	.0134	72
2033		Canned fruits & vegetables	2	1	107.8	1.5810	96
Lyon		All mfg.	20	8	249.5	.0167	88
2017		Poultry & egg processing	2	2	32.1	2.7361	100
McLeod		All mfg.	25	8	358.9	.0240	84
2641		Paper coating & glazing	1	1	168.4	4.3575	100
Martin		All mfg.	16	5	367.1	.0245	88
3599		Machinery, except electrical, n.e.c.	1	1	122.7	1.1950	100
Meeker		All mfg.	13	5	119.5	.0080	70
Mille Lacs		All mfg.	13	4	45.3	.0030	48
Morrison		All mfg.	12	4	98.1	.0066	80
2322		Men's & boys' underwear	1	1	33.3	8.0338	100
Mower		All mfg.	13	4	534.1	.0357	93
2011		Meat-packing plants	1	1	467.8	1.2072	100
Murray		All mfg.	2		9.2	.0006	0
Nicollet		All mfg.	9	2	39.5	.0026	42
Nobles		All mfg.	9	2	216.6	.0145	89
2032		Canned food specialties	1	1	117.9	3.9501	100
Norman		All mfg.	1		2.0	.0001	0
Olmsted	233	All mfg.	33	15	482.9	.0323	91
3573		Electronic computing equipment	1	1	164.8	.9656	100
Otter Tail		All mfg.	21	7	194.5	.0130	61
Pennington		All mfg.	8	3	153.2	.0102	86
3732		Boat building & repairing	1	1	47.9	2.1196	100
Pine		All mfg.	7		31.9	.0021	0
Pipestone		All mfg.	5	1	30.4	.0020	59
Polk	101	All mfg.	14	4	121.3	.0081	67
Pope		All mfg.	5		9.8	.0007	0
Ramsey	175	All mfg.	352	130	6,623.9	.4427	90
2082		Malt beverages	2	2	201.6	2.7848	100
2515		Mattresses & bedsprings	2	1	65.1	4.1521	96
2641		Paper coating & glazing	2	2	255.7	6.6165	100
2711		Newspapers	6	3	62.8	.4831	93
2731		Book publishing	3	1	137.5	2.8118	97
2751		Letterpress commercial printing	14	6	66.1	1.3737	89
2752		Lithographic commercial printing	4	3	79.7	.9974	98
2842		Polishes & sanitation goods	3	1	156.7	4.3859	97
2844		Toilet preparations	3	2	150.2	1.9863	95
2911		Petroleum refining	2	2	1,182.8	1.0734	100
3079		Miscellaneous plastics products	13	4	107.9	.5089	84
3483		Ammunition, except small-arms, n.e.c.	1	1	42.8	4.9280	100
3531		Construction machinery	4	2	170.1	1.1446	94
3573		Electronic computing equipment	6	6	1,182.5	6.9283	100
3599		Machinery, except electrical, n.e.c.	8	2	244.2	2.3782	92
3632		Household refrigerators & freezers	1	1	130.1	4.7898	100
3711		Motor vehicles & passenger-car bodies	1	1	463.0	.5843	100
Red Lake		All mfg.	3	2	14.7	.0010	80
Redwood		All mfg.	7	2	45.3	.0030	69
Renville		All mfg.	9	2	44.5	.0030	65
Rice		All mfg.	24	7	216.3	.0145	59
Rock		All mfg.	8	3	64.4	.0043	83
Roseau		All mfg.	4	2	80.0	.0053	97
St. Louis	77	All mfg.	109	25	723.1	.0483	62
2038		Frozen food specialties	3	1	146.0	4.3068	92
Scott	175	All mfg.	30	13	252.7	.0169	71
Sherburne	238	All mfg.	7	1	36.9	.0025	58
Sibley		All mfg.	7	3	79.7	.0053	79
2385		Waterproof outer garments	1	1	48.5	11.2035	100
Stearns	238	All mfg.	31	15	317.3	.0212	78
Steele		All mfg.	33	13	318.2	.0213	84
3423		Hand & edge tools n.e.c.	1	1	48.4	1.9245	100
Stevens		All mfg.	5		13.1	.0009	0
Swift		All mfg.	7	2	141.5	.0095	88
3423		Hand & edge tools n.e.c.	1	1	96.8	3.8489	100
Todd		All mfg.	12	3	73.2	.0049	36
Traverse		All mfg.	1		.7		0
Wabasha		All mfg.	10	3	85.1	.0057	59
Wadena		All mfg.	8	1	34.3	.0023	42
Waseca		All mfg.	13	5	153.5	.0103	88
Washington	175	All mfg.	21	9	736.3	.0492	97
2431		Millwork	3	1	102.7	2.4701	97
3544		Special dies, tools, jigs, & fixtures	2	2	22.8	.8245	100
Watonwan		All mfg.	10	3	70.0	.0047	56
Wilkin		All mfg.	1		2.4	.0002	0
Winona		All mfg.	49	23	407.1	.0272	83
3469		Metal stampings n.e.c.	1	1	68.6	1.3089	100
Wright	175	All mfg.	21	5	96.3	.0064	60
Yellow Medicine		All mfg.	4	3	66.2	.0044	84
State Total		All mfg.	2,508	838	29,773.3	1.9897	83

MISSISSIPPI

County SIC	Metro Area	Industry	Total Plants	Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Adams		All mfg.	21	4	330.3	.0221	84
2611		Pulp mills	1	1	144.9	5.4797	100
3011		Tires & inner tubes	1	1	100.2	.9297	100

MISSISSIPPI (cont.)

			Number Of Plants		1979 (S&MM Est.)		
County SIC	Metro Area	Industry	Total Plants	Large Plants	Total Shipments ($Mil)	% Of U.S. Shipments	% In Large Plants
Alcorn		All mfg.	26	15	308.0	.0206	85
3661		Telephone & telegraph apparatus	1	1	98.1	1.1303	100
Amite		All mfg.	4	2	23.6	.0016	80
Attala		All mfg.	15	4	70.7	.0047	65
Benton		All mfg.	2	1	6.6	.0004	55
Bolivar		All mfg.	13	8	259.4	.0173	96
2834		Pharmaceutical preparations	1	1	95.9	.7492	100
Calhoun		All mfg.	13	6	52.8	.0035	76
Carroll		All mfg.	1		2.3	.0002	0
Chickasaw		All mfg.	34	15	159.3	.0106	76
2512		Upholstered wood household furniture	15	5	78.1	2.1603	76
Choctaw		All mfg.	9	5	39.6	.0026	72
Claiborne		All mfg.	8	3	42.1	.0028	45
Clarke		All mfg.	14	3	65.5	.0044	57
Clay		All mfg.	16	5	427.9	.0286	92
2011		Meat-packing plants.	1	1	290.5	.7496	100
3443		Fabricated plate work (boiler shops)	1	1	76.1	.9130	100
Coahoma		All mfg.	20	7	289.8	.0194	82
Copiah		All mfg.	22	12	145.9	.0098	82
Covington		All mfg.	8	3	78.0	.0052	86
De Soto	169	All mfg.	36	11	193.4	.0129	61
Forrest	112	All mfg.	41	12	336.6	.0225	78
Franklin		All mfg.	4		12.9	.0009	0
George		All mfg.	4	1	10.2	.0007	66
Greene		All mfg.	1	1	5.7	.0004	100
Grenada		All mfg.	18	7	273.2	.0183	84
Hancock	32	All mfg.	5	1	20.3	.0014	22
Harrison	32	All mfg.	67	18	331.7	.0222	55
Hinds	120	All mfg.	171	51	1,272.2	.0850	67
2517		Wood TV & radio cabinets	1	1	45.9	11.3222	100
3613		Switchgear & switchboard apparatus	2	2	56.6	1.3025	100
3714		Motor-vehicle parts & accessories	3	2	97.0	.3120	95
Holmes		All mfg.	12	2	37.8	.0025	42
Humphreys		All mfg.	5	1	14.0	.0009	33
Itawamba		All mfg.	16	12	121.9	.0081	90
Jackson	206	All mfg.	42	16	2,303.4	.1539	96
2621		Paper mills, except building paper	1	1	142.3	.9398	100
3444		Sheet-metal work	1	1	73.6	1.3629	100
3731		Ship building & repairing	4	2	1,048.3	15.8153	100
Jasper		All mfg.	9	2	50.8	.0034	56
Jefferson		All mfg.	5	2	30.7	.0021	60
Jefferson Davis		All mfg.	5	2	16.0	.0011	57
Jones		All mfg.	36	9	328.3	.0219	55
2499		Wood products n.e.c.	1	1	71.7	2.8398	100
Kemper		All mfg.	8	2	27.3	.0018	57
Lafayette		All mfg.	6	4	65.4	.0044	81
Lamar	112	All mfg.	11	6	232.8	.0156	82
Lauderdale	170	All mfg.	60	19	332.3	.0222	66
Lawrence		All mfg.	7	3	87.2	.0058	91
Leake		All mfg.	11	5	78.4	.0052	76
Lee		All mfg.	74	37	711.1	.0475	85
2311		Men's & boys' suits & coats	4	4	32.6	1.1356	100
2512		Upholstered wood household furniture	9	3	37.0	1.0235	63
2515		Mattresses & bedsprings	4	2	43.0	2.7425	89
Leflore		All mfg.	23	7	144.7	.0097	64
3931		Musical instruments & parts	1	1	40.0	3.5094	100
Lincoln		All mfg.	22	4	139.1	.0093	66
Lowndes		All mfg.	37	18	367.0	.0245	83
3621		Motors & generators	2	2	46.6	.9967	100
Madison		All mfg.	32	13	178.5	.0119	77
Marion		All mfg.	10	4	79.9	.0053	83
Marshall		All mfg.	13	4	80.4	.0054	70
Monroe		All mfg.	42	22	297.7	.0199	84
2327		Men's & boys' separate trousers	12	11	73.2	3.2412	98
Montgomery		All mfg.	10	3	53.9	.0036	53
Neshoba		All mfg.	7	6	89.5	.0060	97
Newton		All mfg.	12	7	84.8	.0057	80
Noxubee		All mfg.	9	3	35.2	.0024	57
Oktibbeha		All mfg.	12	4	71.4	.0048	62
Panola		All mfg.	18	8	88.9	.0059	77
Pearl River		All mfg.	16	5	78.6	.0053	67
Perry		All mfg.	6	3	51.1	.0034	76
Pike		All mfg.	26	10	182.1	.0122	77
3442		Metal doors, sash, & trim	2	2	40.6	1.5298	100
Pontotoc		All mfg.	21	13	142.3	.0095	85
2512		Upholstered wood household furniture	7	4	45.2	1.2503	85
Prentiss		All mfg.	23	14	148.0	.0099	72
Quitman		All mfg.	4	3	195.9	.0131	96
Rankin	120	All mfg.	12	6	111.7	.0075	84
Scott		All mfg.	22	15	237.3	.0159	86
2016		Poultry-dressing plants	5	5	132.5	2.0698	100
Sharkey		All mfg.	3	2	14.1	.0009	84
Simpson		All mfg.	7	2	119.0	.0080	87
3612		Transformers	1	1	96.2	3.6290	100
Smith		All mfg.	13	5	69.3	.0046	76
Stone	32	All mfg.	6	3	74.0	.0049	88
Sunflower		All mfg.	11	7	91.2	.0061	90
Tallahatchie		All mfg.	6	2	14.5	.0010	52
Tate		All mfg.	6	3	65.8	.0044	85
Tippah		All mfg.	16	9	114.9	.0077	87
Tishomingo		All mfg.	18	8	104.0	.0070	61
2329		Men's & boys' clothing n.e.c.	3	2	20.1	1.8383	93
Tunica		All mfg.	2	1	22.9	.0015	74
Union		All mfg.	20	10	158.8	.0106	82
2512		Upholstered wood household furniture	2	1	55.0	1.5214	98
Walthall		All mfg.	8	2	27.7	.0019	64
Warren		All mfg.	25	11	402.0	.0269	63
3731		Ship building & repairing	2	2	49.6	.7483	100
Washington		All mfg.	52	11	283.5	.0189	49
Wayne		All mfg.	9	5	67.7	.0045	82
Webster		All mfg.	10	6	45.9	.0031	88
Wilkinson		All mfg.	4	1	12.4	.0008	52
Winston		All mfg.	12	4	110.0	.0074	85
3873		Watches, clocks, & watchcases	1	1	61.3	4.5200	100
Yalobusha		All mfg.	4	3	58.1	.0039	96
Yazoo		All mfg.	16	4	191.1	.0128	70
State Total		All mfg.	1,505	588	14,100.3	.9423	79

MISSOURI

			Number Of Plants		1979 (S&MM Est.)		
County SIC	Metro Area	Industry	Total Plants	Large Plants	Total Shipments ($Mil)	% Of U.S. Shipments	% In Large Plants
Adair		All mfg.	8	7	97.5	.0065	99
Atchison		All mfg.	4	1	74.4	.0050	87
Audrain		All mfg.	19	8	274.3	.0183	57
3255		Clay refractories	5	5	122.7	16.2689	100
Barry		All mfg.	22	8	135.9	.0091	80
Barton		All mfg.	4	3	23.5	.0016	90
Bates		All mfg.	7	2	24.3	.0016	33
Benton		All mfg.	4	1	11.4	.0008	54
Bollinger		All mfg.	5	2	17.9	.0012	68
Boone	61	All mfg.	28	5	174.4	.0117	61
3644		Non-current-carrying wiring devices	1	1	68.3	4.4652	100
Buchanan	239	All mfg.	80	36	1,067.7	.0714	85
2011		Meat-packing plants	3	3	254.9	.6578	100
2041		Flour & other grain-mill products	3	3	201.2	4.5103	100
2648		Stationery products	1	1	70.5	8.5735	100
Butler		All mfg.	18	5	78.2	.0052	68
Caldwell		All mfg.	1	1	9.9	.0007	100
Callaway		All mfg.	12	4	43.1	.0029	65
Camden		All mfg.	5	1	16.1	.0011	48
Cape Girardeau		All mfg.	45	12	394.0	.0263	84
Carroll		All mfg.	4	2	77.9	.0052	95
Carter		All mfg.	4		6.6	.0004	0
Cass	132	All mfg.	10	2	34.1	.0023	61

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County SIC	Metro Area	Industry	1979 (S&MM Est.)				
			Number Of Plants		Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
			Total Plants	Large Plants			
MISSOURI (cont.)							
Cedar		**All mfg.**	**9**	**4**	**49.1**	**.0033**	**62**
Chariton		**All mfg.**	**4**	**2**	**15.0**	**.0010**	**66**
Christian	**265**	**All mfg.**	**10**	**2**	**45.2**	**.0030**	**73**
Clark		**All mfg.**	**1**		**7.4**	**.0005**	**0**
Clay	**132**	**All mfg.**	**83**	**23**	**638.6**	**.0427**	**72**
3357		Nonferrous wire drawing & insulating	2	2	134.2	1.7752	100
Clinton		**All mfg.**	**5**	**1**	**24.2**	**.0016**	**48**
Cole		**All mfg.**	**14**	**6**	**259.1**	**.0173**	**92**
3612		Transformers	1	1	60.0	2.2634	100
Cooper		**All mfg.**	**12**	**5**	**47.7**	**.0032**	**64**
Crawford		**All mfg.**	**12**	**3**	**34.8**	**.0023**	**48**
Dade		**All mfg.**	**3**		**4.7**	**.0003**	**0**
Dallas		**All mfg.**	**1**		**1.0**	**.0001**	**0**
Daviess		**All mfg.**	**2**	**1**	**3.3**	**.0002**	**70**
Dent		**All mfg.**	**5**	**3**	**29.7**	**.0020**	**90**
Douglas		**All mfg.**	**5**	**2**	**40.4**	**.0027**	**82**
Dunklin		**All mfg.**	**13**	**9**	**135.7**	**.0091**	**91**
3621		Motors & generators	1	1	45.9	.9818	100
Franklin	**240**	**All mfg.**	**63**	**25**	**350.3**	**.0234**	**72**
Gasconade		**All mfg**	**14**	**3**	**72.4**	**.0048**	**61**
Gentry		**All mfg.**	**3**	**2**	**18.4**	**.0012**	**90**
Greene	**265**	**All mfg.**	**113**	**35**	**1,435.5**	**.0959**	**85**
2022		Natural & processed cheese	2	2	379.9	5.2127	100
2654		Sanitary food containers	1	1	103.4	5.0167	100
3041		Rubber & plastic hose & belting	1	1	78.5	4.4136	100
3621		Motors & generators	1	1	39.9	.8534	100
3651		Radio & TV receiving sets	1	1	144.9	2.4332	100
3679		Electronic components n.e.c.	2	1	20.0	.4371	91
Grundy		**All mfg.**	**3**	**2**	**80.5**	**.0054**	**94**
Harrison		**All mfg.**	**4**	**1**	**15.4**	**.0010**	**23**
Henry		**All mfg.**	**13**	**3**	**145.3**	**.0097**	**77**
Howard		**All mfg.**	**7**	**4**	**31.0**	**.0021**	**78**
Howell		**All mfg.**	**25**	**9**	**118.9**	**.0079**	**65**
Iron		**All mfg.**	**4**	**2**	**45.0**	**.0030**	**90**
Jackson	**132**	**All mfg.**	**464**	**107**	**7,014.5**	**.4688**	**86**
2051		Bread, cake, & related products	9	6	67.4	.6884	91
2337		Women's & misses' suits & coats	6	5	80.2	2.9470	96
2711		Newspapers	7	1	67.9	.5224	81
2771		Greeting-card publishing	2	1	251.7	23.0833	99
2879		Agricultural chemicals n.e.c.	2	1	193.3	5.8963	97
3079		Miscellaneous plastics products	22	5	93.6	.4415	65
3312		Blast furnaces & steel mills	1	1	504.3	1.0010	100
3482		Small-arms ammunition	1	1	84.6	17.5083	100
3523		Farm machinery & equipment	4	2	145.3	1.4166	96
3531		Construction machinery	4	4	131.8	.8869	100
3661		Telephone & telegraph apparatus	1	1	261.6	3.0140	100
3679		Electronic components n.e.c.	5	2	97.2	2.1243	98
3711		Motor vehicles & passenger-car bodies	2	2	1,834.0	2.3145	100
3713		Truck & bus bodies	4	2	56.3	1.6280	95
Jasper	**128**	**All mfg.**	**90**	**40**	**817.2**	**.0546**	**83**
3561		Pumps & pumping equipment	1	1	53.4	2.0046	100
Jefferson	**240**	**All mfg.**	**27**	**12**	**379.1**	**.0253**	**88**
Johnson		**All mfg.**	**8**	**4**	**32.7**	**.0022**	**80**
Knox		**All mfg.**	**2**		**3.5**	**.0002**	**0**
Laclede		**All mfg.**	**18**	**6**	**111.9**	**.0075**	**62**
Lafayette		**All mfg.**	**22**	**6**	**77.1**	**.0052**	**49**
Lawrence		**All mfg.**	**23**	**8**	**174.8**	**.0117**	**73**
Lewis		**All mfg.**	**2**	**1**	**12.0**	**.0008**	**92**
Lincoln		**All mfg.**	**7**	**1**	**15.0**	**.0010**	**20**
Linn		**All mfg.**	**10**	**4**	**68.1**	**.0046**	**78**
Livingston		**All mfg.**	**11**	**4**	**59.9**	**.0040**	**63**
McDonald		**All mfg.**	**10**	**3**	**70.6**	**.0047**	**63**
Macon		**All mfg.**	**5**	**2**	**84.7**	**.0057**	**89**
Madison		**All mfg.**	**6**	**1**	**20.4**	**.0014**	**42**
Maries		**All mfg.**	**7**	**2**	**23.0**	**.0015**	**67**
Marion		**All mfg.**	**25**	**7**	**148.1**	**.0099**	**69**
Miller		**All mfg.**	**14**	**2**	**45.5**	**.0030**	**50**
Mississippi		**All mfg.**	**4**	**1**	**18.6**	**.0012**	**65**
Moniteau		**All mfg.**	**7**	**4**	**50.8**	**.0034**	**84**
Monroe		**All mfg.**	**5**	**3**	**26.6**	**.0018**	**86**
Montgomery		**All mfg.**	**12**	**3**	**33.2**	**.0022**	**37**
Morgan		**All mfg.**	**5**	**3**	**17.9**	**.0012**	**71**
New Madrid		**All mfg.**	**7**	**6**	**74.1**	**.0050**	**98**
Newton	**128**	**All mfg.**	**21**	**8**	**192.7**	**.0129**	**84**
Nodaway		**All mfg.**	**12**	**3**	**86.3**	**.0058**	**61**
Oregon		**All mfg.**	**5**		**9.5**	**.0006**	**0**
Osage		**All mfg.**	**8**	**1**	**17.7**	**.0012**	**33**
Ozark		**All mfg.**	**2**		**2.4**	**.0002**	**0**
Pemiscot		**All mfg.**	**11**	**7**	**62.3**	**.0042**	**91**
Perry		**All mfg.**	**8**	**4**	**64.0**	**.0043**	**86**
Pettis		**All mfg.**	**30**	**14**	**242.4**	**.0162**	**78**
Phelps		**All mfg.**	**11**	**5**	**54.3**	**.0036**	**70**
Pike		**All mfg.**	**13**	**6**	**139.2**	**.0093**	**81**
Platte	**132**	**All mfg.**	**2**		**7.0**	**.0005**	**0**
Polk		**All mfg.**	**5**	**2**	**25.6**	**.0017**	**77**
Pulaski		**All mfg.**	**7**	**2**	**21.1**	**.0014**	**65**
Ralls		**All mfg.**	**2**		**3.0**	**.0002**	**0**
Randolph		**All mfg.**	**10**	**5**	**112.1**	**.0075**	**85**
Ray	**132**	**All mfg.**	**5**	**1**	**16.3**	**.0011**	**48**
Reynolds		**All mfg.**	**1**	**1**	**2.3**	**.0002**	**100**
Ripley		**All mfg.**	**3**	**2**	**17.6**	**.0012**	**91**
St. Charles	**240**	**All mfg.**	**36**	**9**	**668.1**	**.0446**	**91**
2869		Industrial organic chemicals n.e.c.	2	2	452.1	1.7880	100
3662		Radio & TV communication equipment	1	1	100.9	.5170	100
St. Clair		**All mfg.**	**1**		**2.6**	**.0002**	**0**
Ste. Genevieve		**All mfg.**	**8**	**5**	**98.7**	**.0066**	**96**
St. Francois		**All mfg.**	**21**	**2**	**50.9**	**.0034**	**29**
St. Louis	**240**	**All mfg.**	**359**	**107**	**4,738.1**	**.3166**	**85**
2086		Bottled & canned soft drinks	5	4	105.8	1.0740	99
2819		Industrial inorganic chemicals n.e.c.	2	2	174.9	1.9323	100
3321		Gray-iron foundries	7	5	63.9	.7973	89
3325		Steel foundries n.e.c.	3	2	49.2	1.9594	96
3585		Refrigeration & heating equipment	2	1	261.6	1.8585	98
3711		Motor vehicles & passenger-car bodies	2	2	1,898.2	2.3955	100
3713		Truck & bus bodies	3	1	164.9	4.7682	98
St. Louis Ind. City	**240**	**All mfg.**	**931**	**247**	**11,013.0**	**.7360**	**85**
2011		Meat-packing plants	4	1	244.3	.6304	86
2051		Bread, cake, & related products	16	4	94.3	.9631	76
2082		Malt beverages	2	2	698.1	9.6433	100
2099		Food preparations n.e.c.	7	2	425.6	6.2282	95
2311		Men's & boys' suits & coats	10	8	55.0	1.9158	96
2339		Women's & misses' outerwear n.e.c.	6	3	36.7	1.2575	94
2643		Bags, except textile bags	6	4	85.4	2.0109	95
2711		Newspapers	9	2	96.7	.7439	91
2751		Letterpress commercial printing	33	5	51.8	1.0765	45
2752		Lithographic commercial printing	17	3	9[illegible].8	1.1489	63
2833		Medicinals & botanicals	1	1	119.3	5.1197	100
2834		Pharmaceutical preparations	12	5	220.5	1.7225	86
2841		Soap & other detergents	9	5	344.3	5.3114	93
2851		Paints & allied products	21	2	130.3	1.6998	32
2899		Chemical preparations n.e.c.	5	2	180.7	4.4275	94
3079		Miscellaneous plastics products	23	6	87.1	.4108	59
3143		Men's nonathletic footwear	1	1	48.3	2.1292	100
3411		Metal cans	4	4	264.3	3.2883	100
3441		Fabricated structural metal	13	3	76.1	1.2349	81
3443		Fabricated plate work (boiler shops)	11	3	105.0	1.2597	79
3444		Sheet-metal work	19	1	53.5	.9907	47
3469		Metal stampings n.e.c.	10	3	48.6	.9273	70
3569		General industrial machinery n.e.c.	4	4	45.8	2.3600	100
3585		Refrigeration & heating equipment	6	2	128.4	.9122	78
3612		Transformers	2	1	92.7	3.4969	97
3613		Switchgear & switchboard apparatus	4	4	119.0	2.7385	100
3621		Motors & generators	5	4	109.1	2.3335	99

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

1979 (S&MM Est.)

ty	Metro Area	Industry	Number Of Plants Total Plants	Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
1		Motor vehicles & passenger-car bodies	1	1	1,670.1	2.1077	100
14		Motor-vehicle parts & accessories	10	2	144.1	.4635	77
21		Aircraft	2	1	1,819.6	10.0778	100
43		Railroad equipment	4	2	155.9	2.9424	96
22		Environmental controls	3	2	39.5	2.4106	93
e		All mfg.	15	4	250.4	.0167	85
and		All mfg.	2		4.4	.0003	0
		All mfg.	17	7	103.5	.0069	64
nnon		All mfg.	8	4	23.5	.0016	67
by		All mfg.	3	2	26.1	.0017	89
dard		All mfg.	17	8	145.4	.0097	86
44		Women's nonathletic footwear	2	2	32.8	1.8608	100
e		All mfg.	9	5	35.5	.0024	87
van		All mfg.	2	1	21.0	.0014	70
y		All mfg.	8	2	35.3	.0024	42
s		All mfg.	12	7	95.1	.0064	89
son		All mfg.	9	4	64.4	.0043	82
ren		All mfg.	10	2	70.7	.0047	67
shington		All mfg.	4	1	20.0	.0013	76
yne		All mfg.	6	2	15.9	.0011	72
ster		All mfg.	9	3	38.9	.0026	74
th		All mfg.	1		1.8	.0001	0
ght		All mfg.	6	4	53.9	.0036	95
te Total		All mfg.	3,149	964	34,242.1	2.2884	83
ONTANA							
averhead		All mfg.	1	1	7.8	.0005	100
Horn		All mfg.	1		4.7	.0003	0
adwater		All mfg.	1		1.6	.0001	0
scade	103	All mfg.	28	6	525.7	.0351	79
331		Primary copper	1	1	202.2	4.0913	100
outeau		All mfg.	1	1	10.8	.0007	100
ster		All mfg.	3	1	13.6	.0009	40
wson		All mfg.	7		17.1	.0011	0
er Lodge		All mfg.	3	2	235.3	.0157	99
331		Primary copper	1	1	214.0	4.3301	100
rgus		All mfg.	6		16.0	.0011	0
thead		All mfg.	36	5	271.1	.0181	61
llatin		All mfg.	22	3	89.6	.0060	35
acier		All mfg.	3	1	11.5	.0008	68
anite		All mfg.	1		1.6	.0001	0
l		All mfg.	6		16.7	.0011	0
fferson		All mfg.	2		12.4	.0008	0
ke		All mfg.	4	1	10.5	.0007	45
wis and Clark		All mfg.	17	4	94.3	.0063	69
ncoln		All mfg.	7	1	104.4	.0070	79
2421		General sawmills & planing mills	3	1	85.4	.8889	97
agher		All mfg.	1	1	7.8	.0005	100
neral		All mfg.	1	1	11.3	.0008	100
issoula	176	All mfg.	29	7	229.5	.0153	74
2421		General sawmills & planing mills	6	3	70.9	.7380	91
usselshell		All mfg.	2	1	11.5	.0008	68
rk		All mfg.	9		15.8	.0011	0
illips		All mfg.	1		7.0	.0005	0
ndera		All mfg.	1		1.5	.0001	0
well		All mfg.	2		9.2	.0006	0
valli		All mfg.	8		32.1	.0021	0
chland		All mfg.	4	1	31.3	.0021	71
osevelt		All mfg.	8	1	51.1	.0034	11
nders		All mfg.	5	3	36.2	.0024	78
eridan		All mfg.	1		3.1	.0002	0
lver Bow		All mfg.	12	2	51.3	.0034	61
illwater		All mfg.	1		1.1	.0001	0
alley		All mfg.	6	1	17.7	.0012	34
ellowstone	31	All mfg.	52	11	1,345.7	.0899	93
2911		Petroleum refining	4	4	1,071.4	.9723	100
tate Total		All mfg.	292	55	3,307.9	.2211	78

1979 (S&MM Est.)

County SIC	Metro Area	Industry	Number Of Plants Total Plants	Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
NEBRASKA							
Adams		All mfg.	27	5	131.7	.0088	34
Antelope		All mfg.	3		12.9	.0009	0
Box Butte		All mfg.	5	2	23.7	.0016	45
Buffalo		All mfg.	22	9	200.6	.0134	66
Burt		All mfg.	1	1	5.7	.0004	100
Butler		All mfg.	2	2	8.6	.0006	100
Cass		All mfg.	6	1	42.6	.0028	69
Cedar		All mfg.	1		18.9	.0013	0
Chase		All mfg.	1		6.0	.0004	0
Cheyenne		All mfg.	9	2	71.4	.0048	30
Clay		All mfg.	1		3.6	.0002	0
Colfax		All mfg.	3	2	148.4	.0099	95
Cuming		All mfg.	5	2	85.9	.0057	86
Custer		All mfg.	4	1	17.5	.0012	71
Dakota	259	All mfg.	9	2	637.9	.0426	92
2011		Meat-packing plants	1	1	584.7	1.5088	100
Dawson		All mfg.	25	6	311.6	.0208	56
Deuel		All mfg.	1		10.2	.0007	0
Dixon		All mfg.	1	1	8.5	.0006	100
Dodge		All mfg.	34	8	468.5	.0313	70
2011		Meat-packing plants	2	1	242.1	.6247	97
Douglas	200	All mfg.	248	78	3,535.1	.2362	78
2011		Meat-packing plants	21	7	761.4	1.9648	78
2038		Frozen food specialties	1	1	112.3	3.3127	100
2051		Bread, cake, & related products	7	3	48.3	.4933	79
3523		Farm machinery & equipment	5	3	237.2	2.3126	97
3561		Pumps & pumping equipment	4	1	41.9	1.5729	92
3661		Telephone & telegraph apparatus	1	1	381.6	4.3966	100
Fillmore		All mfg.	1		2.7	.0002	0
Furnas		All mfg.	3		4.2	.0003	0
Gage		All mfg.	11	4	98.6	.0066	68
Garden		All mfg.	2	1	6.0	.0004	75
Garfield		All mfg.	1		4.7	.0003	0
Hall		All mfg.	35	9	380.9	.0255	76
3523		Farm machinery & equipment	5	2	156.7	1.5278	94
Hamilton		All mfg.	4	1	17.3	.0012	33
Harlan		All mfg.	1		3.2	.0002	0
Hitchcock		All mfg.	2	1	14.3	.0010	81
Holt		All mfg.	2	1	19.2	.0013	60
Hooker		All mfg.	1		8.2	.0005	0
Jefferson		All mfg.	6	3	34.1	.0023	40
Johnson		All mfg.	1	1	14.3	.0010	100
Kearney		All mfg.	2		15.8	.0011	0
Keith		All mfg.	2	1	22.6	.0015	93
Kimball		All mfg.	3		7.0	.0005	0
Lancaster	152	All mfg.	93	36	1,287.0	.0860	87
3041		Rubber & plastic hose & belting	1	1	94.3	5.3019	100
Lincoln		All mfg.	4		29.6	.0020	0
Madison		All mfg.	26	9	298.0	.0199	69
Merrick		All mfg.	2	1	8.8	.0006	65
Morrill		All mfg.	1	1	25.9	.0017	100
Nemaha		All mfg.	6	3	33.8	.0023	61
Nuckolls		All mfg.	3	2	52.8	.0035	80
Otoe		All mfg.	11	3	56.4	.0038	46
Pawnee		All mfg.	1		.7		0
Phelps		All mfg.	5	1	43.9	.0029	71
Pierce		All mfg.	1		5.9	.0004	0
Platte		All mfg.	23	7	216.4	.0145	77
3676		Electronic resistors	1	1	43.0	7.0284	100
Polk		All mfg.	2		2.5	.0002	0
Red Willow		All mfg.	13	3	77.0	.0051	61
Richardson		All mfg.	7	1	43.1	.0029	44
Rock		All mfg.	1		5.0	.0003	0
Saline		All mfg.	10	5	195.7	.0131	89
Sarpy	200	All mfg.	4	2	37.3	.0025	59
Saunders		All mfg.	7		26.1	.0017	0
Scotts Bluff		All mfg.	23	8	343.3	.0229	68
3523		Farm machinery & equipment	1	1	135.8	1.3240	100
Seward		All mfg.	2	2	35.7	.0024	100
Sheridan		All mfg.	3		35.3	.0024	0
Thayer		All mfg.	4	1	33.7	.0023	69

County SIC	Metro Area	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	1979 (S&MM Est.) Total Shipments ($Mil.)	1979 (S&MM Est.) % Of U.S. Shipments	1979 (S&MM Est.) % In Large Plants
NEBRASKA (cont.)							
Thurston		**All mfg.**	**3**	**1**	**16.4**	**.0011**	**48**
Valley		**All mfg.**	**1**		**1.2**	**.0001**	**0**
Washington		**All mfg.**	**4**	**2**	**43.5**	**.0029**	**89**
Wayne		**All mfg.**	**3**		**6.3**	**.0004**	**0**
Webster		**All mfg.**	**2**		**9.8**	**.0007**	**0**
York		**All mfg.**	**14**	**3**	**91.4**	**.0061**	**50**
State Total		**All mfg.**	**764**	**235**	**9,464.9**	**.5325**	**75**
NEVADA							
Carson City		**All mfg.**	**7**	**1**	**21.5**	**.0014**	**42**
Churchill		**All mfg.**	**1**		**6.7**	**.0004**	**0**
Clark	**146**	**All mfg.**	**37**	**8**	**315.2**	**.0211**	**72**
Douglas		**All mfg.**	**2**	**1**	**29.2**	**.0020**	**90**
Elko		**All mfg.**	**1**		**.8**	**.0001**	**0**
Esmeralda		**All mfg.**	**1**		**2.0**	**.0001**	**0**
Humboldt		**All mfg.**	**1**		**.8**	**.0001**	**0**
Lander		**All mfg.**	**1**		**9.7**	**.0006**	**0**
Lyon		**All mfg.**	**3**	**1**	**43.7**	**.0029**	**45**
Nye		**All mfg.**	**1**		**.7**		**0**
Pershing		**All mfg.**	**1**		**5.6**	**.0004**	**0**
Washoe	**228**	**All mfg.**	**57**	**13**	**323.2**	**.0216**	**59**
White Pine		**All mfg.**	**2**	**1**	**69.3**	**.0046**	**98**
State Total		**All mfg.**	**115**	**25**	**828.4**	**.0554**	**65**
NEW HAMPSHIRE							
Belknap		**All mfg.**	**43**	**18**	**211.5**	**.0141**	**72**
Carroll		**All mfg.**	**17**	**6**	**58.6**	**.0039**	**66**
Cheshire		**All mfg.**	**71**	**23**	**308.6**	**.0206**	**61**
Coos		**All mfg.**	**16**	**7**	**344.6**	**.0230**	**93**
2611		Pulp mills	2	1	243.8	9.2198	97
Grafton		**All mfg.**	**47**	**15**	**223.5**	**.0149**	**69**
Hillsborough	**164**	**All mfg.**	**280**	**110**	**2,552.3**	**.1706**	**83**
2253		Knit-outerwear mills	6	5	55.3	2.4559	98
2641		Paper coating & glazing	3	2	196.1	5.0743	98
3021		Rubber & plastic footwear	3	3	39.6	6.6165	100
3079		Miscellaneous plastics products	13	6	74.8	.3528	77
3144		Women's nonathletic footwear	5	4	42.5	2.4111	94
3613		Switchgear & switchboard apparatus	4	3	67.3	1.5488	98
3662		Radio & TV communication equipment	5	3	547.9	2.8074	98
3679		Electronic components n.e.c.	15	7	47.2	1.0316	85
3825		Electricity-measuring instruments	2	2	45.4	1.5583	100
Merrimack		**All mfg.**	**82**	**26**	**444.3**	**.0297**	**74**
2751		Letterpress commercial printing	3	1	24.5	.5092	94
Rockingham	**39**	**All mfg.**	**107**	**36**	**866.3**	**.0579**	**79**
3069		Fabricated rubber products n.e.c.	2	2	43.6	.8596	100
3144		Women's nonathletic footwear	6	5	41.2	2.3373	94
Strafford		**All mfg.**	**59**	**23**	**617.1**	**.0412**	**85**
3069		Fabricated rubber products n.e.c.	2	2	151.8	2.9928	100
3144		Women's nonathletic footwear	7	7	64.7	3.6705	100
3612		Transformers	1	1	64.1	2.4180	100
Sullivan		**All mfg.**	**37**	**13**	**264.4**	**.0177**	**80**
State Total		**All mfg.**	**759**	**277**	**5,891.2**	**.3937**	**80**
NEW JERSEY							
Atlantic	**20**	**All mfg.**	**89**	**26**	**534.1**	**.0357**	**68**
2311		Men's & boys' suits & coats	6	5	42.2	1.4700	96
3262		Vitreous china food utensils	1	1	26.6	12.8069	100

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

County SIC	Metro Area	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	1979 (S&MM Est Total Shipments ($Mil.)	% Of U.S. Shipments	% I Larg Plant
Bergen	**194**	**All mfg.**	**1,105**	**314**	**8,974.6**	**.5998**	**7**
2052		Cookies & crackers	2	2	149.2	4.8141	10
2253		Knit-outerwear mills	14	6	99.3	4.4100	8
2335		Women's & misses' dresses	20	3	52.5	1.0788	5
2653		Corrugated & solid fiber boxes	12	10	99.8	1.4551	9
2711		Newspapers	5	3	50.0	.3847	9
2721		Periodicals	5	4	158.6	2.6044	97
2731		Book publishing	13	8	288.7	5.9038	93
2732		Book printing	2	2	41.3	3.0034	100
2751		Letterpress commercial printing	24	5	41.2	.8562	56
2752		Lithographic commercial printing	22	2	91.0	1.1389	34
2833		Medicinals & botanicals	6	1	103.1	4.4245	72
2842		Polishes & sanitation goods	10	4	85.9	2.4043	70
2844		Toilet preparations	13	11	426.0	5.6337	98
2869		Industrial organic chemicals n.e.c.	17	8	396.5	1.5681	79
3079		Miscellaneous plastics products	45	23	199.9	.9428	79
3429		Hardware n.e.c.	6	3	100.8	1.7122	92
3494		Valves & pipe fittings	8	5	63.2	1.1254	92
3499		Fabricated metal products n.e.c.	11	3	51.7	1.4005	66
3572		Typewriters	1	1	112.1	7.1836	100
3599		Machinery, except electrical, n.e.c.	21	1	62.3	.6067	39
3621		Motors & generators.	6	4	69.5	1.4865	94
3662		Radio & TV communication equipment	11	6	501.8	2.5712	97
3679		Electronic components n.e.c.	18	3	26.8	.5857	56
3711		Motor vehicles & passenger-car bodies	1	1	1,067.3	1.3469	100
3728		Aircraft equipment n.e.c.	6	1	109.0	1.7668	87
3841		Surgical & medical instruments	7	2	69.2	3.2195	87
3842		Surgical appliances & supplies	5	3	63.2	1.9551	91
3861		Photographic equipment & supplies	13	5	199.8	1.7867	80
3944		Games, toys, & children's vehicles	6	4	66.6	2.0077	96
Burlington	**211**	**All mfg.**	**190**	**57**	**1,353.5**	**.0905**	**78**
3662		Radio & TV communication equipment	6	2	167.5	.8583	91
3944		Games, toys, & children's vehicles	2	2	54.2	1.6339	100
Camden	**211**	**All mfg.**	**294**	**88**	**2,154.4**	**.1440**	**74**
2032		Canned food specialties	2	1	162.1	5.4310	95
3211		Flat glass	1	1	86.4	4.4951	100
3296		Mineral wool	3	3	170.5	7.7416	100
3662		Radio & TV communication equipment	10	6	166.6	.8537	91
Cape May		**All mfg.**	**23**	**4**	**74.9**	**.0050**	**40**
Cumberland	**285**	**All mfg.**	**119**	**47**	**940.5**	**.0629**	**79**
2033		Canned fruits & vegetables	5	2	54.0	.7920	81
2311		Men's & boys' suits & coats	9	9	52.0	1.8113	100
3221		Glass containers	5	4	221.8	6.2030	99
3229		Pressed & blown glass n.e.c.	3	1	83.6	3.1358	97
3231		Products of purchased glass	15	4	71.4	3.1486	53
Essex	**185**	**All mfg.**	**913**	**205**	**6,027.1**	**.4028**	**69**
2051		Bread, cake, & related products	10	6	89.2	.9110	93
2082		Malt beverages	2	2	356.8	4.9287	100
2337		Women's & misses' suits & coats	16	4	53.8	1.9769	41
2381		Fabric dress & work gloves	2	1	21.9	5.9934	93
2655		Fiber cans, drums, & similar products	3	1	65.6	6.4025	90
2751		Letterpress commercial printing	23	4	38.7	.8043	50
2833		Medicinals & botanicals	3	2	846.3	36.3188	100
2834		Pharmaceutical preparations	4	4	114.4	.8937	100
2851		Paints & allied products	22	5	179.7	2.3442	57
2865		Cyclic crudes & intermediates	9	4	209.2	3.6504	83
3079		Miscellaneous plastics products	35	7	129.6	.6112	53
3496		Miscellaneous fabricated wire products	8	4	24.3	1.6347	86
3499		Fabricated metal products n.e.c.	11	2	58.2	1.5766	72
3544		Special dies, tools, jigs, & fixtures	20	2	25.5	.9221	36
3599		Machinery, except electrical, n.e.c.	10	1	67.8	.6603	63
3612		Transformers	3	1	82.7	3.1197	97
3634		Electric housewares & fans	2	1	57.9	2.1807	97
3641		Electric lamps	7	5	131.3	7.2827	93
3662		Radio & TV communication equipment	18	8	231.6	1.1867	84
3679		Electronic components n.e.c.	23	7	62.5	1.3659	79
3825		Electricity-measuring instruments	4	3	38.1	1.3078	97
3829		Measuring & controlling devices n.e.c.	7	1	39.8	3.7607	82
3911		Precious-metal jewelry	22	7	131.1	5.3291	63
3944		Games, toys, & children's vehicles	4	2	62.6	1.8871	91
3999		Manufactures n.e.c.	11	2	70.5	2.2271	67

County SIC	Metro Area	Industry	Number Of Plants Total Plants	Large Plants	1979 (S&MM Est.) Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
oucester	**211**	**All mfg.**	**117**	**31**	**2,710.5**	**.1811**	**93**
2911		Petroleum refining	2	2	1,974.4	1.7917	100
3652		Phonograph records & pre-recorded tape	1	1	65.7	7.9888	100
udson	**125**	**All mfg.**	**753**	**181**	**7,099.6**	**.4745**	**78**
2047		Pet food	3	2	504.9	15.4366	98
2095		Roasted coffee	2	2	633.0	12.5697	100
2253		Knit-outerwear mills	30	5	59.5	2.6424	38
2335		Women's & misses' dresses	25	4	59.9	1.2309	43
2337		Women's & misses' suits & coats	49	4	153.7	5.6478	29
2339		Women's & misses' outerwear n.e.c.	15	6	32.8	1.1238	64
2342		Brassieres, girdles, & allied garments	6	1	42.6	5.6845	87
2653		Corrugated & solid fiber boxes	11	7	78.9	1.1504	87
2844		Toilet preparations	3	2	509.5	6.7379	99
2869		Industrial organic chemicals n.e.c.	7	4	289.5	1.1449	91
3079		Miscellaneous plastics products	23	7	121.8	.5745	61
3171		Women's handbags & purses	7	4	76.4	11.7160	94
3221		Glass containers	4	3	88.7	2.4806	97
3357		Nonferrous-wire drawing & insulating	2	2	288.4	3.8151	100
3411		Metal cans	3	3	128.9	1.6037	100
3534		Elevators & moving stairways	3	2	48.3	8.5215	96
3651		Radio & TV receiving sets	5	4	91.3	1.5331	96
3661		Telephone & telegraph apparatus	1	1	654.2	7.5374	100
3731		Ship building & repairing	4	4	53.4	.8056	100
3811		Engineering & scientific instruments	4	3	45.8	2.0100	96
unterdon		**All mfg.**	**60**	**16**	**383.6**	**.0256**	**63**
ercer	**277**	**All mfg.**	**235**	**80**	**1,793.2**	**.1198**	**80**
2711		Newspapers	7	5	55.0	.4231	93
3069		Fabricated rubber products n.e.c.	6	5	41.4	.8162	93
3079		Miscellaneous plastics products	9	5	73.8	.3481	89
3429		Hardware n.e.c.	1	1	219.1	3.7218	100
3585		Refrigeration & heating equipment	3	3	167.7	1.1914	100
3643		Current-carrying wiring devices	1	1	27.6	1.4161	100
3996		Hard-surface floor coverings n.e.c.	2	2	91.8	13.2736	100
Middlesex	**188**	**All mfg.**	**639**	**212**	**8,550.7**	**.5714**	**85**
2052		Cookies & crackers	2	1	74.7	2.4103	93
2647		Sanitary paper products	3	2	231.0	4.1631	97
2819		Industrial inorganic chemicals n.e.c.	13	5	108.3	1.1965	74
2821		Plastics materials & synthetic resins	10	5	141.1	1.1516	86
2833		Medicinals & botanicals	3	2	276.3	11.8574	98
2834		Pharmaceutical preparations	9	6	373.9	2.9208	98
2844		Toilet preparations	11	8	580.7	7.6795	96
2869		Industrial organic chemicals n.e.c.	12	5	513.4	2.0304	79
2911		Petroleum refining	3	2	1,326.9	1.2041	98
3079		Miscellaneous plastics products	32	9	146.1	.6891	56
3331		Primary copper	1	1	194.6	3.9375	100
3356		Nonferrous rolling & drawing n.e.c.	2	2	202.2	7.8133	100
3357		Nonferrous-wire drawing & insulating	5	4	186.8	2.4711	96
3411		Metal cans	7	6	187.9	2.3377	94
3573		Electronic computing equipment	6	4	144.6	.8472	95
3585		Refrigeration & heating equipment	5	4	217.7	1.5466	98
3679		Electronic components n.e.c.	12	7	27.0	.5901	88
3711		Motor vehicles & passenger-car bodies	2	2	496.6	.6267	100
3944		Games, toys, & children's vehicles	9	6	159.9	4.8203	96
Monmouth	**154**	**All mfg.**	**231**	**61**	**1,531.1**	**.1023**	**76**
2654		Sanitary food containers	2	1	97.4	4.7256	98
3221		Glass containers	2	2	69.8	1.9521	100
3573		Electronic computing equipment	3	2	172.0	1.0077	97
3679		Electronic components n.e.c.	9	3	24.2	.5289	71
Morris	**185**	**All mfg.**	**279**	**114**	**2,736.7**	**.1829**	**83**
2834		Pharmaceutical preparations	5	4	203.3	1.5881	97
2844		Toilet preparations	2	2	140.4	1.8567	100
3079		Miscellaneous plastics products	27	14	173.9	.8202	79
3483		Ammunition, except small-arms, n.e.c.	1	1	184.3	21.2205	100
3662		Radio & TV communication equipment	6	4	135.8	.6958	95
3679		Electronic components n.e.c.	10	6	22.6	.4939	84
cean		**All mfg.**	**58**	**11**	**424.0**	**.0283**	**74**
2865		Cyclic crudes & intermediates	1	1	215.9	3.7673	100
assaic	**207**	**All mfg.**	**664**	**167**	**4,213.5**	**.2816**	**68**
2051		Bread, cake, & related products	6	3	111.4	1.1377	93
2261		Cotton-finishing plants	23	8	35.7	4.0262	60
2337		Women's & misses' suits & coats	34	7	126.9	4.6630	39
2821		Plastics materials & synthetic resins	4	3	134.8	1.1002	96

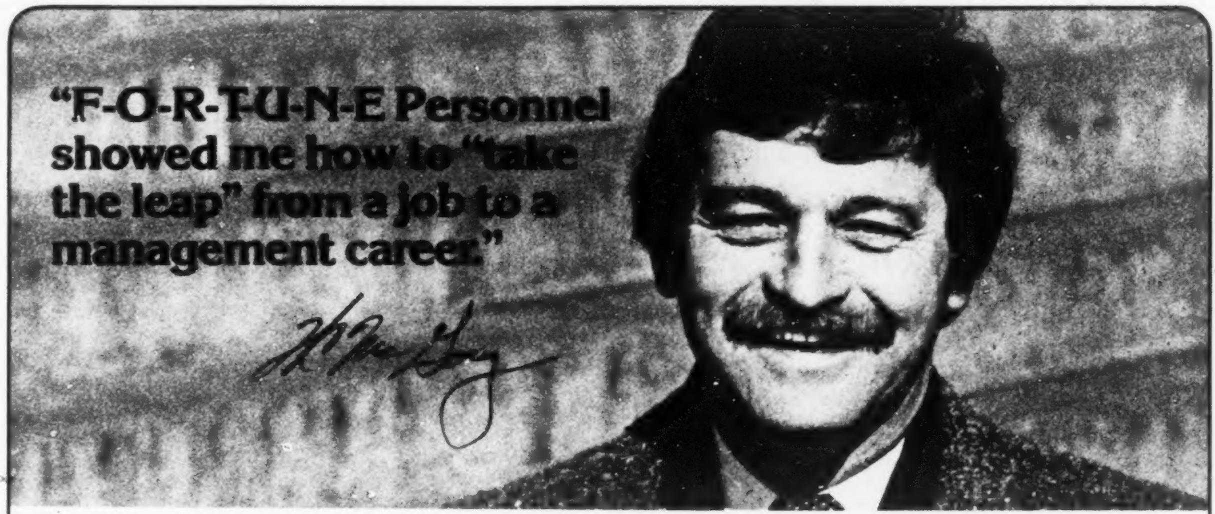
County SIC	Metro Area	Industry	Number Of Plants Total Plants	Large Plants	1979 (S&MM Est.) Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
2844		Toilet preparations	6	5	292.1	3.8629	98
2869		Industrial organic chemicals n.e.c.	7	2	261.4	1.0338	82
3079		Miscellaneous plastics products	29	9	172.6	.8140	75
3411		Metal cans	4	4	146.1	1.8177	100
3535		Conveyors & conveying equipment	7	3	62.9	2.7793	86
3576		Scales & balances, except laboratory	2	2	62.5	11.3781	100
3662		Radio & TV communication equipment	8	5	116.5	.5969	91
3679		Electronic components n.e.c.	14	4	101.7	2.2227	91
3861		Photographic equipment & supplies	1	1	126.5	1.1312	100
Salem	**295**	**All mfg.**	**25**	**8**	**1,238.9**	**.0828**	**96**
2869		Industrial organic chemicals n.e.c.	1	1	990.2	3.9160	100
Somerset	**185**	**All mfg.**	**136**	**47**	**2,119.6**	**.1417**	**85**
2821		Plastics materials & synthetic resins	2	1	245.2	2.0013	99
2834		Pharmaceutical preparations	4	4	236.4	1.8467	100
2865		Cyclic crudes & intermediates	6	3	509.6	8.8921	95
3292		Asbestos products	1	1	68.0	6.2225	100
3674		Semiconductors & related devices	2	2	103.7	2.1026	100
3842		Surgical appliances & supplies	1	1	111.4	3.4461	100
Sussex		**All mfg.**	**33**	**13**	**238.1**	**.0159**	**77**
Union	**185**	**All mfg.**	**693**	**207**	**9,252.4**	**.6183**	**86**
2052		Cookies & crackers	2	1	70.9	2.2877	98
2834		Pharmaceutical preparations	15	10	917.5	7.1674	97
2911		Petroleum refining	4	2	2,513.7	2.2811	97
3079		Miscellaneous plastics products	39	13	173.0	.8159	65
3452		Bolts, nuts, rivets, & washers	9	4	104.1	2.7812	90
3469		Metal stampings n.e.c.	16	5	55.5	1.0590	55
3544		Special dies, tools, jigs, & fixtures	30	2	36.1	1.3055	27
3549		Metalworking machinery n.e.c.	2	1	34.8	5.4375	97
3562		Ball & roller bearings	1	1	76.9	3.9731	100
3599		Machinery, except electrical, n.e.c.	11	3	68.9	.6710	77
3636		Sewing machines	2	1	58.5	18.1339	96
3643		Current-carrying wiring devices	5	1	39.0	2.0010	83
3661		Telephone & telegraph apparatus	3	2	73.4	.8457	96
3679		Electronic components n.e.c.	14	7	114.8	2.5090	92
3711		Motor vehicles & passenger-car bodies	1	1	1,041.7	1.3146	100
Warren	**7**	**All mfg.**	**75**	**25**	**617.7**	**.0413**	**76**
3561		Pumps & pumping equipment	1	1	93.5	3.5099	100
State Total*		**All mfg.**	**6,731**	**1,914**	**62,968.7**	**4.2081**	**79**

NEW MEXICO

County SIC	Metro Area	Industry	Total Plants	Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Bernalillo	**5**	**All mfg.**	**123**	**36**	**864.9**	**.0578**	**81**
3661		Telephone & telegraph apparatus	1	1	68.2	.7858	100
3724		Aircraft engines & engine parts	1	1	92.8	1.0956	100
Catron		**All mfg.**	**1**	**1**	**9.9**	**.0007**	**100**
Chaves		**All mfg.**	**22**	**3**	**238.5**	**.0159**	**77**
Colfax		**All mfg.**	**6**	**2**	**27.8**	**.0019**	**80**
Curry		**All mfg.**	**10**	**1**	**51.3**	**.0034**	**10**
Dona Ana	**145**	**All mfg.**	**16**	**5**	**177.3**	**.0118**	**83**
2032		Canned food specialties	1	1	117.9	3.9501	100
Eddy		**All mfg.**	**18**	**6**	**332.6**	**.0222**	**88**
Grant		**All mfg.**	**2**		**2.3**	**.0002**	**0**
Harding		**All mfg.**	**1**		**6.0**	**.0004**	**0**
Hidalgo		**All mfg.**	**1**	**1**	**27.1**	**.0018**	**100**
Lea		**All mfg.**	**17**	**5**	**355.2**	**.0237**	**63**
Lincoln		**All mfg.**	**2**		**5.3**	**.0004**	**0**
Los Alamos		**All mfg.**	**1**		**2.0**	**.0001**	**0**
Luna		**All mfg.**	**6**	**2**	**34.9**	**.0023**	**50**
McKinley		**All mfg.**	**21**	**5**	**294.4**	**.0197**	**84**
Otero		**All mfg.**	**9**	**2**	**45.3**	**.0030**	**45**
Quay		**All mfg.**	**5**	**1**	**16.3**	**.0011**	**47**
Rio Arriba		**All mfg.**	**7**	**1**	**20.2**	**.0013**	**28**
Roosevelt		**All mfg.**	**8**	**1**	**46.3**	**.0031**	**26**
Sandoval	**5**	**All mfg.**	**8**	**1**	**14.1**	**.0009**	**14**
San Juan		**All mfg.**	**14**	**2**	**203.3**	**.0136**	**68**
San Miguel		**All mfg.**	**6**	**1**	**17.9**	**.0012**	**36**
Santa Fe	**251**	**All mfg.**	**10**	**2**	**33.1**	**.0022**	**36**
Socorro		**All mfg.**	**1**		**2.6**	**.0002**	**0**
Taos		**All mfg.**	**4**		**4.0**	**.0003**	**0**
Torrance		**All mfg.**	**2**		**3.9**	**.0003**	**0**
Valencia		**All mfg.**	**7**		**30.2**	**.0020**	**0**
State Total		**All mfg.**	**328**	**78**	**2,866.7**	**.1916**	**73**

County SIC	Metro Area	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	1979 (S&MM Est.): Total Shipments ($Mil.)	1979 (S&MM Est.): % Of U.S. Shipments	1979 (S&MM Est.): % In Large Plants
NEW YORK							
Albany	**4**	**All mfg.**	**135**	**48**	**1,304.8**	**.0872**	**83**
3291		Abrasive products	1	1	85.1	4.0712	100
3312		Blast furnaces & steel mills	1	1	151.4	.3005	100
3489		Ordnance & accessories n.e.c	1	1	124.2	14.9243	100
Allegany		**All mfg.**	**19**	**5**	**286.3**	**.0191**	**83**
3443		Fabricated plate work (boiler shops)	3	1	73.0	.8758	95
3511		Turbines & turbine-generator set units	1	1	83.7	2.7084	100
3612		Transformers	1	1	48.0	1.8107	100
Bronx	**194**	**All mfg.**	**337**	**68**	**1,571.9**	**.1050**	**60**
3079		Miscellaneous plastics products	22	6	96.8	.4565	62
Broome	**33**	**All mfg.**	**124**	**48**	**1,803.8**	**.1205**	**92**
3143		Men's nonathletic footwear	1	1	41.3	1.8206	100
3573		Electronic computing equipment	1	1	535.5	3.1375	100
3662		Radio & TV communication equipment	2	1	214.0	1.0965	98
3679		Electronic components n.e.c.	7	6	64.6	1.4118	98
3861		Photographic equipment & supplies	2	2	226.8	2.0282	100
Cattaraugus		**All mfg.**	**67**	**28**	**497.7**	**.0333**	**76**
3563		Air & gas compressors	1	1	104.3	7.7179	100
Cayuga		**All mfg.**	**42**	**14**	**418.1**	**.0279**	**81**
3519		Internal-combustion engines n.e.c.	1	1	110.7	1.2638	100
3674		Semiconductors & related devices	2	2	50.8	1.0300	100
Chautauqua	**123**	**All mfg.**	**131**	**51**	**999.9**	**.0668**	**80**
2033		Canned fruits & vegetables	6	5	108.0	1.5839	99
2511		Wood household furniture	12	7	57.5	1.1202	82
3562		Ball & roller bearings	1	1	43.1	2.2268	100
3579		Office machines n.e.c.	1	1	43.0	3.7986	100
Chemung	**80**	**All mfg.**	**65**	**25**	**739.6**	**.0494**	**86**
2033		Canned fruits & vegetables	1	1	93.1	1.3654	100
3221		Glass containers	1	1	53.3	1.4906	100
3579		Office machines n.e.c.	1	1	66.1	5.8392	100
Chenango		**All mfg.**	**37**	**12**	**344.5**	**.0230**	**76**
2834		Pharmaceutical preparations	1	1	115.0	.8984	100
Clinton		**All mfg.**	**20**	**10**	**302.9**	**.0202**	**92**
Columbia		**All mfg.**	**35**	**9**	**170.9**	**.0114**	**59**
Cortland		**All mfg.**	**28**	**13**	**431.6**	**.0288**	**91**
2342		Brassieres, girdles, & allied garments	5	3	29.0	3.8698	91
3572		Typewriters	1	1	284.6	18.2377	100
Delaware		**All mfg.**	**22**	**8**	**338.1**	**.0226**	**89**
3678		Electronic connectors	1	1	200.7	16.3104	100
Dutchess	**219**	**All mfg.**	**93**	**35**	**977.5**	**.0653**	**87**
2732		Book printing	1	1	44.7	3.2507	100
3573		Electronic computing equipment	2	2	370.7	2.1719	100
3679		Electronic components n.e.c.	1	1	93.6	2.0456	100
Erie	**45**	**All mfg.**	**620**	**198**	**8,143.5**	**.5442**	**85**
2041		Flour & other grain-mill products	6	5	318.0	7.1286	97
2051		Bread, cake, & related products	13	4	67.5	.6894	78
2311		Men's & boys' suits & coats	5	1	32.9	1.1460	85
2711		Newspapers	5	2	119.5	.9193	96
2751		Letterpress commercial printing	17	5	96.5	2.0055	88
3011		Tires & inner tubes	1	1	111.8	1.0373	100

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.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County SIC	Metro Area	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	1979 (S&MM Est.): Total Shipments ($Mil.)	1979 (S&MM Est.): % Of U.S. Shipments	1979 (S&MM Est.): % In Large Plants
3079		Miscellaneous plastics products	17	4	88.4	.4169	62
3312		Blast furnaces & steel mills	4	4	1,660.5	3.2961	100
3423		Hand & edge tools n.e.c.	6	2	62.7	[illegible].4930	85
3433		Heating equipment, except electric	3	2	39.1	2.4028	97
3443		Fabricated plate work (boiler shops)	7	6	116.0	1.3916	99
3465		Automotive stampings	1	1	191.3	1.7376	100
3542		Metal-forming machine tools	5	3	33.8	4.3456	95
3559		Special-industry machinery n.e.c.	7	2	169.1	2.4988	91
3563		Air & gas compressors	2	2	58.4	4.3214	100
3564		Blowers & exhaust & ventilation fans	3	2	41.1	3.6611	94
3585		Refrigeration & heating equipment	7	2	117.8	.8369	75
3622		Industrial controls	3	1	99.6	3.2885	98
3662		Radio & TV communication equipment	6	4	185.8	.9520	97
3714		Motor-vehicle parts & accessories	7	6	838.6	2.6973	99
3832		Optical instruments & lenses	1	1	61.8	4.8900	100
Essex		**All mfg.**	**11**	**3**	**171.4**	**.0115**	**78**
2621		Paper mills, except building paper	1	1	126.1	.8328	100
Franklin		**All mfg.**	**14**	**3**	**68.9**	**.0046**	**36**
Fulton		**All mfg.**	**80**	**20**	**429.5**	**.0287**	**65**
3111		Leather tanning & finishing	21	6	108.2	5.5187	54
3151		Leather gloves & mittens	21	4	60.0	25.7954	49
3944		Games, toys, & children's vehicles	1	1	77.6	2.3393	100
Genesee		**All mfg.**	**43**	**11**	**345.4**	**.0231**	**74**
3264		Porcelain electrical supplies	1	1	37.3	8.8767	100
Greene		**All mfg.**	**16**	**9**	**138.5**	**.0093**	**91**
Hamilton		**All mfg.**	**1**		**7.3**	**.0005**	**0**
Herkimer	**282**	**All mfg.**	**41**	**14**	**527.0**	**.0352**	**86**
3484		Small arms	1	1	58.1	6.7613	100
3573		Electronic computing equipment	1	1	226.5	1.3271	100
Jefferson		**All mfg.**	**40**	**16**	**388.7**	**.0260**	**81**
2621		Paper mills, except building paper	4	3	140.2	.9260	96
Kings	**194**	**All mfg.**	**1,046**	**280**	**5,604.4**	**.3745**	**66**
2051		Bread, cake, & related products	15	7	94.9	.9692	85
2062		Cane-sugar refining	2	2	214.2	9.1199	100
2065		Confectionery products	12	7	72.7	1.7622	86
2253		Knit-outerwear mills	47	13	97.0	4.3079	54
2311		Men's & boys' suits & coats	8	8	97.4	3.3928	100
2392		House furnishings n.e.c.	17	4	127.7	4.9113	66
2522		Metal office furniture	6	4	77.0	4.5291	92
2652		Set-up paperboard boxes	9	3	27.5	7.1615	76
2751		Letterpress commercial printing	27	2	37.1	.7710	25
2782		Blankbooks & looseleaf binders	3	2	42.9	3.8940	97
2834		Pharmaceutical preparations	5	2	310.9	2.4287	96
3079		Miscellaneous plastics products	38	7	119.9	.5655	42
3442		Metal doors, sash, & trim	7	2	37.9	1.4280	84
3469		Metal stampings n.e.c.	18	3	45.6	.8701	40
3499		Fabricated metal products n.e.c.	18	4	54.6	1.4790	39
3643		Current-carrying wiring devices	4	3	42.8	2.1960	97
3648		Lighting equipment n.e.c.	11	6	34.6	7.0354	83
3662		Radio & TV communication equipment	6	3	71.8	.3679	84
3679		Electronic components n.e.c.	4	3	35.8	.7824	97
3731		Ship building & repairing	9	4	59.6	.8992	79
3942		Dolls & stuffed toy animals	15	6	92.6	23.4966	83
3944		Games, toys, & children's vehicles	11	5	72.9	2.[illegible]976	80
3999		Manufactures n.e.c.	22	4	72.7	2.2966	43
Lewis		**All mfg.**	**17**	**7**	**207.6**	**.0139**	**78**
Livingston	**234**	**All mfg.**	**28**	**12**	**204.1**	**.0136**	**81**
Madison	**269**	**All mfg.**	**21**	**6**	**122.8**	**.0082**	**59**
Monroe	**234**	**All mfg.**	**414**	**118**	**7,001.4**	**.4679**	**90**
2311		Men's & boys' suits & coats	4	3	93.9	3.2709	99
2711		Newspapers	5	1	45.2	.3477	89
2752		Lithographic commercial printing	11	3	94.3	1.1802	75

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County SIC	Metro Area	Industry	Number Of Plants: Total Plants	Large Plants	1979 (S&MM Est.): Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
NEW YORK (Monroe, cont.)							
3079		Miscellaneous plastics products	10	3	53.8	.2537	78
3443		Fabricated plate work (boiler shops)	1	1	71.3	.8554	100
3541		Metal-cutting machine tools	10	4	48.0	2.6563	90
3544		Special dies, tools, jigs, & fixtures	26	3	47.4	1.7141	53
3559		Special-industry machinery n.e.c.	5	2	84.9	1.2546	93
3592		Carburetors, pistons, rings, & valves	1	1	250.3	11.5601	100
3661		Telephone & telegraph apparatus	1	1	103.6	1.1936	100
3662		Radio & TV communication equipment	6	4	195.8	1.0033	96
3823		Industrial process-control instruments	4	3	106.3	5.2282	99
3851		Ophthalmic goods	8	6	129.3	16.1564	98
3861		Photographic equipment & supplies	13	10	3,893.5	34.8178	100
Montgomery	**4**	**All mfg.**	**52**	**21**	**318.2**	**.0213**	**64**
Nassau	**184**	**All mfg.**	**943**	**236**	**6,681.0**	**.4465**	**76**
2257		Circular-knit fabric mills	2	1	123.1	4.1586	98
2711		Newspapers	13	2	104.6	.8047	85
2731		Book publishing	9	2	130.0	2.6584	82
2751		Letterpress commercial printing	23	3	28.3	.5881	40
2752		Lithographic commercial printing	22	6	105.0	1.3141	60
2834		Pharmaceutical preparations	16	10	190.0	1.4842	88
3079		Miscellaneous plastics products	44	7	143.6	.6773	42
3442		Metal doors, sash, & trim	18	4	35.3	1.3301	56
3569		General industrial machinery n.e.c.	3	1	28.4	1.4634	92
3599		Machinery, except electrical, n.e.c.	44	3	119.3	1.1619	20
3662		Radio & TV communication equipment	30	7	274.7	1.4076	75
3674		Semiconductors & related devices	6	2	64.0	1.2976	85
3679		Electronic components n.e.c.	44	15	106.9	2.3363	76
3713		Truck & bus bodies	2	1	95.0	2.7470	98
3721		Aircraft	2	2	1,595.6	8.8372	100
3728		Aircraft equipment n.e.c.	12	5	56.8	.9207	77
3811		Engineering & scientific instruments	10	6	176.8	7.7592	96
3825		Electricity-measuring instruments	11	8	66.7	2.2894	95
3861		Photographic equipment & supplies	6	3	208.1	1.8609	88
3944		Games, toys, & children's vehicles	5	4	103.5	3.1201	99
New York	**194**	**All mfg.**	**2,938**	**473**	**11,307.1**	**.7556**	**56**
2086		Bottled & canned soft drinks	2	1	279.1	2.8332	99
2241		Narrow-fabric mills	29	2	30.3	4.3629	20
2253		Knit-outerwear mills	25	4	47.8	2.1228	44
2311		Men's & boys' suits & coats	52	20	152.3	5.3051	76
2321		Men's & boys' shirts & nightwear	16	4	32.6	.9652	58
2323		Men's & boys' neckwear	45	4	78.0	30.0462	29
2329		Men's & boys' clothing n.e.c.	12	5	25.9	2.3688	78
2331		Women's & misses' blouses	34	3	72.4	3.2161	25
2335		Women's & misses' dresses	151	13	274.7	5.6447	27
2337		Women's & misses' suits & coats	84	19	280.1	10.2925	51
2339		Women's & misses' outerwear n.e.c.	70	13	116.2	3.9814	40
2341		Women's & children's underwear	76	11	96.2	5.3099	34
2342		Brassieres, girdles, & allied garments	22	11	68.3	9.1140	77
2352		Hats & caps, except millinery	25	2	25.9	8.1549	18
2361		Girls' & children's dresses & blouses	27	6	55.6	7.1566	61
2369		Girls' & children's outerwear n.e.c.	33	8	61.7	7.5529	58
2371		Fur goods	84	5	289.7	65.8709	16
2387		Apparel belts	43	5	76.7	26.8276	28
2391		Curtains & draperies	21	4	62.0	5.3476	44
2392		House furnishings n.e.c.	28	3	118.7	4.5652	30
2395		Pleating, stitching, & tucking	35	5	174.8	23.1248	42
2396		Automotive & apparel trimmings	62	4	356.2	14.3265	18
2711		Newspapers	16	9	408.6	3.1434	98
2721		Periodicals	73	36	1,864.6	30.6194	93
2731		Book publishing	105	43	1,147.7	23.4699	84
2741		Miscellaneous publishing	38	13	254.3	13.8259	79
2751		Letterpress commercial printing	216	26	308.4	6.4094	39
2752		Lithographic commercial printing	121	13	446.3	5.5855	37
2753		Engraving & plate printing	11	2	25.5	9.1925	64
2789		Bookbinding & related work	40	2	44.6	8.0230	20
2791		Typesetting	39	5	91.4	12.5498	32
2793		Photoengraving	25	12	51.3	23.1812	77
3079		Miscellaneous plastics products	25		52.0	.2453	0
3171		Women's handbags & purses	45	12	116.2	17.8194	64
3172		Personal leather goods n.e.c.	37	4	63.6	13.9842	28
3652		Phonograph records & pre-recorded tape	14	4	45.1	5.4839	58
3873		Watches, clocks, & watchcases	15	4	42.1	3.1043	48
3911		Precious-metal jewelry	123	12	547.8	22.2674	35
3915		Jewelers' materials & lapidary work	24	3	153.1	18.0287	25
3942		Dolls & stuffed toy animals	16	5	66.7	16.9246	63
• 3961		Costume jewelry	67	13	159.0	16.9185	45
3963		Buttons	27	2	31.4	27.2097	19
3964		Needles, pins, & fasteners	28	3	60.1	7.3788	23
3993		Signs & advertising displays	37	3	79.9	3.8606	26
3999		Manufactures n.e.c.	55	3	144.3	4.5585	16
Niagara	**45**	**All mfg.**	**146**	**61**	**3,373.8**	**.2255**	**92**
2819		Industrial inorganic chemicals n.e.c.	4	3	131.6	1.4539	98
2821		Plastics materials & synthetic resins	3	3	161.3	1.4797	100
2869		Industrial organic chemicals n.e.c.	6	1	801.1	3.1682	93
3291		Abrasive products	3	3	125.7	6.0135	100
3312		Blast furnaces & steel mills	2	2	138.7	.2753	100
3313		Electrometallurgical products	3	3	154.9	13.7152	100
3624		Carbon & graphite products	5	5	137.6	15.5428	100
3714		Motor-vehicle parts & accessories	3	1	583.9	1.8780	98
3728		Aircraft equipment n.e.c.	1	1	216.6	3.5109	100
Oneida	**282**	**All mfg.**	**140**	**41**	**1,376.3**	**.0920**	**82**
3351		Copper rolling & drawing	3	3	219.4	4.1107	100
3357		Nonferrous-wire drawing & insulating	2	2	52.6	2.0187	100
3546		Power-driven hand tools	1	1	30.9	3.7202	100
3662		Radio & TV communication equipment	1	1	83.5	.4279	100
3724		Aircraft engines & engine parts	1	1	98.5	1.1628	100
3914		Silverware & plated & stainless ware	2	2	86.5	16.1682	100
Onondaga	**269**	**All mfg.**	**258**	**74**	**2,696.0**	**.1802**	**80**
2812		Alkalies & chlorine	2	2	211.6	9.6046	100
2844		Toilet preparations	1	1	197.3	2.6092	100
3262		Vitreous china food utensils	1	1	29.6	14.2513	100
3312		Blast furnaces & steel mills	1	1	214.4	.4256	100
3562		Ball & roller bearings	3	2	30.9	1.5965	98
3585		Refrigeration & heating equipment	1	1	166.6	1.1836	100
3714		Motor-vehicle parts & accessories	3	3	258.5	.8314	100
Ontario	**234**	**All mfg.**	**60**	**18**	**324.2**	**.0217**	**67**
Orange	**189**	**All mfg.**	**166**	**51**	**1,018.2**	**.0680**	**73**
2844		Toilet preparations	4	4	140.6	1.8594	100
3171		Women's handbags & purses	15	5	50.2	7.6982	69
Orleans	**234**	**All mfg.**	**18**	**5**	**142.3**	**.0095**	**85**
3944		Games, toys, & children's vehicles	1	1	51.7	1.5585	100
Oswego	**269**	**All mfg.**	**47**	**18**	**921.5**	**.0616**	**93**
2066		Chocolate & cocoa products	1	1	245.7	17.7298	100
Otsego		**All mfg.**	**19**	**3**	**112.8**	**.0075**	**49**
Putnam	**194**	**All mfg.**	**14**	**4**	**80.8**	**.0054**	**77**
Queens	**194**	**All mfg.**	**877**	**257**	**4,966.5**	**.3319**	**71**
2051		Bread, cake, & related products	7	4	58.4	.5964	86
2067		Chewing gum	1	1	70.8	11.8613	100
2086		Bottled & canned soft drinks	6	4	81.1	.8233	91
2253		Knit-outerwear mills	30	12	105.9	4.7031	76
2643		Bags, except textile bags	5	2	118.6	2.7926	94
2653		Corrugated & solid fiber boxes	13	4	65.8	.9594	69
2751		Letterpress commercial printing	21	1	26.3	.5466	15
3079		Miscellaneous plastics products	22	10	91.3	.4306	72
3357		Nonferrous-wire drawing & insulating	2	1	132.5	1.7528	97
3442		Metal doors, sash, & trim	9	4	30.4	1.1454	88
3469		Metal stampings n.e.c.	13	6	73.0	1.3929	79
3499		Fabricated metal products n.e.c.	15	4	73.1	1.9802	75
3579		Office machines n.e.c.	2	1	35.1	3.1007	98
3643		Current-carrying wiring devices	3	2	31.8	1.6316	98
3662		Radio & TV communication equipment	18	5	173.1	.8870	78
3679		Electronic components n.e.c.	14	5	35.2	.7693	78
3694		Engine electrical equipment	3	2	75.3	1.9153	98
3851		Ophthalmic goods	5	3	27.3	3.4112	92

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

County SIC	Metro Area	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	1979 (S&MM Est.) Total Shipments ($Mil.)	1979 (S&MM Est.) % Of U.S. Shipments	1979 (S&MM Est.) % In Large Plants
3861		Photographic equipment & supplies	9	3	188.2	1.6830	79
3873		Watches, clocks, & watchcases	7	5	65.0	4.7928	95
3931		Musical instruments & parts	6	4	41.6	3.6498	90
3944		Games, toys, & children's vehicles	1	1	129.4	3.9009	100
3993		Signs & advertising displays	28	4	70.6	3.4113	29
3999		Manufactures n.e.c.	16	4	72.6	2.2935	56
Rensselaer	**4**	**All mfg.**	**62**	**21**	**585.2**	**.0391**	**83**
2321		Men's & boys' shirts & nightwear	2	2	42.9	1.2702	100
Richmond	**194**	**All mfg.**	**40**	**9**	**415.0**	**.0277**	**86**
2841		Soap & other detergents	1	1	174.2	2.6873	100
Rockland	**194**	**All mfg.**	**100**	**38**	**1,225.5**	**.0819**	**89**
2834		Pharmaceutical preparations	2	2	350.6	2.7388	100
2844		Toilet preparations	1	1	157.8	2.0868	100
St. Lawrence		**All mfg.**	**37**	**15**	**636.9**	**.0426**	**87**
3334		Primary aluminum	2	2	276.9	4.5695	100
3361		Aluminum foundries	1	1	59.6	1.8537	100
Saratoga	**4**	**All mfg.**	**47**	**16**	**405.5**	**.0271**	**78**
2621		Paper mills, except building paper	4	3	108.1	.7140	97
2822		Synthetic rubber	1	1	80.4	3.7463	100
Schenectady	**4**	**All mfg.**	**57**	**19**	**1,248.1**	**.0834**	**94**
3511		Turbines & turbine-generator set units	4	4	960.3	31.0736	100
3621		Motors & generators	1	1	39.9	.8534	100
Schoharie		**All mfg.**	**7**	**2**	**24.7**	**.0017**	**48**
Schuyler		**All mfg.**	**8**	**4**	**80.8**	**.0054**	**81**
Seneca		**All mfg.**	**17**	**6**	**156.1**	**.0104**	**83**
3561		Pumps & pumping equipment	1	1	46.3	1.7381	100
3672		Cathode-ray TV picture tubes	1	1	58.2	7.9978	100
Steuben		**All mfg.**	**36**	**19**	**830.9**	**.0555**	**94**
3229		Pressed & blown glass n.e.c.	2	2	433.6	16.2641	100
3563		Air & gas compressors	1	1	70.9	5.2464	100
Suffolk	**184**	**All mfg.**	**572**	**173**	**3,448.6**	**.2305**	**72**
2051		Bread, cake, & related products	3	2	60.0	.6128	94
3079		Miscellaneous plastics products	28	9	117.8	.5556	62
3573		Electronic computing equipment	6	3	246.0	1.4413	93
3651		Radio & TV receiving sets	7	3	68.5	1.1503	87
3662		Radio & TV communication equipment	31	18	355.6	1.8221	88
3679		Electronic components n.e.c.	30	12	77.2	1.6872	78
3721		Aircraft	1	1	362.6	2.0083	100
3728		Aircraft equipment n.e.c.	17	5	148.4	2.4054	74
Sullivan		**All mfg.**	**15**	**2**	**47.3**	**.0032**	**44**
Tioga	**33**	**All mfg.**	**16**	**8**	**287.8**	**.0192**	**93**
3574		Calculating & accounting machines	1	1	237.3	15.0237	100
Tompkins		**All mfg.**	**23**	**7**	**252.3**	**.0169**	**89**
3568		Power-transmission equipment n.e.c.	1	1	50.2	4.3728	100
3572		Typewriters	1	1	86.3	5.5303	100
3574		Calculating & accounting machines	1	1	71.9	4.5521	100
Ulster		**All mfg.**	**67**	**22**	**421.8**	**.0282**	**67**
Warren		**All mfg.**	**39**	**13**	**370.1**	**.0247**	**81**
2816		Inorganic pigments	1	1	127.1	8.0336	100
Washington		**All mfg.**	**27**	**15**	**360.1**	**.0241**	**90**
3629		Electrical industrial apparatus n.e.c.	1	1	66.0	8.0793	100
Wayne	**234**	**All mfg.**	**38**	**18**	**433.2**	**.0290**	**85**
2033		Canned fruits & vegetables	8	5	61.0	.8946	89
3079		Miscellaneous plastics products	2	1	74.0	.3490	98
3293		Gaskets, packing, & sealing devices	2	2	72.2	4.6683	100
Westchester	**194**	**All mfg.**	**470**	**127**	**3,446.2**	**.2303**	**77**
2721		Periodicals	3	1	305.9	5.0233	98
3079		Miscellaneous plastics products	16	4	59.8	.2820	63
3534		Elevators & moving stairways	2	1	41.4	7.3042	99
3622		Industrial controls	3	3	39.4	1.3009	100
3678		Electronic connectors	4	2	80.7	6.5583	96
3679		Electronic components n.e.c.	14	6	28.1	.6141	76
3711		Motor vehicles & passenger-car bodies	1	1	833.3	1.0516	100
Wyoming		**All mfg.**	**24**	**9**	**175.3**	**.0117**	**85**
3651		Radio & TV receiving sets	1	1	64.8	1.0881	100
Yates		**All mfg.**	**11**	**4**	**65.9**	**.0044**	**74**
State Total		**All mfg.**	**10,958**	**2,880**	**81,784.1**	**5.4656**	**77**

County SIC	Metro Area	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	1979 (S&MM Est.) Total Shipments ($Mil.)	1979 (S&MM Est.) % Of U.S. Shipments	1979 (S&MM Est.) % In Large Plants
NORTH CAROLINA							
Alamance	**46**	**All mfg.**	**189**	**72**	**1,467.4**	**.0981**	**79**
2211		Cotton-weaving mills	3	3	56.6	[illegible]	100
2221		Synthetics- & silk-weaving mills	6	6	200.2	3.1434	100
2251		Women's full- & knee-length hosiery	22	9	47.0	6.2642	77
2252		Hosiery n.e.c.	38	15	101.9	[illegible]	77
2257		Circular-knit fabric mills	7	2	117.3	3.9627	75
2262		Synthetics- & silk-finishing plants	3	2	122.0	5.2466	93
2281		Yarn-spinning mills, except wool	11	5	84.2	2.1248	86
3662		Radio & TV communication equipment	1	1	229.7	1.1770	100
Alexander		**All mfg.**	**33**	**13**	**175.0**	**.0117**	**82**
2512		Upholstered wood household furniture	10	4	54.0	1.4937	81
Alleghany		**All mfg.**	**6**	**4**	**55.8**	**.0037**	**95**
Anson		**All mfg.**	**29**	**14**	**168.5**	**.0113**	**79**
Ashe		**All mfg.**	**14**	**6**	**105.8**	**.0071**	**81**
Avery		**All mfg.**	**5**	**3**	**22.9**	**.0015**	**89**
Beaufort		**All mfg.**	**31**	**11**	**283.5**	**.0189**	**82**
3634		Electric housewares & fans	1	1	51.0	1.9208	100
Bertie		**All mfg.**	**18**	**8**	**122.2**	**.0082**	**80**
Bladen		**All mfg.**	**26**	**11**	**138.9**	**.0093**	**74**
Brunswick	**296**	**All mfg.**	**15**	**3**	**161.6**	**.0108**	**71**
Buncombe	**17**	**All mfg.**	**140**	**60**	**964.4**	**.0644**	**79**
2231		Wool-fabric weaving & finishing mills	2	1	22.4	3.7389	98
3613		Switchgear & switchboard apparatus	3	3	86.2	1.9837	100
Burke		**All mfg.**	**79**	**39**	**714.0**	**.0477**	**87**
2251		Women's full- & knee-length hosiery	9	6	50.5	6.7306	95
2253		Knit-outerwear mills	2	2	31.6	1.4034	100
2257		Circular-knit fabric mills	2	1	108.5	3.6654	93
2511		Wood household furniture	4	4	90.9	1.7710	100
Cabarrus	**131**	**All mfg.**	**54**	**26**	**345.0**	**.0231**	**81**
2211		Cotton-weaving mills	5	5	99.9	2.2137	100
2251		Women's full- & knee-length hosiery	14	9	35.1	4.6781	91
2261		Cotton-finishing plants	3	3	70.0	7.8944	100
Caldwell		**All mfg.**	**76**	**37**	**569.0**	**.0380**	**86**
2511		Wood household furniture	17	16	280.4	5.4629	100
2512		Upholstered wood household furniture	11	4	67.0	1.8533	79
Carteret		**All mfg.**	**24**	**7**	**112.7**	**.0075**	**57**
Caswell		**All mfg.**	**6**	**3**	**43.1**	**.0029**	**93**
Catawba		**All mfg.**	**353**	**115**	**1,590.0**	**.1063**	**74**
2251		Women's full- & knee-length hosiery	18	7	44.2	5.8910	79
2252		Hosiery n.e.c.	62	8	96.2	10.3042	42
2257		Circular-knit fabric mills	4	3	114.5	3.8681	97
2281		Yarn-spinning mills, except wool	7	6	52.1	1.3148	97
2381		Fabric dress & work gloves	6	4	32.3	8.8396	90
2511		Wood household furniture	19	11	160.9	3.1347	89
2512		Upholstered wood household furniture	87	35	364.9	10.0935	76
3079		Miscellaneous plastics products	14	3	60.6	.2858	45
3612		Transformers	1	1	40.2	1.5165	100
Chatham		**All mfg.**	**39**	**20**	**278.6**	**.0186**	**76**
2281		Yarn-spinning mills, except wool	4	4	45.9	1.1583	100
2341		Women's & children's underwear	2	2	24.7	1.3634	100
Cherokee		**All mfg.**	**17**	**9**	**149.2**	**.0100**	**84**
Chowan		**All mfg.**	**14**	**9**	**66.1**	**.0044**	**85**
Clay		**All mfg.**	**7**	**3**	**29.4**	**.0020**	**52**
Cleveland		**All mfg.**	**93**	**42**	**1,135.2**	**.0759**	**88**
2221		Synthetics- & silk-weaving mills	6	6	206.7	3.2507	100
2253		Knit-outerwear mills	4	3	29.6	1.3146	97
2281		Yarn-spinning mills, except wool	11	7	79.1	1.9961	87
2824		Noncellulosic synthetic organic fibers	1	1	225.2	3.0878	100
3229		Pressed & blown glass n.e.c.	1	1	65.2	2.4456	100
Columbus		**All mfg.**	**35**	**11**	**347.1**	**.0232**	**81**
2631		Paperboard mills	1	1	217.2	2.6822	100
Craven		**All mfg.**	**38**	**11**	**285.2**	**.0191**	**72**
3732		Boat building & repairing	5	4	52.6	2.3275	95
Cumberland	**88**	**All mfg.**	**63**	**20**	**653.2**	**.0437**	**74**
3011		Tires & inner tubes	1	1	163.0	1.5124	100
Currituck	**195**	**All mfg.**	**2**		**7.3**	**.0005**	**0**
Dare		**All mfg.**	**1**		**1.2**	**.0001**	**0**
Davidson	**106**	**All mfg.**	**120**	**52**	**879.9**	**.0588**	**86**
2211		Cotton-weaving mills	3	3	28.5	.6315	100
2252		Hosiery n.e.c.	15	6	39.7	4.2524	68
2281		Yarn-spinning mills, except wool	3	3	47.7	1.2037	100

1979 (S&MM Est.)

County SIC	Metro Area	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
NORTH CAROLINA (Davidson, cont.)							
2321		Men's & boys' shirts & nightwear	4	3	35.8	1.0600	95
2511		Wood household furniture	12	10	216.4	4.2160	99
3229		Pressed & blown glass n.e.c.	1	1	71.3	2.6744	100
Davie		**All mfg.**	**22**	**10**	**114.0**	**.0076**	**79**
Duplin		**All mfg.**	**34**	**14**	**373.1**	**.0249**	**72**
2261		Cotton-finishing plants	1	1	17.7	1.9962	100
Durham	**225**	**All mfg.**	**80**	**23**	**1,574.3**	**.1052**	**91**
2111		Cigarettes	2	2	854.4	10.7147	100
2211		Cotton-weaving mills	1	1	26.8	5939	100
3574		Calculating & accounting machines	1	1	215.5	13.6436	100
3861		Photographic equipment & supplies	1	1	131.5	1.1759	100
Edgecombe		**All mfg.**	**61**	**28**	**728.3**	**.0487**	**75**
2257		Circular-knit fabric mills	5	2	113.2	3.8242	83
Forsythe	**106**	**All mfg.**	**150**	**70**	**4,508.2**	**.3013**	**96**
2111		Cigarettes	1	1	2,278.5	28.5738	100
2131		Chewing & smoking tobacco & snuff	3	3	127.7	28.8522	100
2251		Women's full- & knee-length hosiery	3	3	64.4	8.5832	100
2322		Men's & boys' underwear	1	1	29.2	7.0446	100
2511		Wood household furniture	5	3	40.1	.7813	91
3353		Aluminum sheet, plate, & foil	1	1	300.1	4.1270	100
3498		Fabricated pipe & fittings	2	1	83.0	4.1604	95
3661		Telephone & telegraph apparatus	2	2	463.4	5.3391	100
Franklin		**All mfg.**	**22**	**7**	**117.4**	**.0078**	**47**
Gaston	**53**	**All mfg.**	**285**	**117**	**2,128.3**	**.1422**	**81**
2253		Knit-outerwear mills	8	6	37.2	1.6521	89
2257		Circular-knit fabric mills	13	3	127.5	4.3073	53
2269		Textile-finishing plants n.e.c.	7	4	67.6	8.1495	89
2281		Yarn-spinning mills, except wool	56	47	553.9	13.9778	96
2282		Throwing & winding mills, except wool	5	3	95.2	4.8949	88
2284		Thread mills	5	3	71.4	13.1661	94
2296		Tire cord & fabric	1	1	118.5	11.0304	100
2322		Men's & boys' underwear	6	4	18.0	4.3426	86
3552		Textile machinery	40	5	83.6	5.4982	42
3599		Machinery, except electrical, n.e.c.	11	2	126.7	1.2339	85
Gates		**All mfg.**	**3**		**5.7**	**.0004**	**0**
Graham		**All mfg.**	**4**	**4**	**20.6**	**.0014**	**100**
Granville		**All mfg.**	**30**	**17**	**387.8**	**.0259**	**89**
Greene		**All mfg.**	**10**	**3**	**28.3**	**.0019**	**39**
Guilford	**106**	**All mfg.**	**476**	**158**	**3,392.4**	**.2267**	**76**
2051		Bread, cake, & related products	9	4	49.2	.5025	68
2111		Cigarettes	1	1	379.7	4.7617	100
2211		Cotton-weaving mills	3	2	34.6	1.2099	98
2251		Women's full- & knee-length hosiery	10	7	43.5	5.7977	95
2252		Hosiery n.e.c.	10	6	45.9	4.9165	92
2261		Cotton-finishing plants	1	1	30.9	3.4848	100
2262		Synthetics- & silk-finishing plants	4	3	192.9	8.2957	98
2339		Women's & misses' outerwear n.e.c.	6	6	47.9	1.6412	100
2341		Women's & children's underwear	5	4	46.0	2.5391	97
2511		Wood household furniture	11	6	62.6	1.2196	82
2512		Upholstered wood household furniture	60	17	196.3	5.4299	69

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S&MM's FOUR SURVEY ISSUES

Each year Sales & Marketing Management publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographic markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

Survey of Buying Power, published July 28, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published Oct. 27, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales training, sales meetings, cost per call, and salespeople's compensation.

Survey of Industrial Purchasing Power, published in April, provides data on total manufacturing activity at the county level as well as local market information on 457 customer industries that buy goods and services from consumer- and industrial-products manufacturers.

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	1979 (S&MM Est.): Total Shipments ($Mil.)	1979 (S&MM Est.): % Of U.S. Shipments	1979 (S&MM Est.): % In Large Plants
2521	Wood office furniture	3	3	41.9	9.1725	100
3079	Miscellaneous plastics products	20	4	105.4	.4971	59
3586	Measuring & dispensing pumps	1	1	120.4	20.9246	100
3662	Radio & TV communication equipment	1	1	121.8	.6241	100
Halifax	**All mfg.**	**39**	**17**	**444.0**	**.0297**	**84**
2211	Cotton-weaving mills	2	2	33.6	.7445	100
2221	Synthetics- & silk-weaving mills	1	1	117.8	1.8526	100
Harnett	**All mfg.**	**31**	**15**	**210.9**	**.0141**	**77**
2211	Cotton-weaving mills	1	1	26.8	.5939	100
Haywood	**All mfg.**	**20**	**7**	**664.6**	**.0444**	**96**
2611	Pulp mills	1	1	211.2	7.9870	100
2621	Paper mills, except building paper	1	1	252.3	1.6663	100
3041	Rubber & plastic hose & belting	1	1	99.5	5.5943	100
Henderson	**All mfg.**	**45**	**15**	**206.7**	**.0138**	**69**
3648	Lighting equipment n.e.c.	1	1	21.4	4.3514	100
Hertford	**All mfg.**	**18**	**10**	**162.8**	**.0109**	**83**
Hoke	**All mfg.**	**8**	**5**	**115.2**	**.0077**	**92**
Hyde	**All mfg.**	**4**		**10.1**	**.0007**	**0**
Iredell	**All mfg.**	**106**	**45**	**816.5**	**.0546**	**83**
2211	Cotton-weaving mills	1	1	26.8	.5939	100
2221	Synthetics- & silk-weaving mills	3	3	109.3	1.7189	100
2281	Yarn-spinning mills, except wool	7	6	73.7	1.8598	96
2328	Men's & boys' work clothing	1	1	66.5	1.9013	100
Jackson	**All mfg.**	**7**	**2**	**36.8**	**.0025**	**57**
Johnston	**All mfg.**	**49**	**20**	**481.2**	**.0322**	**79**
2321	Men's & boys' shirts & nightwear	3	3	27.0	.7994	100
3651	Radio & TV receiving sets	1	1	90.7	1.5231	100
Jones	**All mfg.**	**3**		**5.1**	**.0003**	**0**
Lee	**All mfg.**	**54**	**25**	**438.4**	**.0293**	**81**
3714	Motor-vehicle parts & accessories	3	3	78.3	.2518	100

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	1979 (S&MM Est.): Total Shipments ($Mil.)	1979 (S&MM Est.): % Of U.S. Shipments	1979 (S&MM Est.): % In Large Plants
Lenoir	**All mfg.**	**41**	**15**	**606.7**	**.0405**	**86**
2321	Men's & boys' shirts & nightwear	4	4	74.2	2.1970	100
2824	Noncellulosic synthetic organic fibers	2	2	307.2	4.2121	100
Lincoln	**All mfg.**	**44**	**17**	**383.3**	**.0256**	**76**
McDowell	**All mfg.**	**35**	**16**	**380.7**	**.0254**	**91**
2221	Synthetics- & silk-weaving mills	2	2	94.2	1.4814	100
2281	Yarn-spinning mills, except wool	2	2	44.7	1.1280	100
2511	Wood household furniture	4	4	52.8	1.0287	100
Macon	**All mfg.**	**7**	**3**	**66.3**	**.0044**	**89**
Madison	**17 All mfg.**	**8**	**4**	**23.0**	**.0015**	**74**
Martin	**All mfg.**	**16**	**7**	**128.5**	**.0086**	**78**
Mecklenburg	**53 All mfg.**	**418**	**126**	**3,130.6**	**.2092**	**75**
2051	Bread, cake, & related products	4	3	58.5	.5975	92
2052	Cookies & crackers	3	2	78.6	2.5361	97
2086	Bottled & canned soft drinks	6	4	84.8	.8608	90
2865	Cyclic crudes & intermediates	5	2	195.0	3.4026	85
2951	Paving mixtures & blocks	1	1	74.5	3.9314	100
3079	Miscellaneous plastics products	14	4	73.0	.3443	62
3511	Turbines & turbine-generator set units	1	1	143.7	4.6499	100
3552	Textile machinery	25	7	87.1	5.7284	66
Mitchell	**All mfg.**	**13**	**5**	**74.4**	**.0050**	**83**
Montgomery	**All mfg.**	**41**	**20**	**245.8**	**.0164**	**81**
2252	Hosiery n.e.c.	12	4	49.9	5.3449	84
2341	Women's & children's underwear	3	3	35.4	1.9540	100
Moore	**All mfg.**	**39**	**14**	**274.9**	**.0184**	**74**
Nash	**All mfg.**	**73**	**26**	**628.7**	**.0420**	**81**
2834	Pharmaceutical preparations	1	1	167.9	1.3116	100
New Hanover	**296 All mfg.**	**71**	**25**	**924.5**	**.0618**	**80**
2824	Noncellulosic synthetic organic fibers	1	1	204.7	2.8067	100
3443	Fabricated plate work (boiler shops)	2	2	118.8	1.4252	100

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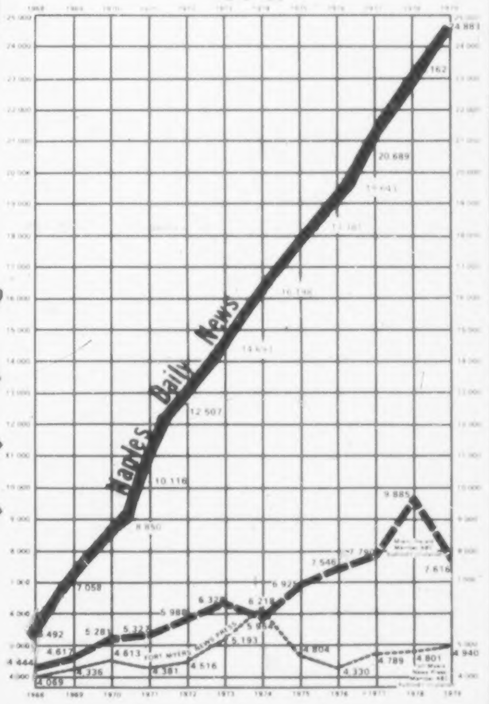
**Audit Bureau of Circulations, March 31, 1979*

*Circulation Comparison**
Collier County, Florida



For further information circle No. 117 on Reader Service Card

1979 (S&MM Est.)

NORTH CAROLINA (cont.)

County SIC	Metro Area	Industry	Number Of Plants		Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
			Total Plants	Large Plants			
Northampton		All mfg.	20	6	97.7	.0065	63
Onslow		All mfg.	16	9	246.6	.0165	75
Orange	225	All mfg.	16	6	71.5	.0048	79
Pamlico		All mfg.	9		27.8	.0019	0
Pasquotank		All mfg.	23	6	124.5	.0083	64
Pender		All mfg.	8	2	24.2	.0016	53
Perquimans		All mfg.	2	2	10.7	.0007	100
Person		All mfg.	15	7	169.1	.0113	89
2231		Wool-fabric weaving & finishing mills	1	1	15.6	2.6039	100
Pitt		All mfg.	54	19	535.9	.0358	78
2141		Tobacco stemming & redrying	5	3	158.0	6.0893	94
Polk		All mfg.	11	4	58.9	.0039	76
Randolph	106	All mfg.	120	49	952.0	.0636	85
2221		Synthetics- & silk-weaving mills	3	3	260.8	4.1015	100
2251		Women's full- & knee-length hosiery	21	10	55.0	7.3304	85
2322		Men's & boys' underwear	1	1	29.2	7.0446	100
2511		Wood household furniture	6	4	44.7	.8709	94
Richmond		All mfg.	41	17	403.9	.0270	83
2221		Synthetics- & silk-weaving mills	3	3	130.0	2.0444	100
Robeson		All mfg.	75	32	496.4	.0332	76
2281		Yarn-spinning mills, except wool	4	4	46.9	1.1835	100
2321		Men's & boys' shirts & nightwear	5	4	29.6	.8764	94
3021		Rubber & plastic footwear	1	1	25.6	4.2774	100
Rockingham		All mfg.	53	33	1,257.9	.0841	97
2082		Malt beverages	1	1	271.5	3.7504	100
2111		Cigarettes	1	1	379.7	4.7617	100
2211		Cotton-weaving mills	5	5	64.8	1.4359	100
2254		Knit-underwear mills	1	1	22.9	3.2850	100
2271		Woven carpets & rugs	1	1	19.6	11.3755	100
2281		Yarn-spinning mills, except wool	5	5	106.2	2.6800	100
2282		Throwing & winding mills, except wool	5	5	161.0	8.2781	100
Rowan	131	All mfg.	94	43	895.0	.0598	84
2211		Cotton-weaving mills	5	3	49.5	1.0969	95
2281		Yarn-spinning mills, except wool	5	5	89.5	2.2586	100
2824		Noncellulosic synthetic organic fibers	1	1	225.2	3.0878	100
Rutherford		All mfg.	49	28	641.9	.0429	90
2211		Cotton-weaving mills	9	9	123.0	2.7256	100
2221		Synthetics- & silk-weaving mills	2	2	193.6	3.0446	100
Sampson		All mfg.	34	12	321.8	.0215	85
Scotland		All mfg.	28	14	263.3	.0176	85
Stanly		All mfg.	48	22	511.3	.0342	84
2251		Women's full- & knee-length hosiery	2	2	37.0	4.9314	100
Stokes	106	All mfg.	6	2	95.1	.0064	93
Surry		All mfg.	64	33	519.0	.0347	89
2231		Wool-fabric weaving & finishing mills	1	1	42.1	7.0272	100
2252		Hosiery n.e.c.	10	5	75.7	8.1084	89
2253		Knit-outerwear mills	4	3	65.9	2.9267	99
2339		Women's & misses' outerwear n.e.c.	3	3	37.3	1.2780	100
2511		Wood household furniture	4	3	44.4	.8650	97
3634		Electric housewares & fans	2	2	65.0	2.4481	100
Swain		All mfg.	9	5	57.2	.0038	90
Transylvania		All mfg.	9	5	292.6	.0196	98
2621		Paper mills, except building paper	1	1	157.6	1.0409	100
Tyrrell		All mfg.	4		12.9	.0009	0
Union	53	All mfg.	65	33	473.1	.0316	83
Vance		All mfg.	35	14	319.1	.0213	84
2281		Yarn-spinning mills, except wool	4	4	121.5	3.0661	100
Wake	225	All mfg.	151	59	1,390.6	.0929	77
3661		Telephone & telegraph apparatus	1	1	79.1	.9114	100
3825		Electricity-measuring instruments	1	1	46.4	1.5926	100
Warren		All mfg.	11	5	54.4	.0036	74
Washington		All mfg.	9	6	370.5	.0248	97
2631		Paperboard mills	1	1	310.4	3.8331	100
Watauga		All mfg.	11	6	86.5	.0058	89
Wayne		All mfg.	55	24	421.3	.0282	77
Wilkes		All mfg.	37	15	442.2	.0296	90
2016		Poultry-dressing plants	1	1	208.2	3.2523	100
2251		Women's full- & knee-length hosiery	2	1	16.9	2.2524	97
Wilson		All mfg.	59	25	1,258.9	.0841	92
2141		Tobacco stemming & redrying	7	6	583.1	22.4727	99
3011		Tires & inner tubes	1	1	163.0	1.5124	100
Yadkin	106	All mfg.	10	4	61.1	.0041	76
Yancey		All mfg.	8	5	40.4	.0027	89
State Total		All mfg.	5,153	2,051	47,715.6	3.1888	83

NORTH DAKOTA

County SIC	Metro Area	Industry	Total Plants	Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Adams		All mfg.	1		5.2	.0003	0
Barnes		All mfg.	1		1.3	.0001	0
Benson		All mfg.	2	1	5.1	.0003	71
Bottineau		All mfg.	2		6.0	.0004	0
Burleigh	35	All mfg.	16	3	78.0	.0052	33
Cass	86	All mfg.	36	8	243.2	.0163	55
Cavalier		All mfg.	1	1	3.6	.0002	100
Eddy		All mfg.	1		3.6	.0002	0
Foster		All mfg.	1		2.7	.0002	0
Grand Forks	101	All mfg.	16	6	95.9	.0064	62
Griggs		All mfg.	1	1	12.0	.0008	100
Hettinger		All mfg.	1		4.4	.0003	0
McHenry		All mfg.	2		17.6	.0012	0
McIntosh		All mfg.	2		8.5	.0006	0
Morton	35	All mfg.	8	1	254.8	.0170	87
Mountrail		All mfg.	1		2.1	.0001	0
Pembina		All mfg.	3		7.4	.0005	0
Pierce		All mfg.	1		3.7	.0002	0
Ramsey		All mfg.	2		4.2	.0003	0
Ransom		All mfg.	1		15.5	.0010	0
Richland		All mfg.	12	2	41.1	.0027	43
Rolette		All mfg.	2	1	18.5	.0012	91
Sargent		All mfg.	1	1	42.6	.0028	100
Sioux		All mfg.	2		2.9	.0002	0
Stark		All mfg.	6	1	52.5	.0035	40
Stutsman		All mfg.	6	2	27.9	.0019	54
Traill		All mfg.	1	1	11.1	.0007	100
Walsh		All mfg.	1		1.2	.0001	0
Ward		All mfg.	7		63.9	.0043	0
Williams		All mfg.	8	1	218.4	.0146	67
State Total		All mfg.	145	30	1,254.9	.0839	58

OHIO

County SIC	Metro Area	Industry	Total Plants	Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Adams		All mfg.	5	3	62.6	.0042	93
Allen	151	All mfg.	94	40	1,926.3	.1287	87
3531		Construction machinery	1	1	159.4	1.0726	100
3621		Motors & generators	3	3	52.7	1.1272	100
3713		Truck & bus bodies	1	1	55.6	1.6077	100
3714		Motor-vehicle parts & accessories	4	4	379.2	1.2197	100
Ashland		All mfg.	42	19	704.2	.0471	92
3069		Fabricated rubber products n.e.c.	7	7	100.3	1.9775	100
3561		Pumps & pumping equipment	2	2	44.4	1.6667	100
3711		Motor vehicles & passenger-car bodies	1	1	347.3	.4383	100
Ashtabula		All mfg.	110	39	876.6	.0586	78
3079		Miscellaneous plastics products	16	7	146.3	.6900	86
Athens		All mfg.	17	4	63.7	.0043	40
Auglaize	151	All mfg.	41	17	447.9	.0299	87
3069		Fabricated rubber products n.e.c.	2	2	83.9	1.6541	100
3542		Metal-forming machine tools	3	2	32.0	4.1142	95
Belmont	291	All mfg.	35	16	300.7	.0201	86
3471		Plating & polishing	2	2	34.6	1.7255	100
Brown		All mfg.	6	1	23.4	.0016	45

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

County SIC	Metro Area Industry	Number Of Plants		1979 (S&MM Est.)		
		Total Plants	Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Butler	**109 All mfg.**	**140**	**48**	**2,337.5**	**.1562**	**92**
2621	Paper mills, except building paper	5	5	361.6	2.3882	100
3312	Blast furnaces & steel mills	2	2	504.3	1.0010	100
3316	Cold-rolled steel sheet, strip, & bars	1	1	74.4	2.5148	100
3465	Automotive stampings	1	1	382.7	3.4762	100
3499	Fabricated metal products n.e.c.	7	3	91.0	2.4651	91
3533	Oil-field machinery	1	1	146.1	3.1971	100
Carroll	**48 All mfg.**	**14**	**4**	**58.5**	**.0039**	**53**
Champaign	**266 All mfg.**	**26**	**11**	**264.7**	**.0177**	**85**
Clark	**266 All mfg.**	**119**	**33**	**728.7**	**.0487**	**74**
3621	Motors & generators	1	1	39.9	.8534	100
3713	Truck & bus bodies	1	1	138.8	4.0135	100
Clermont	**57 All mfg.**	**32**	**10**	**184.8**	**.0124**	**78**
3559	Special-industry machinery n.e.c.	1	1	85.8	1.2679	100
Clinton	**All mfg.**	**32**	**9**	**204.0**	**.0136**	**76**
Columbiana	**All mfg.**	**107**	**31**	**644.8**	**.0431**	**71**
3559	Special-industry machinery n.e.c.	5	3	115.4	1.7053	93
Coshocton	**All mfg.**	**25**	**10**	**282.6**	**.0189**	**86**
Crawford	**All mfg.**	**57**	**20**	**594.1**	**.0397**	**86**
3531	Construction machinery	8	6	205.0	1.3795	94
3562	Ball & roller bearings	1	1	34.4	1.7773	100
3713	Truck & bus bodies	2	2	56.0	1.6193	100
Cuyahoga	**59 All mfg.**	**2,008**	**537**	**18,522.4**	**1.2378**	**81**
2026	Fluid milk	7	6	140.7	.9974	95
2038	Frozen food specialties	3	3	157.9	4.6576	100
2051	Bread, cake, & related products	12	7	112.0	1.1438	93
2086	Bottled & canned soft drinks	7	5	91.9	.9329	96
2253	Knit-outerwear mills	9	6	31.5	1.3989	90
2311	Men's & boys' suits & coats	3	3	63.8	2.2224	100
2396	Automotive & apparel trimmings	2	1	169.8	6.8294	98
2542	Metal partitions & fixtures	8	4	68.6	5.5927	90
2653	Corrugated & solid fiber boxes	14	6	93.0	1.3560	72
2711	Newspapers	13	8	187.1	1.4394	96
2721	Periodicals	7	3	90.7	1.4894	85
2751	Letterpress commercial printing	30	4	40.3	.8375	38
2752	Lithographic commercial printing	45	5	147.0	1.8397	36
2771	Greeting-card publishing	2	2	142.4	13.0594	100
2819	Industrial inorganic chemicals n.e.c.	8	5	252.9	2.7940	91
2851	Paints & allied products	28	7	297.8	3.8848	67
2899	Chemical preparations n.e.c.	27	5	229.0	5.6110	73
2911	Petroleum refining	3	2	2,071.1	1.8795	96
3069	Fabricated rubber products n.e.c.	11	2	46.7	.9207	64
3079	Miscellaneous plastics products	47	12	227.3	1.0720	70
3229	Pressed & blown glass n.e.c.	2	2	60.0	2.2506	100
3299	Nonmetallic mineral products n.e.c.	2	1	162.1	40.1735	99
3312	Blast furnaces & steel mills	6	2	1,173.0	2.3284	98
3316	Cold-rolled steel sheet, strip, & bars	4	3	173.3	5.8577	99
3317	Steel pipe & tubes	5	3	153.6	4.3216	95
3321	Gray-iron foundries	9	4	381.7	4.7625	96
3351	Copper rolling & drawing	5	4	186.0	3.4849	92
3361	Aluminum foundries	21	11	130.5	4.0588	80
3429	Hardware n.e.c.	16	7	248.2	4.2161	89
3433	Heating equipment, except electric	9	3	43.2	2.6547	80
3441	Fabricated structural metal	33	10	93.8	1.5222	62
3444	Sheet-metal work	24	3	58.9	1.0907	35
3449	Miscellaneous metal work	15	3	53.1	3.4487	44
3451	Screw-machine products	35	2	66.6	3.3430	29
3452	Bolts, nuts, rivets, & washers	31	11	271.4	7.2509	86
3462	Iron & steel forgings	27	8	110.7	4.0144	61
3463	Nonferrous forgings	2	1	98.0	18.2326	99
3469	Metal stampings n.e.c.	45	16	158.9	3.0319	68
3471	Plating & polishing	41		46.4	2.3140	0
3489	Ordnance & accessories n.e.c.	1	1	73.0	8.7719	100
3494	Valves & pipe fittings	19	7	213.5	3.8019	87
3496	Miscellaneous fabricated wire products	14	4	34.3	2.3074	73
3499	Fabricated metal products n.e.c.	42	8	200.4	5.4285	65
3524	Lawn & garden equipment	2	2	69.2	4.4226	100
3531	Construction machinery	12	7	237.2	1.5961	91
3537	Industrial trucks & tractors	11	5	139.2	6.1343	88
3541	Metal-cutting machine tools	28	10	141.0	7.8030	89
3542	Metal-forming machine tools	14	3	34.9	4.4870	66
3544	Special dies, tools, jigs, & fixtures	80	9	107.3	3.8802	43
3545	Machine-tool accessories	18	5	81.6	5.7955	87
3559	Special-industry machinery n.e.c.	26	9	345.6	5.1218	87
3569	General industrial machinery n.e.c.	14	5	42.2	2.1745	74
3599	Machinery, except electrical, n.e.c.	77	5	185.5	1.8066	22
3621	Motors & generators	9	6	156.5	3.3474	96
3622	Industrial controls	13	6	64.5	2.1296	82
3623	Electric welding apparatus	6	2	161.9	11.0716	93
3635	Household vacuum cleaners	4	4	70.6	10.4810	100
3641	Electric lamps	5	3	104.9	5.8184	95
3645	Residential electric lighting fixtures	12	6	74.3	7.1005	87
3662	Radio & TV communication equipment	14	6	126.4	.6477	84
3679	Electronic components n.e.c.	9	4	21.8	.4764	80
3692	Dry & wet primary batteries	2	1	63.0	8.8807	97
3711	Motor vehicles & passenger-car bodies	1	1	833.3	1.0516	100
3714	Motor-vehicle parts & accessories	45	29	1,845.5	5.9358	98
3728	Aircraft equipment n.e.c.	9	2	70.8	1.1476	86
3825	Electricity-measuring instruments	10	3	39.2	1.3455	68
3829	Measuring & controlling devices n.e.c.	9	4	28.1	2.6552	82
3841	Surgical & medical instruments	4	2	129.8	6.0387	96
3991	Brooms & brushes	14	2	50.9	6.3913	56
Darke	**All mfg.**	**47**	**12**	**274.6**	**.0184**	**62**
Defiance	**All mfg.**	**24**	**10**	**491.7**	**.0329**	**92**
3321	Gray-iron foundries	1	1	262.1	3.2702	100
Delaware	**64 All mfg.**	**35**	**14**	**525.7**	**.0351**	**91**
Erie	**All mfg.**	**74**	**31**	**833.0**	**.0557**	**87**
3562	Ball & roller bearings	1	1	67.7	3.4978	100
3714	Motor-vehicle parts & accessories	2	2	153.9	.4950	100
Fairfield	**64 All mfg.**	**56**	**27**	**630.9**	**.0422**	**88**
3229	Pressed & blown glass n.e.c.	3	3	207.8	7.7944	100
3564	Blowers & exhaust & ventilation fans	3	2	39.0	3.4741	93
Fayette	**All mfg.**	**25**	**9**	**225.0**	**.0150**	**73**
Franklin	**64 All mfg.**	**537**	**148**	**5,308.8**	**.3548**	**81**
2026	Fluid milk	8	4	149.5	1.0598	77
2051	Bread, cake, & related products	13	5	95.1	.9713	82
2295	Coated fabrics, not rubberized	1	1	87.6	7.4521	100
2711	Newspapers	4	1	61.4	.4724	92
2721	Periodicals	3	2	106.8	1.7538	97
3079	Miscellaneous plastics products	22	7	150.4	.7093	82
3229	Pressed & blown glass n.e.c.	3	1	41.2	1.5454	94
3429	Hardware n.e.c.	1	1	232.0	3.9409	100
3444	Sheet-metal work	13	5	79.9	1.4796	87
3532	Mining machinery	1	1	101.6	4.1679	100
3562	Ball & roller bearings	1	1	43.1	2.2268	100
3568	Power-transmission equipment n.e.c.	4	2	45.5	3.9634	96
3585	Refrigeration & heating equipment	8	5	289.8	2.0588	96
3621	Motors & generators	1	1	59.8	1.2791	100
3632	Household refrigerators & freezers	2	1	175.1	6.4465	99
3661	Telephone & telegraph apparatus	2	1	365.0	4.2054	99
3714	Motor-vehicle parts & accessories	7	5	132.8	.4271	96
3728	Aircraft equipment n.e.c.	1	1	81.3	1.3178	100
3822	Environmental controls	2	1	132.8	8.1045	99
3823[1]	Industrial process-control instruments	4	2	105.3	5.1790	97
Fulton	**275 All mfg.**	**59**	**21**	**465.7**	**.0311**	**75**
2511	Wood household furniture	4	3	45.8	.8923	97
Gallia	**All mfg.**	**11**	**4**	**147.5**	**.0099**	**84**
3566	Speed changers, drives, & gears	1	1	82.0	8.9774	100
Geauga	**59 All mfg.**	**47**	**11**	**211.3**	**.0141**	**64**
3069	Fabricated rubber products n.e.c.	6	4	81.9	1.6147	96
Greene	**70 All mfg.**	**42**	**11**	**570.7**	**.0381**	**85**
3585	Refrigeration & heating equipment	1	1	333.4	2.3686	100
Guernsey	**All mfg.**	**36**	**13**	**338.3**	**.0226**	**86**
3573	Electronic computing equipment	1	1	156.6	.9175	100
Hamilton	**57 All mfg.**	**919**	**292**	**12,395.4**	**.8284**	**88**
2011	Meat-packing plants	9	2	418.6	1.0802	82
2026	Fluid milk	10	5	171.6	1.2164	80
2051	Bread, cake, & related products	14	9	156.2	1.5953	92
2052	Cookies & crackers	2	1	92.4	2.9814	98
2079	Shortening & cooking oils n.e.c.	2	2	538.8	11.1562	100
2085	Distilled liquor, except brandy	2	1	149.0	6.2587	98
2086	Bottled & canned soft drinks	6	4	135.1	1.3714	95
2099	Food preparations n.e.c.	8	4	129.4	1.8936	87
2311	Men's & boys' suits & coats	6	4	29.2	1.0171	97

		Number Of Plants		1979 (S&MM Est.)		
County SIC	Metro Area Industry	Total Plants	Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
OHIO (Hamilton, cont.)						
2651	Folding paperboard boxes	6	3	87.9	3.4790	94
2653	Corrugated & solid fiber boxes	9	6	63.6	.9273	94
2711	Newspapers	10	4	98.8	.7601	92
2741	Miscellaneous publishing	6	3	60.4	3.2839	89
2751	Letterpress commercial printing	30	6	42.8	.8895	55
2752	Lithographic commercial printing	29	6	196.6	2.4605	70
2771	Greeting-card publishing	2	1	93.0	8.5290	99
2819	Industrial inorganic chemicals n.e.c	7	4	129.8	1.4340	87
2834	Pharmaceutical preparations	5	3	187.6	1.4655	96
2841	Soap & other detergents	6	3	1,321.4	20.3847	99
2844	Toilet preparations	4	3	301.7	3.9898	98
2865	Cyclic crudes & intermediates	3	2	246.4	4.2995	97
2869	Industrial organic chemicals n.e.c.	6	2	266.1	1.0524	86
3079	Miscellaneous plastics products	23	9	155.5	.7334	84
3144	Women's nonathletic footwear	4	4	67.1	3.8067	100
3292	Asbestos products	3	1	47.3	4.3283	95
3341	Secondary nonferrous metals	4	1	227.5	4.8162	85
3411	Metal cans	3	3	252.6	3.1427	100
3444	Sheet-metal work	22	3	72.8	1.3481	55
3469	Metal stampings n.e.c.	13	3	57.8	1.1028	67
3494	Valves & pipe fittings	6	4	195.0	3.4725	97
3496	Miscellaneous fabricated wire products	5	2	40.1	2.6976	96
3499	Fabricated metal products n.e.c.	11	5	54.4	1.4736	80
3541	Metal-cutting machine tools	22	12	197.6	10.9353	95
3544	Special dies, tools, jigs, & fixtures	30	3	32.5	1.1753	36
3561	Pumps & pumping equipment	6	2	57.3	2.1510	84
3563	Air & gas compressors	2	2	60.4	4.4694	100
3621	Motors & generators	2	2	42.2	.9026	100
3634	Electric housewares & fans	1	1	51.0	1.9208	100
3643	Current-carrying wiring devices	9	3	34.5	1.7701	76
3662	Radio & TV communication equipment	3	2	91.9	.4709	98
3711	Motor vehicles & passenger-car bodies	3	2	1,285.9	1.6228	99
3714	Motor-vehicle parts & accessories	14	6	202.3	.6507	91
3724	Aircraft engines & engine parts	1	1	1,114.5	13.1573	100
3944	Games, toys, & children's vehicles	1	1	129.4	3.9009	100
Hancock	**All mfg.**	**44**	**14**	**590.0**	**.0394**	**65**
3633	Household laundry equipment	1	1	133.8	7.0049	100
3674	Semiconductors & related devices	1	1	65.4	1.3260	100
Hardin	**All mfg.**	**21**	**9**	**257.2**	**.0172**	**86**
3714	Motor-vehicle parts & accessories	2	1	83.4	.2682	95
Harrison	**All mfg.**	**8**	**1**	**29.3**	**.0020**	**60**
Henry	**All mfg.**	**28**	**8**	**371.8**	**.0248**	**85**
2032	Canned food specialties	1	1	235.9	7.9036	100
Highland	**All mfg.**	**24**	**13**	**267.1**	**.0179**	**92**
Hocking	**All mfg.**	**12**	**8**	**139.2**	**.0093**	**94**
Holmes	**All mfg.**	**34**	**10**	**137.8**	**.0092**	**56**
Huron	**All mfg.**	**61**	**25**	**625.7**	**.0418**	**80**
3069	Fabricated rubber products n.e.c.	4	1	40.6	.8005	86
Jackson	**All mfg.**	**23**	**9**	**135.5**	**.0091**	**80**
Jefferson	**267 All mfg.**	**39**	**18**	**1,072.2**	**.0717**	**95**
3312	Blast furnaces & steel mills	3	3	750.1	1.4890	100
Knox	**All mfg.**	**30**	**11**	**330.1**	**.0221**	**88**
Lake	**59 All mfg.**	**227**	**54**	**1,905.3**	**.1273**	**77**
2253	Knit-outerwear mills	1	1	28.0	1.2435	100
2869	Industrial organic chemicals n.e.c.	4	1	536.2	2.1206	97
3069	Fabricated rubber products n.e.c.	8	3	84.3	1.6620	90
3537	Industrial trucks & tractors	3	2	133.7	5.8919	99
3823	Industrial process-control instruments	3	2	117.6	5.7840	98
Lawrence	**115 All mfg.**	**24**	**11**	**242.0**	**.0162**	**82**
3322	Malleable-iron foundries	1	1	36.2	4.6746	100
Licking	**186 All mfg.**	**70**	**28**	**785.5**	**.0525**	**86**
3296	Mineral wool	2	1	237.5	10.7837	96
3714	Motor-vehicle parts & accessories	3	2	179.2	.5764	99
Logan	**All mfg.**	**20**	**10**	**181.4**	**.0121**	**81**
Lorain	**156 All mfg.**	**170**	**65**	**5,341.8**	**.3570**	**95**
3312	Blast furnaces & steel mills	1	1	1,260.9	2.5029	100
3321	Gray-iron foundries	6	5	92.3	1.1516	97
3423	Hand & edge tools n.e.c.	2	2	58.1	2.3101	100
3451	Screw-machine products	8	4	43.2	2.1685	77
3621	Motors & generators	1	1	63.8	1.3646	100
3711	Motor vehicles & passenger-car bodies	2	2	2,407.4	3.0381	100
3713	Truck & bus bodies	1	1	111.0	3.2097	100
3714	Motor-vehicle parts & accessories	4	2	136.5	.4390	95
3731	Ship building & repairing	1	1	44.7	.6744	100
Lucas	**275 All mfg.**	**408**	**130**	**6,462.8**	**.4319**	**89**
2711	Newspapers	3	1	40.5	.3116	95
2911	Petroleum refining	3	3	1,663.2	1.5093	100
3211	Flat glass	2	1	154.3	8.0277	98
3229	Pressed & blown glass n.e.c.	2	2	96.6	3.6234	100
3361	Aluminum foundries	3	3	100.8	3.1351	100
3465	Automotive stampings	8	2	194.6	1.7676	87
3469	Metal stampings n.e.c.	14	4	51.1	.9750	62
3499	Fabricated metal products n.e.c.	10	3	53.1	1.4384	79
3544	Special dies, tools, jigs, & fixtures	26	5	31.0	1.1210	49
3563	Air & gas compressors	2	1	43.1	3.1893	93
3576	Scales & balances, except laboratory	1	1	141.0	25.6690	100
3694	Engine electrical equipment	2	1	128.4	3.2658	98
3711	Motor vehicles & passenger-car bodies	1	1	1,041.7	1.3146	100
3714	Motor-vehicle parts & accessories	8	6	516.1	1.6600	99
Madison	**64 All mfg.**	**18**	**6**	**132.2**	**.0088**	**71**
Mahoning	**300 All mfg.**	**212**	**62**	**2,747.4**	**.1836**	**88**
2522	Metal office furniture	2	1	73.8	4.3409	98
3312	Blast furnaces & steel mills	5	4	1,512.4	3.0021	100
3316	Cold-rolled steel sheet, strip, & bars	5	5	75.7	2.5587	100
3442	Metal doors, sash, & trim	6	4	73.2	2.7581	97
3549	Metalworking machinery n.e.c.	2	1	35.0	5.4688	94
3599	Machinery, except electrical, n.e.c.	9	2	67.3	.6554	73
3641	Electric lamps	2	2	68.7	3.8105	100
3743	Railroad equipment	1	1	111.5	2.1044	100
Marion	**All mfg.**	**57**	**21**	**1,025.8**	**.0686**	**91**
3531	Construction machinery	2	1	344.3	2.3168	99
3585	Refrigeration & heating equipment	1	1	166.6	1.1836	100
Medina	**59 All mfg.**	**103**	**30**	**528.8**	**.0353**	**62**
Meigs	**All mfg.**	**9**		**15.6**	**.0010**	**0**
Mercer	**All mfg.**	**25**	**8**	**345.3**	**.0231**	**84**
3523	Farm machinery & equipment	3	2	111.0	1.0822	98
3751	Motorcycles, bicycles, & parts	[illegible]	1	111.2	9.6788	100
Miami	**70 All mfg.**	**98**	**28**	**1,066.3**	**.0713**	**84**
3551	Food-products machinery	2	2	234.8	8.2129	100
3621	Motors & generators	1	1	47.8	1.0224	100
3623	Electric welding apparatus	1	1	125.8	8.6029	100
3728	Aircraft equipment n.e.c.	3	2	57.3	.9288	98
Monroe	**All mfg.**	**3**	**3**	**569.3**	**.0380**	**100**
3334	Primary aluminum	1	1	321.8	5.3105	100
Montgomery	**70 All mfg.**	**514**	**147**	**6,811.5**	**.4552**	**90**
2621	Paper mills, except building paper	4	4	133.0	.8784	100
2711	Newspapers	6	1	48.5	.3731	83
2721	Periodicals	2	2	306.9	5.0397	100
2761	Manifold business forms	4	2	59.6	2.4734	86
3011	Tires & inner tubes	1	1	167.7	1.5560	100
3079	Miscellaneous plastics products	16	6	59.2	.2792	75
3321	Gray-iron foundries	5	3	74.4	.9283	94
3465	Automotive stampings	2	2	140.3	1.2744	100
3494	Valves & pipe fittings	5	3	120.5	2.1458	94
3544	Special dies, tools, jigs, & fixtures	74	14	98.9	3.5765	48
3545	Machine-tool accessories	12	2	33.1	2.3509	76
3561	Pumps & pumping equipment	5	2	44.4	1.6667	87
3573	Electronic computing equipment	1	1	412.0	2.4139	100
3585	Refrigeration & heating equipment	3	3	894.4	6.3541	100
3599	Machinery, except electrical, n.e.c.	26	3	85.4	.8317	45
3631	Household cooking equipment	1	1	188.8	10.6396	100
3632	Household refrigerators & freezers	1	1	347.0	12.7752	100

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

County SIC	Metro Area	Industry	Number Of Plants Total Plants	Large Plants	1979 (S&MM Est.) Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
3633		Household laundry equipment	1	1	86.9	4.5495	100
3679		Electronic components n.e.c.	10	4	27.7	.6054	78
3714		Motor-vehicle parts & accessories	6	6	1,795.4	5.7747	100
3728		Aircraft equipment n.e.c.	7	3	63.2	1.0244	86
3953		Marking devices	3	1	49.8	17.0606	96
Morgan		**All mfg.**	**6**	**3**	**126.3**	**.0084**	**93**
Morrow		**All mfg.**	**8**	**5**	**97.4**	**.0065**	**87**
Muskingum		**All mfg.**	**61**	**18**	**508.2**	**.0340**	**76**
3229		Pressed & blown glass n.e.c.	1	1	40.8	1.5304	100
3694		Engine electrical equipment	1	1	79.0	2.0094	100
Noble		**All mfg.**	**4**	**1**	**37.3**	**.0025**	**28**
Ottawa	**275**	**All mfg.**	**27**	**11**	**208.7**	**.0139**	**81**
Paulding		**All mfg.**	**11**	**5**	**85.2**	**.0057**	**83**
Perry		**All mfg.**	**14**	**7**	**75.6**	**.0051**	**84**
Pickaway	**64**	**All mfg.**	**17**	**9**	**400.3**	**.0268**	**92**
2821		Plastics materials & synthetic resins	2	2	160.9	1.3132	100
3641		Electric lamps	1	1	60.5	3.3557	100
Pike		**All mfg.**	**10**	**3**	**387.9**	**.0259**	**96**
2819		Industrial inorganic chemicals n.e.c.	1	1	334.4	3.6945	100
Portage	**2**	**All mfg.**	**108**	**25**	**477.4**	**.0319**	**59**
3079		Miscellaneous plastics products	17	6	99.3	.4683	70
Preble	**70**	**All mfg.**	**23**	**3**	**84.8**	**.0057**	**39**
Putnam	**151**	**All mfg.**	**17**	**7**	**159.6**	**.0107**	**86**
3672		Cathode-ray TV picture tubes	1	1	77.4	10.6363	100
Richland	**166**	**All mfg.**	**114**	**41**	**1,351.5**	**.0903**	**88**
3312		Blast furnaces & steel mills	2	2	227.0	.4506	100
3561		Pumps & pumping equipment	5	4	52.3	1.9633	94
3631		Household cooking equipment	2	2	94.4	5.3198	100
3633		Household laundry equipment	1	1	127.6	6.6803	100
3714		Motor-vehicle parts & accessories	3	2	246.4	.7925	99
3822		Environmental controls	2	2	77.8	4.7480	100
Ross		**All mfg.**	**24**	**6**	**469.4**	**.0314**	**90**
2621		Paper mills, except building paper	1	1	315.4	2.0831	100
Sandusky		**All mfg.**	**64**	**23**	**575.7**	**.0385**	**80**
3633		Household laundry equipment	1	1	167.2	8.7535	100
Scioto		**All mfg.**	**31**	**8**	**284.8**	**.0190**	**78**
3312		Blast furnaces & steel mills	1	1	163.9	.3253	100
Seneca		**All mfg.**	**52**	**25**	**795.5**	**.0532**	**81**
3321		Gray-iron foundries	2	2	73.7	.9196	100
3621		Motors & generators	1	1	39.9	.8534	100
3694		Engine electrical equipment	1	1	60.0	1.5261	100
3714		Motor-vehicle parts & accessories	1	1	71.9	.2313	100
Shelby		**All mfg.**	**48**	**17**	**568.6**	**.0380**	**88**
3469		Metal stampings n.e.c.	1	1	45.8	.8739	100
3585		Refrigeration & heating equipment	1	1	255.6	1.8159	100
Stark	**48**	**All mfg.**	**295**	**90**	**4,434.2**	**.2963**	**88**
2011		Meat-packing plants	3	2	474.8	1.2252	99
3069		Fabricated rubber products n.e.c.	6	4	71.7	1.4136	93
3079		Miscellaneous plastics products	14	3	57.9	.2731	67
3312		Blast furnaces & steel mills	3	3	1,373.2	2.7258	100
3316		Cold-rolled steel sheet, strip, & bars	3	3	99.0	3.3463	100
3317		Steel pipe & tubes	3	2	101.1	2.8445	96
3325		Steel foundries n.e.c.	3	3	102.5	4.0820	100
3399		Primary metal products n.e.c.	3	2	56.6	5.8141	98
3462		Iron & steel forgings	4	3	82.9	3.0062	96
3465		Automotive stampings	1	1	195.1	1.7721	100
3536		Hoists, industrial cranes, & monorails	2	2	51.6	5.2126	100
3562		Ball & roller bearings	3	2	258.7	13.3661	99
3635		Household vacuum cleaners	1	1	149.3	22.1645	100
Summit	**2**	**All mfg.**	**431**	**122**	**5,612.5**	**.3751**	**87**
2026		Fluid milk	3	2	141.9	1.0059	94
2812		Alkalies & chlorine	2	1	121.2	5.5013	97
2822		Synthetic rubber	5	5	396.3	18.4661	100
3011		Tires & inner tubes	8	7	1,431.3	13.2803	100
3069		Fabricated rubber products n.e.c.	26	8	91.7	1.8079	59
3079		Miscellaneous plastics products	25	6	85.3	.4023	48
3443		Fabricated plate work (boiler shops)	5	1	483.1	5.7956	99
3444		Sheet-metal work	9	2	59.1	1.0944	74
3465		Automotive stampings	5	3	559.2	5.0793	98
3531		Construction machinery	2	1	214.6	1.4441	99
3544		Special dies, tools, jigs, & fixtures	36	9	72.4	2.6182	70
3559		Special-industry machinery n.e.c.	17	6	168.4	2.4885	79
3592		Carburetors, pistons, rings, & valves	1	1	145.0	6.6968	100
3599		Machinery, except electrical, n.e.c.	27	3	95.4	.9291	50
3728		Aircraft equipment n.e.c.	5	2	172.3	2.7928	97
Trumbull	**300**	**All mfg.**	**156**	**59**	**5,395.7**	**.3606**	**96**
3295		Ground or treated minerals & earths	2	1	87.5	7.1592	99
3312		Blast furnaces & steel mills	3	3	1,324.0	2.6282	100
3316		Cold-rolled steel sheet, strip, & burs	2	2	85.6	2.8934	100
3317		Steel pipe & tubes	2	2	75.5	2.1242	100
3356		Nonferrous rolling & drawing n.e.c.	1	1	125.3	4.8418	100
3465		Automotive stampings	2	2	398.1	3.6160	100
3641		Electric lamps	2	2	74.3	4.1211	100
3694		Engine electrical equipment	2	1	528.2	13.4347	100
3711		Motor vehicles & passenger-car bodies	1	1	1,157.4	1.4606	100
3714		Motor-vehicle parts & accessories	2	2	511.2	1.6442	100
3743		Railroad equipment	2	2	162.9	3.0745	100
Tuscarawas		**All mfg.**	**92**	**24**	**554.0**	**.0370**	**69**
Union		**All mfg.**	**17**	**9**	**348.6**	**.0233**	**95**
2874		Phosphatic fertilizers	1	1	207.4	6.7751	100
Van Wert	**151**	**All mfg.**	**22**	**9**	**260.8**	**.0174**	**85**
Vinton		**All mfg.**	**7**	**1**	**28.2**	**.0019**	**59**
Warren	**57**	**All mfg.**	**45**	**14**	**234.3**	**.0157**	**72**
Washington	**205**	**All mfg.**	**35**	**15**	**517.8**	**.0346**	**90**
3312		Blast furnaces & steel mills	1	1	138.7	.2753	100
Wayne		**All mfg.**	**90**	**34**	**768.9**	**.0514**	**82**
3079		Miscellaneous plastics products	2	1	79.2	.3735	98
3713		Truck & bus bodies	3	3	46.3	1.3388	100
Williams		**All mfg.**	**53**	**28**	**472.9**	**.0316**	**86**
3546		Power-driven hand tools	1	1	34.0	4.0934	100
3714		Motor-vehicle parts & accessories	6	5	74.9	.2409	93
Wood	**275**	**All mfg.**	**63**	**26**	**736.3**	**.0492**	**87**
3211		Flat glass	1	1	171.6	8.9277	100
3714		Motor-vehicle parts & accessories	3	2	247.9	.7973	99
Wyandot		**All mfg.**	**25**	**11**	**181.3**	**.0121**	**83**
3079		Miscellaneous plastics products	8	6	65.6	.3094	95
State Total		**All mfg.**	**9,074**	**2,843**	**109,002.7**	**7.2846**	**86**

OKLAHOMA

County SIC	Metro Area	Industry	Total Plants	Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Adair		**All mfg.**	**8**	**1**	**46.2**	**.0031**	**56**
Alfalfa		**All mfg.**	**1**		**1.3**	**.0001**	**0**
Atoka		**All mfg.**	**6**	**1**	**13.3**	**.0009**	**26**
Beaver		**All mfg.**	**1**		**1.9**	**.0001**	**0**
Beckham		**All mfg.**	**5**	**1**	**18.7**	**.0012**	**21**
Blaine		**All mfg**	**4**	**2**	**43.9**	**.0029**	**75**
Bryan		**All mfg.**	**19**	**3**	**116.9**	**.0078**	**40**
Caddo		**All mfg.**	**7**	**4**	**206.3**	**.0138**	**93**
Canadian	**198**	**All mfg.**	**11**		**39.6**	**.0026**	**0**
Carter		**All mfg.**	**23**	**6**	**493.2**	**.0330**	**90**
3011		Tires & inner tubes	1	1	116.8	1.0837	100
Cherokee		**All mfg.**	**3**	**1**	**6.4**	**.0004**	**63**
Choctaw		**All mfg.**	**5**	**1**	**21.0**	**.0014**	**40**
Cimarron		**All mfg.**	**2**		**7.5**	**.0005**	**0**
Cleveland	**198**	**All mfg.**	**28**	**4**	**154.1**	**.0103**	**64**
Coal		**All mfg.**	**2**	**1**	**8.6**	**.0006**	**85**
Comanche	**148**	**All mfg.**	**30**	**5**	**109.1**	**.0073**	**39**
Cotton		**All mfg.**	**1**	**1**	**4.8**	**.0003**	**100**
Craig		**All mfg.**	**4**	**1**	**11.4**	**.0008**	**43**
Creek	**279**	**All mfg.**	**28**	**8**	**210.4**	**.0141**	**68**
Custer		**All mfg.**	**12**	**3**	**87.7**	**.0059**	**73**
Delaware		**All mfg.**	**4**	**1**	**15.7**	**.0010**	**27**
Ellis		**All mfg.**	**1**		**2.0**	**.0001**	**0**
Garfield	**82**	**All mfg.**	**22**	**8**	**1,028.2**	**.0687**	**88**
Garvin		**All mfg.**	**12**	**3**	**293.3**	**.0196**	**95**
Grady		**All mfg.**	**27**	**8**	**208.0**	**.0139**	**66**
Grant		**All mfg.**	**1**		**6.0**	**.0004**	**0**
Greer		**All mfg.**	**3**		**3.0**	**.0002**	**0**
Harmon		**All mfg.**	**2**		**7.3**	**.0005**	**0**
Haskell		**All mfg.**	**2**		**5.3**	**.0004**	**0**
Hughes		**All mfg.**	**3**	**2**	**15.9**	**.0011**	**77**
Jackson		**All mfg.**	**7**	**2**	**41.7**	**.0028**	**62**
Jefferson		**All mfg.**	**4**		**8.7**	**.0006**	**0**
Johnston		**All mfg.**	**2**		**4.6**	**.0003**	**0**

1979 (S&MM Est.)

County SIC	Metro Area	Industry	Number Of Plants Total Plants	 Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
OKLAHOMA (cont.)							
Kay		**All mfg.**	**34**	**7**	**3,929.1**	**.2626**	**98**
2911		Petroleum refining	1	1	3,784.7	3.4345	100
Kingfisher		**All mfg.**	**1**		**2.7**	**.0002**	**0**
Kiowa		**All mfg.**	**5**		**14.7**	**.0010**	**0**
Le Flore	**94**	**All mfg.**	**12**	**4**	**40.1**	**.0027**	**64**
Lincoln		**All mfg.**	**8**	**4**	**261.7**	**.0175**	**98**
Logan		**All mfg.**	**7**	**4**	**58.1**	**.0039**	**96**
Love		**All mfg.**	**2**	**2**	**18.2**	**.0012**	**100**
McClain	**198**	**All mfg.**	**3**	**1**	**9.4**	**.0006**	**78**
McCurtain		**All mfg.**	**17**	**6**	**192.7**	**.0129**	**85**
2421		General sawmills & planing mills	5	1	75.2	.7827	83
McIntosh		**All mfg.**	**4**	**1**	**19.9**	**.0013**	**19**
Major		**All mfg.**	**3**	**1**	**16.8**	**.0011**	**74**
Marshall		**All mfg.**	**6**	**2**	**18.5**	**.0012**	**68**
Mayes	**279**	**All mfg.**	**25**	**7**	**204.8**	**.0137**	**32**
Murray		**All mfg.**	**3**		**8.6**	**.0006**	**0**
Muskogee		**All mfg.**	**37**	**12**	**331.4**	**.0221**	**78**
Noble		**All mfg.**	**3**	**1**	**85.3**	**.0057**	**75**
Nowata		**All mfg.**	**3**	**1**	**13.0**	**.0009**	**78**
Okfuskee		**All mfg.**	**5**	**2**	**14.4**	**.0010**	**63**
Oklahoma	**198**	**All mfg.**	**349**	**75**	**2,627.0**	**.1756**	**72**
2013		Sausages & other prepared meats	5	2	174.4	2.0637	90
2711		Newspapers	6	2	57.9	.4454	86
3011		Tires & inner tubes	2	1	169.5	1.5727	99
3441		Fabricated structural metal	7	3	46.7	.7578	83
3442		Metal doors, sash, & trim	10	2	36.4	1.3715	73
3533		Oil-field machinery	17	2	81.0	1.7725	43
3573		Electronic computing equipment	1	1	123.6	.7242	100
3661		Telephone & telegraph apparatus	1	1	256.3	2.9530	100
3714		Motor-vehicle parts & accessories	10	3	148.3	.4770	83
3721		Aircraft	1	1	126.9	.7028	100
Okmulgee		**All mfg.**	**16**	**3**	**216.9**	**.0145**	**80**
Osage	**279**	**All mfg.**	**5**	**5**	**191.8**	**.0128**	**100**
Ottawa		**All mfg.**	**24**	**5**	**287.2**	**.0192**	**84**
3011		Tires & inner tubes	1	1	186.4	1.7295	100
Pawnee		**All mfg.**	**1**	**1**	**2.8**	**.0002**	**100**
Payne		**All mfg.**	**18**	**6**	**262.9**	**.0176**	**83**
Pittsburg		**All mfg.**	**21**	**9**	**202.3**	**.0135**	**62**
3489		Ordnance & accessories n.e.c.	1	1	40.5	4.8666	100
Pontotoc		**All mfg.**	**20**	**6**	**119.5**	**.0080**	**65**
Pottawatomie	**198**	**All mfg.**	**27**	**7**	**150.8**	**.0101**	**68**
Pushmataha		**All mfg.**	**1**		**1.3**	**.0001**	**0**
Rogers	**279**	**All mfg.**	**14**	**3**	**64.9**	**.0043**	**65**
Seminole		**All mfg.**	**17**	**5**	**71.4**	**.0048**	**57**
Sequoyah	**94**	**All mfg.**	**8**	**1**	**37.0**	**.0025**	**48**
Stephens		**All mfg.**	**18**	**4**	**612.1**	**.0409**	**88**
3533		Oil-field machinery	2	1	183.4	4.0134	99
Texas		**All mfg.**	**6**	**2**	**163.1**	**.0109**	**26**
Tillman		**All mfg.**	**8**	**3**	**34.5**	**.0023**	**82**
Tulsa	**279**	**All mfg.**	**426**	**112**	**4,311.2**	**.2881**	**82**
2911		Petroleum refining	3	2	1,298.5	1.1784	97

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments, lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

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For more data

Information for S&MM's *Survey of Industrial Purchasing Power* is developed by Economic Information Systems from its data base of all types of industrial establishments with 20 or more employees. The *Survey* taps just a small portion of EIS's files. For example, the company can provide data for industry classifications down to the 7-digit SIC level. For more information, contact EIS at 310 Madison Ave., New York, NY 10017; 212-697-6080.

County SIC	Metro Area	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	1979 (S&MM Est.): Total Shipments ($Mil.)	1979 (S&MM Est.): % Of U.S. Shipments	1979 (S&MM Est.): % In Large Plants
3079		Miscellaneous plastics products	15	3	60.4	.2849	55
3211		Flat glass	2	2	90.7	4.7188	100
3441		Fabricated structural metal	15	4	64.8	1.0516	68
3443		Fabricated plate work (boiler shops)	26	12	210.6	2.5265	78
3479		Metal coating & allied services n.e.c.	4	2	58.6	3.2805	96
3531		Construction machinery	10	6	397.5	2.6748	96
3533		Oil-field machinery	24	10	294.3	6.4402	86
3561		Pumps & pumping equipment	6	3	54.3	2.0384	89
3721		Aircraft	2	1	183.5	1.0163	99
3728		Aircraft equipment n.e.c.	3	1	69.6	1.1281	95
Wagoner	**279**	**All mfg.**	**2**	**2**	**30.5**	**.0020**	**100**
Washington		**All mfg.**	**18**	**6**	**146.2**	**.0098**	**82**
Washita		**All mfg.**	**3**	**2**	**13.4**	**.0009**	**91**
Woods		**All mfg.**	**1**		**1.2**	**.0001**	**0**
Woodward		**All mfg.**	**6**	**3**	**51.8**	**.0035**	**89**
State Total		**All mfg.**	**1,477**	**382**	**18,081.2**	**1.2084**	**82**
OREGON							
Baker		**All mfg.**	**6**	**4**	**54.5**	**.0036**	**90**
Benton		**All mfg.**	**43**	**8**	**216.2**	**.0144**	**55**
Clackamas	**218**	**All mfg.**	**104**	**27**	**643.4**	**.0430**	**72**
2421		General sawmills & planing mills	14	5	64.5	.6713	75
2621		Paper mills, except building paper	2	2	150.3	.9927	100
3425		Hand saws & saw blades	3	1	56.7	13.8225	90
Clatsop		**All mfg.**	**22**	**5**	**188.1**	**.0126**	**65**
Columbia		**All mfg.**	**26**	**8**	**295.6**	**.0198**	**79**
2621		Paper mills, except building paper	2	2	134.0	.8850	100
Coos		**All mfg.**	**53**	**16**	**461.5**	**.0308**	**72**
2421		General sawmills & planing mills	11	7	80.5	.8379	88
2436		Softwood veneer & plywood	9	4	165.4	4.7399	88
2492		Particleboard	1	1	40.2	8.3161	100
Crook		**All mfg.**	**9**	**5**	**52.9**	**.0035**	**77**
Curry		**All mfg.**	**10**	**5**	**144.0**	**.0096**	**81**
2436		Softwood veneer & plywood	6	3	98.4	2.8199	87
Deschutes		**All mfg.**	**31**	**9**	**153.5**	**.0103**	**64**
Douglas		**All mfg.**	**65**	**25**	**920.0**	**.0615**	**80**
2421		General sawmills & planing mills	13	4	63.3	.6589	50
2436		Softwood veneer & plywood	17	12	528.4	15.1426	96
Grant		**All mfg.**	**5**	**1**	**19.4**	**.0013**	**44**
Harney		**All mfg.**	**1**	**1**	**45.2**	**.0030**	**100**
Hood River		**All mfg.**	**14**	**6**	**73.7**	**.0049**	**73**
Jackson		**All mfg.**	**77**	**21**	**538.9**	**.0360**	**66**
2421		General sawmills & planing mills	14	4	79.5	.8275	61
2436		Softwood veneer & plywood	13	9	242.5	6.9494	93
Jefferson		**All mfg.**	**7**	**2**	**64.3**	**.0043**	**67**
Josephine		**All mfg.**	**25**	**9**	**145.7**	**.0097**	**67**
Klamath		**All mfg.**	**36**	**8**	**293.3**	**.0196**	**56**
2421		General sawmills & planing mills	8	4	62.0	.6453	81
2499		Wood products n.e.c.	1	1	77.4	3.0656	100
Lake		**All mfg.**	**6**	**2**	**30.6**	**.0020**	**42**
Lane	**84**	**All mfg.**	**169**	**50**	**1,441.6**	**.0963**	**72**
2421		General sawmills & planing mills	28	12	264.1	2.7489	85
2436		Softwood veneer & plywood	23	13	354.1	10.1476	85
2631		Paperboard mills	1	1	240.2	2.9662	100
Lincoln		**All mfg.**	**18**	**3**	**196.2**	**.0131**	**71**
2631		Paperboard mills	1	1	124.1	1.5325	100
Linn		**All mfg.**	**75**	**32**	**951.0**	**.0636**	**82**
2436		Softwood veneer & plywood	10	10	233.0	6.6772	100
3339		Primary nonferrous metals n.e.c.	2	2	234.6	18.2072	100
Malheur		**All mfg.**	**8**	**2**	**81.6**	**.0055**	**83**
2037		Frozen fruits & vegetables	1	1	45.5	1.4782	100

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County SIC	Metro Area Industry	Number Of Plants Total Plants	 Large Plants	1979 (S&MM Est.) Total Shipments ($Mil.)	 % Of U.S. Shipments	 % In Large Plants
OREGON (cont.)						
Marion	**241 All mfg.**	**110**	**28**	**635.4**	**.0425**	**65**
2033	Canned fruits & vegetables	11	8	104.9	1.5384	91
2037	Frozen fruits & vegetables	8	4	105.0	3.4113	90
Morrow	**All mfg.**	**1**	**1**	**-10.7**	**.0007**	**100**
Multnomah	**218 All mfg.**	**523**	**133**	**4,132.3**	**.2762**	**75**
2253	Knit-outerwear mills	4	1	41.6	1.8475	91
2339	Women's & misses' outerwear n.e.c.	2	2	47.9	1.6412	100
2431	Millwork	9	3	51.8	1.2459	72
2711	Newspapers	4	1	48.1	.3700	89
3325	Steel foundries n.e.c.	6	3	89.2	3.5524	90
3537	Industrial trucks & tractors	3	3	86.5	3.8119	100
3553	Woodworking machinery	17	3	129.8	7.9872	41
3711	Motor vehicles & passenger-car bodies	1	1	578.7	.7303	100
3731	Ship building & repairing	5	4	66.4	1.0018	97
3743	Railroad equipment	2	1	106.2	2.0044	97
Polk	**241 All mfg.**	**18**	**8**	**156.2**	**.0104**	**83**
Tillamook	**All mfg.**	**9**	**4**	**129.7**	**.0087**	**89**
Umatilla	**All mfg.**	**28**	**12**	**235.5**	**.0157**	**77**
2037	Frozen fruits & vegetables	5	2	50.4	1.6374	86
Union	**All mfg.**	**16**	**6**	**116.5**	**.0078**	**68**
Wallowa	**All mfg.**	**6**		**25.7**	**.0017**	**0**
Wasco	**All mfg.**	**11**	**4**	**167.5**	**.0112**	**76**
Washington	**218 All mfg.**	**96**	**30**	**815.2**	**.0545**	**80**
3573	Electronic computing equipment	2	2	86.5	.5068	100
3825	Electricity-measuring instruments	2	1	267.2	9.1714	99
Wheeler	**All mfg.**	**2**	**1**	**22.6**	**.0015**	**60**
Yamhill	**All mfg.**	**48**	**10**	**324.3**	**.0217**	**54**
State Total	**All mfg.**	**1,678**	**486**	**13,782.8**	**.9211**	**73**
PENNSYLVANIA						
Adams	**299 All mfg.**	**50**	**19**	**277.5**	**.0185**	**76**
2033	Canned fruits & vegetables	4	3	89.1	1.3067	98
3149	Nonrubber footwear n.e.c.	3	1	14.0	1.8832	91
Allegheny	**214 All mfg.**	**777**	**217**	**11,604.9**	**.7755**	**88**
2026	Fluid milk	8	5	150.5	1.0668	86
2032	Canned food specialties	1	1	280.1	9.3845	100
2051	Bread, cake, & related products	36	8	134.1	1.3696	64
2711	Newspapers	12	4	116.8	.8985	89
2752	Lithographic commercial printing	28	3	93.5	1.1702	44
2851	Paints & allied products	8	3	110.6	1.4428	74
3079	Miscellaneous plastics products	16	5	88.7	.4183	73
3221	Glass containers	1	1	53.3	1.4906	100
3231	Products of purchased glass	4	3	136.4	6.0149	98
3312	Blast furnaces & steel mills	16	13	4,721.6	9.3725	100
3316	Cold-rolled steel sheet, strip, & bars	6	4	118.4	4.0020	94
3325	Steel foundries n.e.c.	8	6	105.5	4.2015	95
3441	Fabricated structural metal	19	7	142.6	2.3141	87
3444	Sheet-metal work	10	2	72.3	1.3388	83
3462	Iron & steel forgings	10	7	124.3	4.5075	95
3494	Valves & pipe fittings	9	4	62.9	1.1201	84
3498	Fabricated pipe & fittings	3	2	101.7	5.0977	93
3531	Construction machinery	5	4	136.4	.9179	93
3545	Machine-tool accessories	7	3	35.1	2.4929	87
3547	Rolling-mill machinery	6	4	103.4	29.2008	97
3559	Special-industry machinery n.e.c.	10	4	116.1	1.7156	91
3567	Industrial-process furnaces & ovens	8	5	39.1	7.6908	91
3599	Machinery, except electrical, n.e.c.	15	1	86.2	.8395	64
3612	Transformers	1	1	100.2	3.7798	100
3621	Motors & generators	6	4	96.3	2.0598	95
3622	Industrial controls	5	1	60.1	1.9843	88
3634	Electric housewares & fans	2	1	73.6	2.7720	94
3662	Radio & TV communication equipment	2	2	133.0	.6815	100
3711	Motor vehicles & passenger-car bodies	1	1	509.3	.6427	100
3731	Ship building & repairing	2	2	230.3	3.4744	100
3743	Railroad equipment	2	1	227.5	4.2937	98
Armstrong	**All mfg.**	**44**	**14**	**511.7**	**.0342**	**85**
3211	Flat glass	1	1	82.4	4.2870	100
3316	Cold-rolled steel sheet, strip, & bars	1	1	148.7	5.0262	100
Beaver	**214 All mfg.**	**85**	**37**	**3,019.7**	**.2018**	**97**
2821	Plastics materials & synthetic resins	1	1	120.8	.9859	100
3312	Blast furnaces & steel mills	4	4	1,615.9	3.2076	100
3316	Cold-rolled steel sheet, strip, & bars	6	5	75.4	2.5486	95
3317	Steel pipe & tubes	3	3	463.4	13.0381	100
3441	Fabricated structural metal	4	2	125.0	2.0285	97
3613	Switchgear & switchboard apparatus	1	1	161.5	3.7166	100
Bedford	**All mfg.**	**19**	**6**	**109.2**	**.0073**	**73**
Berks	**227 All mfg.**	**338**	**131**	**3,442.0**	**.2300**	**84**
2065	Confectionery products	10	5	138.8	3.3644	91
2252	Hosiery n.e.c.	7	4	32.2	3.4490	87
2253	Knit-outerwear mills	7	4	30.7	1.3634	83
2254	Knit-underwear mills	15	10	61.7	8.8510	89
2341	Women's & children's underwear	8	3	25.5	1.4075	82
3312	Blast furnaces & steel mills	1	1	617.9	1.2265	100
3321	Gray-iron foundries	8	7	79.7	.9944	96
3547	Rolling-mill machinery	2	2	40.6	11.4657	100
3552	Textile machinery	3	1	53.3	3.5054	93
3631	Household cooking equipment	1	1	53.5	3.0149	100
3674	Semiconductors & related devices	1	1	140.6	2.8508	100
3691	Storage batteries	5	4	155.8	7.2351	98
3714	Motor-vehicle parts & accessories	1	1	140.2	.4509	100
3851	Ophthalmic goods	4	2	24.7	3.0863	92
Blair	**8 All mfg.**	**84**	**34**	**863.8**	**.0577**	**81**
2253	Knit-outerwear mills	2	2	40.7	1.8075	100
Bradford	**All mfg.**	**30**	**14**	**424.0**	**.0283**	**92**
3356	Nonferrous rolling & drawing n.e.c.	1	1	159.5	6.1633	100
3546	Power-driven hand tools	1	1	30.9	3.7202	100
Bucks	**211 All mfg.**	**384**	**114**	**3,628.1**	**.2425**	**80**
2641	Paper coating & glazing	4	3	96.3	2.4918	92
2821	Plastics materials & synthetic resins	3	1	142.5	1.1631	93
3312	Blast furnaces & steel mills	1	1	1,071.7	2.1273	100
3559	Special-industry machinery n.e.c.	8	4	99.5	1.4703	92
3613	Switchgear & switchboard apparatus	1	1	53.8	1.2381	100
3823	Industrial process-control instruments	3	2	224.3	11.0319	99
Butler	**All mfg.**	**92**	**29**	**1,795.9**	**.1200**	**89**
3312	Blast furnaces & steel mills	1	1	504.3	1.0010	100
3743	Railroad equipment	1	1	257.1	4.8524	100
Cambria	**127 All mfg.**	**75**	**26**	**1,745.8**	**.1167**	**94**
3312	Blast furnaces & steel mills	1	1	1,134.7	2.2524	100
3325	Steel foundries n.e.c.	1	1	59.1	2.3536	100
3743	Railroad equipment	1	1	145.7	2.7499	100
Cameron	**All mfg.**	**8**	**4**	**120.6**	**.0081**	**94**
Carbon	**7 All mfg.**	**57**	**14**	**411.4**	**.0275**	**73**
2331	Women's & misses' blouses	14	4	73.0	3.2427	67
3333	Primary zinc	1	1	141.5	22.4924	100
Centre	**All mfg.**	**45**	**24**	**560.0**	**.0374**	**91**
3351	Copper rolling & drawing	1	1	203.1	3.8053	100
Chester	**211 All mfg.**	**287**	**86**	**3,330.4**	**.2226**	**79**
2033	Canned fruits & vegetables	19	7	164.2	2.4081	78
2037	Frozen fruits & vegetables	1	1	68.4	2.2222	100
2819	Industrial inorganic chemicals n.e.c.	2	1	149.4	1.6506	94
2834	Pharmaceutical preparations	3	3	425.5	3.3239	100
3079	Miscellaneous plastics products	10	5	66.1	.3118	85
3312	Blast furnaces & steel mills	7	5	644.0	1.2784	98
3573	Electronic computing equipment	2	2	205.7	1.2052	100
3811	Engineering & scientific instruments	5	3	41.4	1.8169	96
Clarion	**All mfg.**	**20**	**6**	**124.8**	**.0083**	**73**
3221	Glass containers	2	2	65.6	1.8346	100
Clearfield	**All mfg.**	**47**	**16**	**339.7**	**.0227**	**74**
Clinton	**All mfg.**	**22**	**10**	**679.2**	**.0454**	**92**
2621	Paper mills, except building paper	1	1	220.8	1.4583	100
3721	Aircraft	2	2	248.2	1.3747	100

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

County SIC	Metro Area	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	1979 (S&MM Est.) Total Shipments ($Mil.)	1979 (S&MM Est.) % Of U.S. Shipments	1979 (S&MM Est.) % In Large Plants
Columbia		**All mfg.**	**69**	**25**	**619.1**	**.0414**	**83**
2099		Food preparations n.e.c.	1	1	104.3	1.5263	100
3743		Railroad equipment	1	1	85.7	1.6175	100
Crawford		**All mfg.**	**62**	**22**	**622.7**	**.0416**	**80**
3312		Blast furnaces & steel mills	1	1	138.7	.2753	100
3964		Needles, pins, & fasteners	1	1	72.2	8.8643	100
Cumberland	**110**	**All mfg.**	**81**	**37**	**903.6**	**.0604**	**83**
2272		Tufted carpets & rugs	1	1	107.6	2.3593	100
3011		Tires & inner tubes	1	1	111.8	1.0373	100
3442		Metal doors, sash, & trim	2	1	30.5	1.1492	97
3679		Electronic components n.e.c.	8	5	53.6	1.1714	97
Dauphin	**110**	**All mfg.**	**112**	**43**	**1,921.0**	**.1284**	**91**
2051		Bread, cake, & related products	6	2	48.3	.4933	85
2066		Chocolate & cocoa products	1	1	546.0	39.3996	100
3149		Nonrubber footwear n.e.c.	5	4	17.1	2.3002	95
3312		Blast furnaces & steel mills	2	2	529.5	1.0511	100
Delaware	**211**	**All mfg.**	**251**	**87**	**5,700.9**	**.3810**	**93**
2621		Paper mills, except building paper	1	1	252.3	1.6663	100
2721		Periodicals	1	1	108.6	1.7834	100
2911		Petroleum refining	2	2	2,677.8	2.4300	100
3443		Fabricated plate work (boiler shops)	2	2	98.8	1.1853	100
3511		Turbines & turbine-generator set units	1	1	410.5	13.2831	100
3629		Electrical industrial apparatus n.e.c.	4	2	57.4	7.0266	96
3721		Aircraft	1	1	272.0	1.5065	100
3731		Ship building & repairing	1	1	196.0	2.9570	100
3743		Railroad equipment	1	1	128.6	2.4271	100
3911		Precious-metal jewelry	2	1	156.9	6.3778	98
Elk		**All mfg.**	**36**	**17**	**480.1**	**.0321**	**90**
3624		Carbon & graphite products	6	6	232.7	26.2849	100
Erie	**83**	**All mfg.**	**246**	**89**	**2,508.8**	**.1677**	**86**
2621		Paper mills, except building paper	1	1	210.2	1.3883	100
3069		Fabricated rubber products n.e.c.	4	1	53.1	1.0469	87
3079		Miscellaneous plastics products	26	10	142.0	.6697	72
3321		Gray-iron foundries	6	4	65.0	.8110	91
3443		Fabricated plate work (boiler shops)	3	2	61.6	.7390	96
3494		Valves & pipe fittings	9	5	77.5	1.3801	90
3621		Motors & generators	3	1	64.9	1.3881	93
3679		Electronic components n.e.c.	5	4	38.7	.8458	99
3743		Railroad equipment	1	1	478.2	9.0254	100
3842		Surgical appliances & supplies	2	1	112.7	3.4864	99
Fayette		**All mfg.**	**75**	**26**	**476.7**	**.0319**	**79**
3221		Glass containers	1	1	60.8	1.7004	100
Forest		**All mfg.**	**6**	**2**	**30.6**	**.0020**	**73**
Franklin		**All mfg.**	**60**	**25**	**822.3**	**.0550**	**88**
2311		Men's & boys' suits & coats	1	1	50.7	1.7661	100
3531		Construction machinery	1	1	338.2	2.2758	100
3541		Metal-cutting machine tools	2	2	31.4	1.7377	100
Fulton		**All mfg.**	**2**	**1**	**22.4**	**.0015**	**87**
Greene		**All mfg.**	**10**	**1**	**26.8**	**.0018**	**22**
Huntingdon		**All mfg.**	**18**	**9**	**141.6**	**.0095**	**88**
Indiana		**All mfg.**	**30**	**11**	**280.7**	**.0188**	**84**
3442		Metal doors, sash, & trim	1	1	29.7	1.1191	100
3535		Conveyors & conveying equipment	2	1	64.4	2.8455	93
Jefferson		**All mfg.**	**33**	**9**	**186.5**	**.0125**	**75**
Juniata		**All mfg.**	**12**	**5**	**49.6**	**.0033**	**75**
Lackawanna	**196**	**All mfg.**	**250**	**86**	**1,691.3**	**.1130**	**77**
2282		Throwing & winding mills, except wool	6	5	127.7	6.5659	93
2327		Men's & boys' separate trousers	10	9	46.9	2.0767	97
2335		Women's & misses' dresses	47	4	103.5	2.1268	21
2732		Book printing	2	1	91.9	6.6832	98
3672		Cathode-ray TV picture tubes	1	1	62.0	8.5200	100
Lancaster	**142**	**All mfg.**	**358**	**130**	**3,282.8**	**.2194**	**83**
2017		Poultry & egg processing	1	1	33.8	2.8810	100
2026		Fluid milk	5	1	141.9	1.0059	80
2341		Women's & children's underwear	16	11	58.7	3.2401	91
2834		Pharmaceutical preparations	2	2	100.0	.7812	100
3149		Nonrubber footwear n.e.c.	11	6	19.4	2.6096	78
3322		Malleable-iron foundries	4	3	50.5	6.5212	98
3523		Farm machinery & equipment	4	3	144.1	1.4049	97
3672		Cathode-ray TV picture tubes	1	1	100.7	13.8381	100
3873		Watches, clocks, & watchcases	4	4	82.2	6.0611	100
3996		Hard-surface floor coverings n.e.c.	2	1	255.9	37.0012	99

County SIC	Metro Area	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	1979 (S&MM Est.) Total Shipments ($Mil.)	1979 (S&MM Est.) % Of U.S. Shipments	1979 (S&MM Est.) % In Large Plants
Lawrence		**All mfg.**	**68**	**24**	**610.6**	**.0408**	**80**
3317		Steel pipe & tubes	1	1	84.5	2.3775	100
Lebanon		**All mfg.**	**109**	**43**	**761.4**	**.0509**	**80**
3149		Nonrubber footwear n.e.c.	5	5	13.7	1.8429	100
3325		Steel foundries n.e.c.	2	2	63.9	2.5448	100
3452		Bolts, nuts, rivets, & washers	1	1	83.6	2.2335	100
Lehigh	**7**	**All mfg.**	**246**	**86**	**4,161.6**	**.2781**	**92**
2311		Men's & boys' suits & coats	5	3	37.8	1.3167	95
2321		Men's & boys' shirts & nightwear	8	3	26.2	.7757	73
2335		Women's & misses' dresses	11	5	41.5	.8528	65
2339		Women's & misses' outerwear n.e.c.	14	7	52.4	1.7954	76
3321		Gray-iron foundries	4	3	84.6	1.0556	97
3535		Conveyors & conveying equipment	1	1	92.6	4.0916	100
3585		Refrigeration & heating equipment	1	1	299.9	2.1306	100
3634		Electric housewares & fans	1	1	71.4	2.6892	100
3671		Receiving-type electron tubes	1	1	576.2	34.4329	100
3711		Motor vehicles & passenger-car bodies	1	1	1,320.2	1.6661	100
Luzerne	**196**	**All mfg.**	**439**	**137**	**2,164.1**	**.1446**	**66**
2067		Chewing gum	1	1	72.2	12.0958	100
2121		Cigars	6	4	40.9	13.4672	94
2335		Women's & misses' dresses	112	19	283.2	5.8194	39
2339		Women's & misses' outerwear n.e.c.	15	3	33.5	1.1478	46
3149		Nonrubber footwear n.e.c.	6	6	13.3	1.7891	100
3559		Special-industry machinery n.e.c.	5	3	72.7	1.0743	95
3674		Semiconductors & related devices	1	1	72.7	1.4740	100
Lycoming	**294**	**All mfg.**	**103**	**48**	**1,308.9**	**.0875**	**89**
2051		Bread, cake, & related products	1	1	71.7	.7323	100
2241		Narrow-fabric mills	6	2	43.5	6.2635	87
3559		Special-industry machinery n.e.c.	1	1	89.5	1.3226	100
3641		Electric lamps	1	1	82.5	4.5760	100
3673		Transmitting electron tubes	2	2	64.8	9.1772	100
3724		Aircraft engines & engine parts	1	1	134.6	1.5890	100
McKean		**All mfg.**	**38**	**16**	**979.7**	**.0655**	**94**
Mercer		**All mfg.**	**78**	**27**	**1,135.9**	**.0759**	**89**
3316		Cold-rolled steel sheet, strip, & bars	1	1	223.1	7.5410	100
3317		Steel pipe & tubes	6	6	172.5	4.8534	100
3563		Air & gas compressors	1	1	41.6	3.0783	100
3612		Transformers	2	2	120.3	4.5381	100
3743		Railroad equipment	1	1	102.8	1.9402	100
Mifflin		**All mfg.**	**32**	**11**	**502.0**	**.0335**	**88**
3312		Blast furnaces & steel mills	1	1	242.4	.4812	100
Monroe	**196**	**All mfg.**	**53**	**16**	**283.5**	**.0189**	**62**
Montgomery	**211**	**All mfg.**	**747**	**232**	**6,269.8**	**.4190**	**79**
2051		Bread, cake, & related products	7	5	62.3	.6363	92
2254		Knit-underwear mills	3	2	25.7	3.6867	91
2311		Men's & boys' suits & coats	9	5	36.5	1.2714	86
2335		Women's & misses' dresses	7	4	35.8	.7356	90
2834		Pharmaceutical preparations	4	4	463.2	3.6184	100
3011		Tires & inner tubes	4	4	493.1	4.5752	100
3317		Steel pipe & tubes	8	6	143.9	4.0487	95
3321		Gray-iron foundries	3	1	61.5	.7673	85
3361		Aluminum foundries	5	1	63.9	1.9874	90
3441		Fabricated structural metal	12	2	93.4	1.5157	76
3452		Bolts, nuts, rivets, & washers	5	2	78.4	2.0946	92
3566		Speed changers, drives, & gears	7	6	76.1	8.3315	99
3573		Electronic computing equipment	10	7	268.5	1.5731	96
3613		Switchgear & switchboard apparatus	7	2	76.6	1.7628	78
3651		Radio & TV receiving sets	3	1	89.5	1.5029	94
3662		Radio & TV communication equipment	7	3	105.8	.5421	92
3679		Electronic components n.e.c.	17	6	44.1	.9638	76
3714		Motor-vehicle parts & accessories	7	3	142.3	.4577	93
3728		Aircraft equipment n.e.c.	3	1	70.2	1.1379	92
3823		Industrial process-control instruments	6	3	187.0	9.1973	96
3841		Surgical & medical instruments	7	3	45.0	2.0936	86
Montour		**All mfg.**	**9**	**6**	**151.5**	**.0101**	**98**
Northampton	**7**	**All mfg.**	**267**	**92**	**3,236.5**	**.2163**	**88**
2331		Women's & misses' blouses	65	11	191.9	8.5243	42
2335		Women's & misses' dresses	14	3	43.9	.9021	50
2339		Women's & misses' outerwear n.e.c.	10	5	38.7	1.3260	86
2751		Letterpress commercial printing	5	2	25.0	.5196	92
3241		Hydraulic cement	9	9	330.7	8.8548	100
3312		Blast furnaces & steel mills	1	1	1,387.0	2.7532	100

County SIC	Metro Area	Industry	Number Of Plants Total Plants	 Large Plants	1979 (S&MM Est.) Total Shipments ($Mil.)	 % Of U.S. Shipments	 % In Large Plants
PENNSYLVANIA (Northampton, cont.)							
3443		Fabricated plate work (boiler shops)	5	4	77.3	9273	95
Northumberland		**All mfg.**	**104**	**49**	**970.0**	**.0648**	**82**
2032		Canned food specialties	1	1	171.6	5.7493	100
2321		Men's & boys' shirts & nightwear	4	2	32.7	9682	87
2335		Women's & misses' dresses	14	4	47.4	.9740	52
2517		Wood TV & radio cabinets	1	1	34.2	8.4361	100
Perry	**110**	**All mfg.**	**9**	**3**	**39.2**	**.0026**	**68**
Philadelphia	**211**	**All mfg.**	**1,513**	**437**	**11,667.9**	**.7798**	**79**
2011		Meat-packing plants	8	5	514.4	1.3274	96
2013		Sausages & other prepared meats	16	8	294.9	3.4896	87
2026		Fluid milk	10	6	138.7	.9832	80
2051		Bread, cake, & related products	24	11	254.5	2.5992	91
2052		Cookies & crackers	4	2	176.4	5.6918	95
2062		Cane-sugar refining	2	2	264.4	11.2573	100
2065		Confectionery products	23	9	172.4	4.1788	79
2082		Malt beverages	2	2	186.1	2.5707	100
2085		Distilled liquor, except brandy	4	4	128.5	5.3976	100
2086		Bottled & canned soft drinks	6	5	130.4	1.3237	98
2253		Knit-outerwear mills	29	18	176.4	7.8341	90
2311		Men's & boys' suits & coats	47	30	288.7	10.0564	94
2329		Men's & boys' clothing n.e.c.	14	6	32.6	2.9815	77
2335		Women's & misses' dresses	23	6	68.5	1.4076	47
2361		Girls' & children's dresses & blouses	6	2	37.0	4.7625	87
2649		Converted paper products n.e.c.	10	2	43.8	2.7122	68
2651		Folding paperboard boxes	13	3	50.6	2.0027	43
2652		Set-up paperboard boxes	11	4	23.4	6.0938	64
2653		Corrugated & solid fiber boxes	16	7	91.3	1.3312	72
2711		Newspapers	12	6	268.3	2.0640	96
2721		Periodicals	7	5	133.6	2.1939	97
2731		Book publishing	12	2	132.6	2.7116	75
2751		Letterpress commercial printing	37	10	86.5	1.7977	73
2752		Lithographic commercial printing	39	8	165.3	2.0687	51
2791		Typesetting	12	4	40.5	5.5609	60
2834		Pharmaceutical preparations	7	1	311.0	2.4295	93
2851		Paints & allied products	11	3	141.7	1.8485	78
2911		Petroleum refining	2	1	1,293.1	1.1735	98
3041		Rubber & plastic hose & belting	1	1	52.4	2.9461	100
3313		Electrometallurgical products	1	1	86.7	7.6766	100
3411		Metal cans	3	3	179.5	2.2332	100
3444		Sheet-metal work	18	8	76.6	1.4185	83
3462		Iron & steel forgings	6	3	64.4	2.3354	88
3469		Metal stampings n.e.c.	12	3	82.8	1.5799	78
3537		Industrial trucks & tractors	2	1	62.2	2.7411	98
3552		Textile machinery	17	3	42.4	2.7886	59
3561		Pumps & pumping equipment	8	3	52.7	1.9783	85
3562		Ball & roller bearings	3	3	101.8	5.2596	100
3585		Refrigeration & heating equipment	6	4	206.4	1.4663	96
3613		Switchgear & switchboard apparatus	3	2	231.3	5.3229	99
3645		Residential electric lighting fixtures	13	5	93.1	8.8972	82
3714		Motor-vehicle parts & accessories	5	3	209.9	.6751	98
3721		Aircraft	1	1	90.7	.5023	100
Pike		**All mfg.**	**3**	**2**	**35.5**	**.0024**	**98**
Potter		**All mfg.**	**15**	**3**	**80.8**	**.0054**	**78**
Schuylkill		**All mfg.**	**205**	**91**	**1,107.6**	**.0740**	**73**
2254		Knit-underwear mills	16	10	39.8	5.7094	83
2321		Men's & boys' shirts & nightwear	11	9	49.7	1.4715	95
2331		Women's & misses' blouses	15	5	53.8	2.3898	57
2335		Women's & misses' dresses	39	14	158.6	3.2590	62
2341		Women's & children's underwear	4	2	20.9	1.1536	87
3079		Miscellaneous plastics products	8	5	73.1	.3448	91
Snyder		**All mfg.**	**35**	**14**	**184.5**	**.0123**	**66**
Somerset	**127**	**All mfg.**	**49**	**15**	**220.8**	**.0148**	**64**
Sullivan		**All mfg.**	**8**	**2**	**18.7**	**.0012**	**56**
Susquehanna	**33**	**All mfg.**	**16**	**6**	**62.7**	**.0042**	**60**
Tioga		**All mfg.**	**18**	**8**	**132.8**	**.0089**	**88**
Union		**All mfg.**	**15**	**7**	**152.5**	**.0102**	**81**
Venango		**All mfg.**	**41**	**16**	**1,295.1**	**.0866**	**83**
3532		Mining machinery	2	1	145.1	5.9523	98
3563		Air & gas compressors	1	1	45.9	3.3965	100
Warren		**All mfg.**	**40**	**14**	**2,292.9**	**.1532**	**97**
2911		Petroleum refining	1	1	1,997.5	1.8127	100
3462		Iron & steel forgings	1	1	52.4	1.9002	100
3471		Plating & polishing	1	1	39.3	1.9599	100
Washington	**214**	**All mfg.**	**116**	**36**	**1,218.1**	**.0814**	**74**
3221		Glass containers	3	3	62.0	1.7339	100
3312		Blast furnaces & steel mills	4	3	184.4	.3660	98
3612		Transformers	1	1	120.3	4.5381	100
3662		Radio & TV communication equipment	1	1	75.2	.3853	100
Wayne		**All mfg.**	**20**	**5**	**69.1**	**.0046**	**65**
Westmoreland	**214**	**All mfg.**	**202**	**79**	**3,105.8**	**.2076**	**89**
3229		Pressed & blown glass n.e.c.	9	6	82.5	3.0945	92
3312		Blast furnaces & steel mills	4	4	522.0	1.0362	100
3316		Cold-rolled steel sheet, strip, & bars	3	2	85.5	2.8900	96
3321		Gray-iron foundries	10	5	84.5	1.0543	80
3325		Steel foundries n.e.c.	3	3	40.7	1.6209	100
3563		Air & gas compressors	2	1	97.6	7.2221	99
3644		Non-current-carrying wiring devices	3	3	86.5	5.6551	100
3711		Motor vehicles & passenger-car bodies	1	1	1,041.7	1.3146	100
3822		Environmental controls	2	2	50.3	3.0697	100
Wyoming		**All mfg.**	**17**	**3**	**487.5**	**.0326**	**91**
2647		Sanitary paper products	1	1	386.2	6.9601	100
York	**299**	**All mfg.**	**338**	**138**	**3,133.0**	**.2094**	**83**
2361		Girls' & children's dresses & blouses	7	4	27.3	3.5140	82
2522		Metal office furniture	2	2	84.8	4.9879	100
2621		Paper mills, except building paper	1	1	113.0	.7463	100
2761		Manifold business forms	4	3	59.7	2.4776	92
3496		Miscellaneous fabricated wire products	7	5	45.1	3.0340	96
3531		Construction machinery	2	1	262.5	1.7664	99
3585		Refrigeration & heating equipment	3	2	268.6	1.9082	96
3622		Industrial controls	5	3	41.8	1.3801	88
3751		Motorcycles, bicycles, & parts	1	1	98.2	8.5473	100
3843		Dental equipment & supplies	1	1	56.6	6.0438	100
State Total		**All mfg.**	**9,128**	**3,092**	**100,596.2**	**6.7228**	**85**
RHODE ISLAND							
Bristol	**220**	**All mfg.**	**33**	**17**	**284.3**	**.0190**	**88**
3021		Rubber & plastic footwear	1	1	25.6	4.2774	100
3161		Luggage	1	1	53.9	6.5564	100
Kent	**220**	**All mfg.**	**101**	**38**	**1,107.1**	**.0740**	**84**
3552		Textile machinery	1	1	114.0	7.4975	100
3643		Current-carrying wiring devices	1	1	46.9	2.4064	100
3731		Ship building & repairing	1	1	165.4	2.4953	100
Newport		**All mfg.**	**11**	**5**	**236.4**	**.0158**	**93**
3662		Radio & TV communication equipment	1	1	139.2	.7133	100
Providence	**220**	**All mfg.**	**700**	**265**	**5,675.5**	**.3793**	**78**
2221		Synthetics- & silk-weaving mills	12	7	123.1	1.9359	86
2231		Wool-fabric weaving & finishing mills	12	6	21.9	3.6555	74
2241		Narrow-fabric mills	25	14	69.6	10.0216	84
2257		Circular-knit fabric mills	2	2	121.0	4.0877	100
2283		Wool-yarn mills	5	5	12.5	6.2909	100
2711		Newspapers	3	3	60.6	.4662	100
3069		Fabricated rubber products n.e.c.	4	3	94.8	1.8690	97
3079		Miscellaneous plastics products	27	8	193.3	.9117	69
3161		Luggage	4	3	58.2	7.0794	94
3229		Pressed & blown glass n.e.c.	3	3	53.0	1.9880	100
3357		Nonferrous-wire drawing & insulating	9	9	452.7	5.9885	100
3421		Cutlery	3	2	57.3	7.1136	97
3471		Plating & polishing	17	3	36.7	1.8302	46
3541		Metal-cutting machine tools	12	5	39.4	2.1804	82
3569		General industrial machinery n.e.c.	5	3	77.4	3.9883	97
3643		Current-carrying wiring devices	6	2	37.0	1.8984	81

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

1979 (S&MM Est.)

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
3679	Electronic components n.e.c.	6	3	22.2	.4852	88
3699	Electrical equipment & supplies n.e.c.	2	2	40.0	5.5417	100
3842	Surgical appliances & supplies	4	2	58.8	1.8190	95
3851	Ophthalmic goods	4	3	30.5	3.8111	94
3911	Precious-metal jewelry	47	16	374.7	15.2311	72
3914	Silverware & plated & stainless ware	4	1	45.4	8.4860	87
3915	Jewelers' materials & lapidary work	30	7	438.8	51.6722	70
3944	Games, toys, & children's vehicles	3	1	203.8	6.1437	96
3961	Costume jewelry	89	33	459.6	48.9040	75
3964	Needles, pins, & fasteners	6	4	52.4	6.4334	92
3999	Manufactures n.e.c.	7	3	68.1	2.1513	85
Washington	**220 All mfg.**	**33**	**16**	**317.1**	**.0212**	**87**
State Total	**All mfg.**	**878**	**341**	**7,620.4**	**.5093**	**80**

SOUTH CAROLINA

County SIC	Metro Area Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Abbeville	**All mfg.**	**16**	**13**	**200.8**	**.0134**	**98**
Aiken	**21 All mfg.**	**43**	**24**	**1,275.3**	**.0852**	**95**
2211	Cotton-weaving mills	6	6	87.5	1.9389	100
2221	Synthetics- & silk-weaving mills	2	2	77.3	1.2157	100
2262	Synthetics- & silk-finishing plants	2	2	219.1	9.4224	100
2821	Plastics materials & synthetic resins	1	1	628.3	5.1281	100
3229	Pressed & blown glass n.e.c.	1	1	61.2	2.2956	100
Allendale	**All mfg.**	**10**	**5**	**94.1**	**.0063**	**82**
Anderson	**13 All mfg.**	**87**	**47**	**1,228.2**	**.0821**	**90**
2211	Cotton-weaving mills	11	10	170.8	3.7848	99
2221	Synthetics- & silk-weaving mills	8	7	176.6	2.7773	97
2281	Yarn-spinning mills, except wool	4	2	63.7	1.6075	89
2321	Men's & boys' shirts & nightwear	6	5	38.6	1.1429	95
2822	Synthetic rubber	1	1	120.6	5.6195	100
2824	Noncellulosic synthetic organic fibers	1	1	161.8	2.2185	100
3229	Pressed & blown glass n.e.c.	1	1	62.8	2.3556	100
3635	Household vacuum cleaners	1	1	62.9	9.3379	100
3636	Sewing machines	1	1	39.6	12.2753	100
Bamberg	**All mfg.**	**20**	**4**	**76.7**	**.0051**	**43**
Barnwell	**All mfg.**	**15**	**9**	**225.2**	**.0150**	**93**
Beaufort	**All mfg.**	**15**	**4**	**102.9**	**.0069**	**52**
Berkeley	**51 All mfg.**	**23**	**15**	**301.1**	**.0201**	**90**
Calhoun	**All mfg.**	**5**	**2**	**70.2**	**.0047**	**10**
Charleston	**51 All mfg.**	**96**	**30**	**1,254.4**	**.0838**	**80**
2631	Paperboard mills	1	1	186.2	2.2994	100
3519	Internal-combustion engines n.e.c.	1	1	110.7	1.2638	100
Cherokee	**All mfg.**	**30**	**17**	**219.1**	**.0146**	**84**
2211	Cotton-weaving mills	3	3	40.6	.8997	100
2261	Cotton-finishing plants	3	2	21.4	2.4134	96
Chester	**All mfg.**	**29**	**19**	**340.2**	**.0227**	**91**
2211	Cotton-weaving mills	5	5	73.0	1.6176	100
2221	Synthetics- & silk-weaving mills	5	5	138.1	2.1718	100
Chesterfield	**All mfg.**	**44**	**27**	**350.7**	**.0234**	**85**
Clarendon	**All mfg.**	**12**	**6**	**61.1**	**.0041**	**80**
Colleton	**All mfg.**	**19**	**9**	**157.0**	**.0105**	**79**
Darlington	**All mfg.**	**29**	**16**	**713.6**	**.0477**	**94**
2262	Synthetics- & silk-finishing plants	1	1	142.7	6.1368	100
2653	Corrugated & solid fiber boxes	1	1	131.4	1.9159	100
Dillon	**All mfg.**	**19**	**10**	**151.9**	**.0102**	**84**
Dorchester	**51 All mfg.**	**29**	**9**	**207.6**	**.0139**	**76**
Edgefield	**All mfg.**	**12**	**7**	**99.1**	**.0066**	**89**
Fairfield	**All mfg.**	**13**	**3**	**126.8**	**.0085**	**85**
Florence	**All mfg.**	**60**	**30**	**682.5**	**.0456**	**86**
2824	Noncellulosic synthetic organic fibers	1	1	102.3	1.4027	100
3623	Electric welding apparatus	1	1	70.1	4.7938	100
Georgetown	**All mfg.**	**21**	**6**	**387.7**	**.0259**	**92**
2631	Paperboard mills	1	1	181.6	2.2426	100
Greenville	**107 All mfg.**	**275**	**105**	**3,216.6**	**.2150**	**84**
2211	Cotton-weaving mills	13	12	152.3	3.3748	100
2221	Synthetics- & silk-weaving mills	10	10	510.2	8.0237	100
2261	Cotton-finishing plants	3	3	24.4	2.7518	100
2272	Tufted carpets & rugs	5	5	159.9	3.5060	100
2321	Men's & boys' shirts & nightwear	2	2	42.0	1.2436	100
2335	Women's & misses' dresses	5	4	158.6	3.2590	99
2643	Bags, except textile bags	3	1	90.2	2.1239	96
2821	Plastics materials & synthetic resins	2	2	134.0	1.0937	100
2824	Noncellulosic synthetic organic fibers	2	1	259.9	3.5636	96
3011	Tires & inner tubes	1	1	233.0	2.1619	100
3552	Textile machinery	27	8	140.0	9.2075	77
3675	Electronic capacitors	1	1	50.1	6.4355	100
3679	Electronic components n.e.c.	1	1	37.8	.8261	100
Greenwood	**All mfg.**	**43**	**24**	**805.7**	**.0538**	**93**
2211	Cotton-weaving mills	6	6	123.6	2.7389	100
2221	Synthetics- & silk-weaving mills	6	6	157.8	2.4616	100
2824	Noncellulosic synthetic organic fibers	1	1	225.2	3.0878	100
3842	Surgical appliances & supplies	1	1	61.2	1.8932	100
Hampton	**All mfg.**	**24**	**7**	**176.6**	**.0118**	**44**
Horry	**All mfg.**	**34**	**14**	**300.8**	**.0201**	**85**
3675	Electronic capacitors	1	1	50.1	6.4355	100
Jasper	**All mfg.**	**1**		**2.2**	**.0001**	**0**
Kershaw	**All mfg.**	**25**	**12**	**532.6**	**.0356**	**91**
2211	Cotton-weaving mills	2	2	27.2	.6027	100
2824	Noncellulosic synthetic organic fibers	1	1	366.0	5.0184	100
Lancaster	**All mfg.**	**19**	**9**	**300.5**	**.0201**	**92**
2211	Cotton-weaving mills	3	3	139.9	3.1001	100
Laurens	**All mfg.**	**32**	**20**	**397.3**	**.0266**	**90**
2211	Cotton-weaving mills	4	4	73.9	1.6376	100
2221	Synthetics- & silk-weaving mills	3	3	113.4	1.7834	100
3562	Ball & roller bearings	1	1	35.8	1.8497	100
Lee	**All mfg.**	**8**	**2**	**52.2**	**.0035**	**67**
Lexington	**62 All mfg.**	**73**	**35**	**762.0**	**.0509**	**83**
2824	Noncellulosic synthetic organic fibers	1	1	164.0	2.2487	100
McCormick	**All mfg.**	**5**	**2**	**27.1**	**.0018**	**42**
Marion	**All mfg.**	**26**	**14**	**228.8**	**.0153**	**89**
Marlboro	**All mfg.**	**21**	**14**	**277.9**	**.0186**	**94**
Newberry	**All mfg.**	**26**	**13**	**197.2**	**.0132**	**79**
2211	Cotton-weaving mills	4	4	54.3	1.2032	100
Oconee	**All mfg.**	**27**	**17**	**285.4**	**.0191**	**92**
2211	Cotton-weaving mills	5	3	45.2	1.0016	91
2339	Women's & misses' outerwear n.e.c.	2	2	29.2	1.0005	100
Orangeburg	**All mfg.**	**53**	**28**	**548.8**	**.0367**	**86**
2261	Cotton-finishing plants	2	2	20.8	2.3458	100
2421	General sawmills & planing mills	5	2	69.0	.7182	86
3423	Hand & edge tools n.e.c.	1	1	48.8	1.9404	100
Pickens	**107 All mfg.**	**48**	**33**	**613.8**	**.0410**	**94**
2211	Cotton-weaving mills	14	13	140.8	3.1200	99
2261	Cotton-finishing plants	1	1	37.2	4.1953	100
2282	Throwing & winding mills, except wool	3	3	120.8	6.2111	100
3546	Power-driven hand tools	1	1	46.3	5.5743	100
3552	Textile machinery	1	1	60.9	4.0053	100
Richland	**62 All mfg.**	**111**	**44**	**965.1**	**.0645**	**84**
2211	Cotton-weaving mills	2	2	67.6	1.4980	100
2824	Noncellulosic synthetic organic fibers	1	1	146.9	2.0142	100
3441	Fabricated structural metal	9	5	44.8	.7270	87
Saluda	**All mfg.**	**14**	**6**	**88.7**	**.0059**	**70**
Spartanburg	**107 All mfg.**	**162**	**80**	**2,130.7**	**.1424**	**88**
2211	Cotton-weaving mills	18	17	307.5	6.8140	99
2221	Synthetics- & silk-weaving mills	6	3	72.3	1.1370	87
2253	Knit-outerwear mills	4	4	83.8	3.7216	100
2281	Yarn-spinning mills, except wool	3	3	48.6	1.2264	100
2321	Men's & boys' shirts & nightwear	3	3	29.3	.8675	100
2824	Noncellulosic synthetic organic fibers	2	2	307.1	4.2108	100
3011	Tires & inner tubes	2	1	147.3	1.3667	95
3552	Textile machinery	14	2	60.4	3.9724	68
Sumter	**All mfg.**	**47**	**17**	**420.0**	**.0281**	**78**
2037	Frozen fruits & vegetables	1	1	82.0	2.6641	100
Union	**All mfg.**	**20**	**14**	**211.3**	**.0141**	**89**
2261	Cotton-finishing plants	3	2	29.7	3.3495	98
Williamsburg	**All mfg.**	**19**	**8**	**173.2**	**.0116**	**83**
York	**All mfg.**	**64**	**27**	**692.2**	**.0463**	**89**
2211	Cotton-weaving mills	4	3	67.3	1.4913	98
2221	Synthetics- & silk-weaving mills	2	2	104.8	1.6481	100
2261	Cotton-finishing plants	3	1	60.8	6.8569	97
2823	Cellulosic man-made fibers	1	1	104.0	9.0577	100
State Total	**All mfg.**	**1,824**	**857**	**21,732.9**	**1.4524**	**86**

1979 (S&MM Est.)

SOUTH DAKOTA

County SIC	Metro Area	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Beadle		All mfg.	10	1	93.0	.0062	63
Bon Homme		All mfg.	1		2.6	.0002	0
Brookings		All mfg.	7	2	44.0	.0029	65
Brown		All mfg.	16	3	81.5	.0054	29
Charles Mix		All mfg.	1	1	10.3	.0007	100
Clark		All mfg.	1	1	6.3	.0004	100
Clay		All mfg.	4	1	19.0	.0013	41
Codington		All mfg.	15	5	66.1	.0044	47
Corson		All mfg.	1		4.[illegible]	.0003	0
Custer		All mfg.	1		1.6	.0001	0
Davison		All mfg.	11	4	78.7	.0053	77
Day		All mfg.	4	1	17.9	.0012	60
Deuel		All mfg.	1		.8	.0001	0
Dewey		All mfg.	2		6.4	.0004	0
Douglas		All mfg.	1		1.4	.0001	0
Fall River		All mfg.	1		1.7	.0001	0
Grant		All mfg.	6	1	45.6	.0030	55
Haakon		All mfg.	1		2.7	.0002	0
Hamlin		All mfg.	1		10.4	.0007	0
Hand		All mfg.	1		2.1	.0001	0
Hansen		All mfg.	1		2.6	.0002	0
Hughes		All mfg.	3		4.6	.0003	0
Hutchinson		All mfg.	3		13.7	.0009	0
Kingsbury		All mfg.	3	1	11.2	.0007	73
Lake		All mfg.	8	4	29.5	.0020	80
Lawrence		All mfg.	6	1	23.7	.0016	38
Lincoln		All mfg.	6		24.2	.0016	0
Lyman		All mfg.	1		2.0	.0001	0
McCook		All mfg.	7		18.4	.0012	0
McPherson		All mfg.	1		7.9	.0005	0
Marshall		All mfg.	2		5.6	.0004	0
Meade	226	All mfg.	3		9.8	.0007	0
Miner		All mfg.	2		12.5	.0008	0
Minnehaha	260	All mfg.	46	17	963.2	.0644	88
2011		Meat-packing plants	2	2	734.2	1.8946	100
Moody		All mfg.	2		4.0	.0003	0
Pennington	226	All mfg.	23	10	246.7	.0165	85
Perkins		All mfg.	1		3.6	.0002	0
Potter		All mfg.	1		5.1	.0003	0
Roberts		All mfg.	2		4.7	.0003	0
Sanborn		All mfg.	1		1.0	.0001	0
Shannon		All mfg.	3	1	6.0	.0004	32
Spink		All mfg.	1		7.9	.0005	0
Todd		All mfg.	2		5.9	.0004	0
Tripp		All mfg.	1		4.8	.0003	0
Turner		All mfg.	1		2.1	.0001	0
Union		All mfg.	9	2	27.5	.0018	49
Walworth		All mfg.	1	1	8.4	.0006	100
Yankton		All mfg.	12	5	88.9	.0059	79
State Total		All mfg.	238	62	2,041.7	.1364	71

TENNESSEE

County SIC	Metro Area	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Andersen	135	All mfg.	29	7	393.8	.0263	85
2819		Industrial inorganic chemicals n.e.c.	2	1	258.9	2.8603	97
Bedford		All mfg.	39	13	238.9	.0160	75
3952		Lead pencils & art goods	5	4	49.9	15.1442	93
Benton		All mfg.	5	4	24.7	.0017	96
Bledsoe		All mfg.	5	1	9.0	.0006	19
Blount	135	All mfg.	18	8	1,423.6	.0951	99
2823		Cellulosic man-made fibers	1	1	175.9	15.3196	100
3334		Primary aluminum	1	1	786.4	12.9775	100
3353		Aluminum sheet, plate, & foil	1	1	375.1	5.1584	100
Bradley		All mfg.	63	26	537.8	.0359	84
2328		Men's & boys' work clothing	1	1	39.5	1.1293	100
2512		Upholstered woud household furniture	11	4	54.3	1.5020	82
3631		Household cooking equipment	3	3	155.7	8.7743	100
Campbell		All mfg.	20	8	158.5	.0106	90
Cannon		All mfg.	5	2	27.9	.0019	78
Carroll		All mfg.	16	8	119.8	.0080	81
Carter	126	All mfg.	18	8	247.3	.0165	90
2824		Noncellulosic synthetic organic fibers	1	1	143.2	1.9635	100
Cheatham	183	All mfg.	9	4	123.2	.0082	91
3639		Household appliances n.e.c.	2	2	91.8	7.3182	100
Chester		All mfg.	6	3	33.1	.0022	82
Claiborne		All mfg.	9	6	56.6	.0038	92
Clay		All mfg.	6	1	23.7	.0016	55
Cocke		All mfg.	19	15	259.8	.0174	96
Coffee		All mfg.	39	13	211.1	.0141	70
Crockett		All mfg.	7	4	101.2	.0068	94
Cumberland		All mfg.	22	9	124.2	.0083	77
Davidson	183	All mfg.	358	113	3,295.1	.2202	81
2051		Bread, cake, & related products	6	4	48.2	.4923	93
2643		Bags, except textile bags	1	1	102.7	2.4182	100
2711		Newspapers	4	3	127.7	.9824	99
2731		Book publishing	8	3	108.1	2.2106	90
2751		Letterpress commercial printing	14	6	47.6	.9893	80
2824		Noncellulosic synthetic organic fibers	1	1	348.1	4.7729	100
3079		Miscellaneous plastics products	8	3	127.5	.6013	93
3211		Flat glass	1	1	178.4	9.2815	100
3728		Aircraft equipment n.e.c.	1	1	130.0	2.1072	100
3731		Ship building & repairing	1	1	49.6	.7483	100
Decatur		All mfg.	7	4	69.0	.0046	84
Dekalb		All mfg.	13	8	86.6	.0058	89
2253		Knit-outerwear mills	3	3	30.5	1.3545	100
Dickson	183	All mfg.	17	6	114.5	.0077	85
Dyer		All mfg.	18	10	270.2	.0181	91
Fayette		All mfg.	9	4	66.9	.0045	80
Fentress		All mfg.	7	3	33.5	.0022	76
Franklin		All mfg.	14	5	67.4	.0045	79
Gibson		All mfg.	36	25	406.8	.0272	95
3149		Nonrubber footwear n.e.c.	3	3	14.9	2.0043	100
3483		Ammunition, except small-arms, n.e.c.	1	1	53.6	6.1716	100
3661		Telephone & telegraph apparatus	1	1	76.3	.8791	100
Giles		All mfg.	23	9	226.1	.0151	80
3714		Motor-vehicle parts & accessories	1	1	89.8	.2888	100
Grainger		All mfg.	8	2	26.1	.0017	54
Greene		All mfg.	33	18	504.9	.0337	93
3651		Radio & TV receiving sets	1	1	132.2	2.2199	100
Grundy		All mfg.	7	2	21.0	.0014	54
Hamblen		All mfg.	54	20	350.9	.0235	80
2511		Wood household furniture	6	5	83.5	1.6268	99
2512		Upholstered wood household furniture	12	2	61.4	1.6984	75
Hamilton	54	All mfg.	279	104	3,119.1	.2084	84
2052		Cookies & crackers	2	1	74.8	2.4135	93
2252		Hosiery n.e.c.	8	5	29.9	3.2027	86
2281		Yarn-spinning mills, except wool	4	4	107.4	2.7103	100
2711		Newspapers	4	4	52.4	.4031	100
2824		Noncellulosic synthetic organic fibers	1	1	409.4	5.6134	100
2892		Explosives	1	1	40.8	5.3312	100
3321		Gray-iron foundries	5	3	113.8	1.4199	95
3443		Fabricated plate work (boiler shops)	5	3	271.4	3.2559	98
3494		Valves & pipe fittings	3	3	95.5	1.7006	100
Hancock		All mfg.	3		6.2	.0004	0
Hardeman		All mfg.	13	6	91.7	.0061	90
Hardin		All mfg.	17	7	131.1	.0088	83
Hawkins	126	All mfg.	7	6	79.7	.0053	95
Haywood		All mfg.	15	4	65.8	.0044	63
Henderson		All mfg.	13	7	131.1	.0088	85
Henry		All mfg.	20	12	198.9	.0133	91
Hickman		All mfg.	11	4	45.0	.0030	72
Houston		All mfg.	4	2	8.2	.0005	78
Humphreys		All mfg.	12	8	300.6	.0201	96

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c,:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

1979 (S&MM Est.)

County SIC	Metro Area	Industry	Number Of Plants Total Plants	Number Of Plants Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Jackson		All mfg.	5	2	17.0	.0011	65
Jefferson		All mfg.	19	7	152.7	.0102	89
2517		Wood TV & radio cabinets	1	1	47.5	11.7168	100
Johnson		All mfg.	8	4	120.9	.0081	94
2221		Synthetics- & silk-weaving mills	1	1	87.6	1.3776	100
Knox	135	All mfg.	230	75	1,713.5	.1145	80
2051		Bread, cake, & related products	7	3	48.4	.4943	81
2254		Knit-underwear mills	1	1	55.0	7.8898	100
2311		Men's & boys' suits & coats	11	8	75.1	2.6160	95
2327		Men's & boys' separate trousers	2	2	45.9	2.0324	100
2399		Fabricated textile products n.e.c.	2	1	98.9	7.6613	99
3079		Miscellaneous plastics products	8	4	56.4	.2660	84
3622		Industrial controls	1	1	50.6	1.6707	100
Lake		All mfg.	9	3	82.7	.0055	29
Lauderdale		All mfg.	22	10	187.5	.0125	86
3079		Miscellaneous plastics products	3	2	61.4	.2896	98
Lawrence		All mfg.	24	6	240.4	.0161	81
3524		Lawn & garden equipment	1	1	63.0	4.0263	100
3751		Motorcycles, bicycles, & parts	1	1	81.8	7.1199	100
Lewis		All mfg.	5	3	48.8	.0033	94
Lincoln		All mfg.	17	10	337.2	.0225	90
2335		Women's & misses' dresses	4	4	79.0	1.6233	100
3585		Refrigeration & heating equipment	1	1	166.6	1.1836	100
Loudon		All mfg.	18	9	269.3	.0180	91
3714		Motor-vehicle parts & accessories	1	1	71.9	.2313	100
McMinn		All mfg.	42	25	466.1	.0311	93
2621		Paper mills, except building paper	1	1	168.1	1.1102	100
McNairy		All mfg.	15	11	100.4	.0067	94
2321		Men's & boys' shirts & nightwear	6	5	42.1	1.2465	98
Macon		All mfg.	16	6	81.2	.0054	77
Madison	121	All mfg.	67	23	635.6	.0425	82
Marion	54	All mfg.	16	8	106.7	.0071	82
Marshall		All mfg.	22	11	236.5	.0158	89
3585		Refrigeration & heating equipment	1	1	111.1	.7893	100
Maury		All mfg.	48	16	447.2	.0299	79
Meigs		All mfg.	6	1	15.6	.0010	41
Monroe		All mfg.	27	7	99.5	.0066	50
Montgomery	58	All mfg.	26	9	496.3	.0332	92
3143		Men's nonathletic footwear	1	1	41.3	1.8206	100
3585		Refrigeration & heating equipment	1	1	188.9	1.3420	100
Moore		All mfg.	2	1	31.6	.0021	96
Morgan		All mfg.	7	4	30.7	.0021	81
Obion		All mfg.	21	9	357.0	.0239	92
3011		Tires & inner tubes	1	1	159.8	1.4827	100
Overton		All mfg.	11	5	56.9	.0038	74
2321		Men's & boys' shirts & nightwear	2	2	32.6	.9652	100
Perry		All mfg.	7	3	38.5	.0026	78
Pickett		All mfg.	6	2	21.4	.0014	68
Polk		All mfg.	6	3	225.4	.0151	97
2819		Industrial inorganic chemicals n.e.c.	1	1	208.7	2.3057	100
Putnam		All mfg.	56	17	272.6	.0182	70
Rhea		All mfg.	21	12	161.1	.0168	92
Roane		All mfg.	19	7	172.1	.0115	84
2251		Women's full- & knee-length hosiery	2	2	33.0	4.3982	100
Robertson	183	All mfg.	22	10	137.6	.0092	82
Rutherford	183	All mfg.	57	21	598.7	.0400	83
3011		Tires & inner tubes	1	1	130.5	1.2108	100
3621		Motors & generators	1	1	39.9	.8534	100
Scott		All mfg.	7	3	36.9	.0025	77
Sequatchie	54	All mfg.	10	3	30.3	.0020	62
Sevier		All mfg.	19	5	96.8	.0065	69
Shelby	169	All mfg.	530	149	5,531.3	.3697	78
2011		Meat-packing plants	7	4	365.0	.9419	86
2051		Bread, cake, & related products	13	6	108.6	1.1091	90
2511		Wood household furniture	7	3	59.2	1.1534	90
2643		Bags, except textile bags	5	3	146.1	3.4402	93
2647		Sanitary paper products	2	1	235.7	4.2478	98
2653		Corrugated & solid fiber boxes	8	5	59.2	.8632	87
2711		Newspapers	5	1	45.5	.3500	89
2819		Industrial inorganic chemicals n.e.c.	6	3	133.5	1.4749	93
2834		Pharmaceutical preparations	3	1	184.6	1.4421	94
3011		Tires & inner tubes	1	1	288.9	2.6806	100
3443		Fabricated plate work (boiler shops)	12	3	75.4	.9046	60
3523		Farm machinery & equipment	6	2	250.1	2.4384	96
3641		Electric lamps	1	1	109.9	6.0957	100
Smith		All mfg.	7	4	127.0	.0085	96
Stewart		All mfg.	2	1	15.3	.0010	86
Sullivan	126	All mfg.	68	34	2,133.3	.1426	96
2211		Cotton-weaving mills	2	2	26.9	.5961	100
2621		Paper mills, except building paper	1	1	115.6	.7635	100
2732		Book printing	2	1	62.5	4.5451	97
2821		Plastics materials & synthetic resins	1	1	181.2	1.4789	100
2823		Cellulosic man-made fibers	1	1	327.6	28.5316	100
2869		Industrial organic chemicals n.e.c.	1	1	742.7	2.9372	100
2892		Explosives	1	1	46.4	6.0630	100
3211		Flat glass	1	1	137.2	7.1380	100
3662		Radio & TV communication equipment	1	1	121.8	.6241	100
Sumner	183	All mfg.	48	20	336.1	.0225	73
Tipton	169	All mfg.	17	3	87.9	.0059	34
Trousdale		All mfg.	8	5	54.5	.0036	93
Unicoi	126	All mfg.	10	6	89.7	.0060	93
Union	135	All mfg.	5		9.6	.0006	0
Van Buren		All mfg.	3	3	27.2	.0018	100
Warren		All mfg.	26	14	420.5	.0281	94
3585		Refrigeration & heating equipment	1	1	166.6	1.1836	100
Washington	126	All mfg.	61	28	672.6	.0449	89
3661		Telephone & telegraph apparatus	1	1	109.0	1.2558	100
Wayne		All mfg.	12	8	81.0	.0054	90
Weakley		All mfg.	20	11	96.6	.0065	80
White		All mfg.	17	9	141.3	.0094	89
Williamson	183	All mfg.	23	8	155.5	.0104	75
Wilson	183	All mfg.	27	9	262.4	.0175	84
3714		Motor-vehicle parts & accessories	1	1	84.9	.2731	100
State Total		All mfg.	3,130	1,192	32,195.1	2.1516	84
TEXAS							
Anderson		All mfg.	18	7	243.4	.0163	55
Andrews		All mfg.	1	1	15.5	.0010	100
Angelina		All mfg.	40	17	539.4	.0360	86
2621		Paper mills, except building paper	1	1	105.1	.6941	100
3321		Gray-iron foundries	2	2	203.9	2.5441	100
Aransas		All mfg.	3	1	64.5	.0043	13
Armstrong		All mfg.	1		2.7	.0002	0
Atascosa		All mfg.	2		7.1	.0005	0
Austin		All mfg.	8	1	22.4	.0015	34
Bailey		All mfg.	2		14.5	.0010	0
Bandera		All mfg.	2	1	7.7	.0005	71
Bastrop		All mfg.	7	2	27.5	.0018	63
Baylor		All mfg.	2	1	6.2	.0004	58
Bee		All mfg.	4		6.7	.0004	0
Bell	134	All mfg.	53	20	318.7	.0213	68
2531		Public-building & related furniture	5	4	43.6	4.6177	97
3079		Miscellaneous plastics products	5	4	55.1	.2599	97
Bexar	245	All mfg.	321	109	2,775.6	.1855	73
2011		Meat-packing plants	11	7	495.6	1.2789	90
2051		Bread, cake, & related products	9	6	60.2	.6148	92
2339		Women's & misses' outerwear n.e.c.	3	2	42.3	1.4493	95
2711		Newspapers	3	2	41.4	.3185	97
3441		Fabricated structural metal	8	4	46.4	.7530	85
3479		Metal coating & allied services n.e.c.	1	1	52.2	2.9222	100
3573		Electronic computing equipment	4	2	123.5	.7236	95
3585		Refrigeration & heating equipment	3	2	134.0	.9520	94
Blanco		All mfg.	1		5.8	.0004	0
Bosque		All mfg.	9	5	62.2	.0042	73
Bowie	274	All mfg.	65	16	508.8	.0340	71
3011		Tires & inner tubes	1	1	96.8	.8982	100
Brazoria	114	All mfg.	54	12	2,379.5	.1590	93
2821		Plastics materials & synthetic resins	3	2	151.0	1.2324	94
2869		Industrial organic chemicals n.e.c.	3	2	1,102.8	4.3614	99
Brazos	44	All mfg.	28	7	131.4	.0088	50
Brooks		All mfg.	1		5.2	.0003	0
Brown		All mfg.	24	7	145.0	.0097	66
Burleson		All mfg.	3	2	16.3	.0011	82

1979 (S&MM Est.)

County SIC	Metro Area	Industry	Number Of Plants Total Plants	 Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
TEXAS (cont.)							
Burnet		All mfg.	9	1	18.0	.0012	33
Caldwell		All mfg.	9	1	37.6	.0025	10
Calhoun		All mfg.	9	3	224.2	.0150	89
3334		Primary aluminum	1	1	178.8	2.9506	100
Cameron	43	All mfg.	77	32	866.6	.0579	77
2092		Fresh or frozen packaged seafoods	9	6	143.5	6.3060	94
3533		Oil-field machinery	2	2	103.5	2.2649	100
Camp		All mfg.	7	1	60.2	.0040	69
Carson		All mfg.	1		1.2	.0001	0
Cass		All mfg.	9	3	53.6	.0036	55
Castro		All mfg.	3	1	28.5	.0019	55
Chambers		All mfg.	3	1	229.9	.0154	64
Cherokee		All mfg.	48	14	258.0	.0172	55
Childress		All mfg.	3	2	20.5	.0014	93
Clay	293	All mfg.	3	1	11.9	.0008	59
Coleman		All mfg.	5	2	15.3	.0010	75
Collin	66	All mfg.	44	16	257.0	.0172	63
Collingsworth		All mfg.	1		7.6	.0005	0
Colorado		All mfg.	13	4	57.4	.0038	63
Comal	245	All mfg.	15	10	157.6	.0105	93
Comanche		All mfg.	12	3	84.7	.0057	60
Cooke		All mfg.	24	9	161.4	.0108	74
Coryell	134	All mfg.	5	1	17.4	.0012	39
Crane		All mfg.	4		15.9	.0011	0
Crockett		All mfg.	1		3.2	.0002	0
Crosby		All mfg.	2		3.5	.0002	0
Culberson		All mfg.	1		1.1	.0001	0
Dallam		All mfg.	1		2.7	.0002	0
Dallas	66	All mfg.	1,107	332	8,423.3	.5629	73
2011		Meat-packing plants	8	3	290.3	.7491	83
2051		Bread, cake, & related products	13	5	88.6	.9049	81
2086		Bottled & canned soft drinks	7	3	77.6	.7877	80
2099		Food preparations n.e.c.	12	5	137.0	2.0049	79
2327		Men's & boys' separate trousers	4	1	80.6	3.5689	94
2335		Women's & misses' dresses	38	19	239.7	4.9255	84
2431		Millwork	9	5	55.4	1.3325	84
2642		Envelopes	7	5	42.9	3.7085	87
2653		Corrugated & solid fiber boxes	21	8	106.5	1.5528	61
2711		Newspapers	10	4	110.2	.8478	89
2731		Book publishing	4	2	77.2	1.5787	95
2751		Letterpress commercial printing	34	8	68.0	1.4132	58
2841		Soap & other detergents	10	1	213.7	3.2967	61
2851		Paints & allied products	18	4	147.4	1.9229	57
3079		Miscellaneous plastics products	37	7	165.6	.7810	56
3272		Concrete products n.e.c.	7	3	46.9	1.4046	84
3441		Fabricated structural metal	11	2	46.2	.7497	59
3443		Fabricated plate work (boiler shops)	15	4	82.4	.9885	58
3444		Sheet-metal work	25	3	95.7	1.7722	52
3532		Mining machinery	4	2	79.1	3.2449	92
3533		Oil-field machinery	11	9	385.1	8.4272	98
3559		Special-industry machinery n.e.c.	8	3	108.5	1.6033	84
3573		Electronic computing equipment	9	5	123.9	.7259	86
3585		Refrigeration & heating equipment	10	4	436.2	3.0989	92
3644		Non-current-carrying wiring devices	4	1	81.9	5.3543	83
3661		Telephone & telegraph apparatus	7	4	159.3	1.8354	94
3662		Radio & TV communication equipment	24	8	206.5	1.0581	75
3674		Semiconductors & related devices	9	5	340.0	6.8938	98
3679		Electronic components n.e.c.	7	1	36.6	.7999	82
3691		Storage batteries	6	5	79.4	3.6872	97
3714		Motor-vehicle parts & accessories	13	9	139.4	.4484	90
3721		Aircraft	3	2	187.7	1.0396	97
3728		Aircraft equipment n.e.c.	6	5	90.7	1.4702	98
Dawson		All mfg.	5	2	25.9	.0017	45
Deaf Smith		All mfg.	16	2	166.9	.0112	69
Delta		All mfg.	2		4.5	.0003	0
Denton	66	All mfg.	35	20	220.6	.0147	80
De Witt		All mfg.	6	3	35.9	.0024	63
Dickens		All mfg.	2		2.3	.0002	0
Dimmit		All mfg.	2	1	85.5	.0057	8
Duval		All mfg.	1		3.2	.0002	0
Eastland		All mfg.	17	5	133.6	.0089	83
Ector	197	All mfg.	78	14	602.7	.0403	52
Edwards		All mfg.	1		2.0	.0001	0
Ellis	66	All mfg.	44	19	333.4	.0223	80
El Paso	81	All mfg.	195	87	2,522.2	.1686	89
2321		Men's & boys' shirts & nightwear	5	5	49.1	1.4538	100
2327		Men's & boys' separate trousers	19	18	192.9	8.5414	100
2328		Men's & boys' work clothing	9	8	164.4	4.7004	98
3143		Men's nonathletic footwear	6	4	56.3	2.4818	92
3331		Primary copper	2	2	262.6	5.3134	100
3444		Sheet-metal work	8	4	49.2	.9111	85
Erath		All mfg.	9	5	66.1	.0044	74
Falls		All mfg.	7	2	51.2	.0034	84
Fannin		All mfg.	12	5	171.4	.0115	93
Fayette		All mfg.	12	1	61.5	.0041	10
Fisher		All mfg.	1	1	14.8	.0010	100
Floyd		All mfg.	1		5.8	.0004	0
Foard		All mfg.	1		.8	.0001	0
Fort Bend	114	All mfg.	40	16	730.4	.0488	89
3494		Valves & pipe fittings	3	2	52.9	.9420	93
3573		Electronic computing equipment	2	1	294.7	1.7266	98
Franklin		All mfg.	5	1	18.4	.0012	34
Freestone		All mfg.	5		9.7	.0006	0
Frio		All mfg.	1		3.6	.0002	0
Gaines		All mfg.	3		16.0	.0011	0
Galveston	99	All mfg.	55	18	4,505.6	.3011	97
2821		Plastics materials & synthetic resins	2	2	226.5	1.8486	100
2869		Industrial organic chemicals n.e.c.	4	3	799.7	3.1627	99
2911		Petroleum refining	2	2	3,027.9	2.7477	100
3731		Ship building & repairing	4	2	69.6	1.0500	93
Garza		All mfg.	1	1	10.1	.0007	100
Gillespie		All mfg.	6	1	27.7	.0019	60
Goliad		All mfg.	1		1.2	.0001	0
Gonzales		All mfg.	9	5	59.5	.0040	75
Gray		All mfg.	13	5	165.1	.0110	68
Grayson	257	All mfg.	69	32	1,044.6	.0698	85
3674		Semiconductors & related devices	1	1	96.9	1.9647	100
3842		Surgical appliances & supplies	1	1	55.8	1.7262	100
Gregg	155	All mfg.	91	30	970.6	.0649	78
2869		Industrial organic chemicals n.e.c.	1	1	247.6	.9792	100
3532		Mining machinery	1	1	59.8	2.4531	100
Grimes		All mfg.	11	4	71.2	.0048	78
Guadalupe	245	All mfg.	18	5	156.2	.0104	79
3651		Radio & TV receiving sets	1	1	64.8	1.0881	100
Hale		All mfg.	23	5	282.1	.0189	74
Hamilton		All mfg.	4	1	11.9	.0008	40
Hardeman		All mfg.	3	2	43.8	.0029	97
Hardin	29	All mfg.	9	3	325.8	.0218	73
2421		General sawmills & planing mills	5	2	58.1	.6047	87
2631		Paperboard mills	1	1	186.2	2.2994	100
Harris	114	All mfg.	1,343	401	20,316.6	1.3577	86
2011		Meat-packing plants	8	5	292.7	.7553	92
2044		Rice milling	5	5	480.1	36.3327	100
2051		Bread, cake, & related products	9	5	83.6	.8538	88
2095		Roasted coffee	3	3	433.0	8.5983	100
2611		Pulp mills	1	1	120.8	4.5683	100
2621		Paper mills, except building paper	2	2	210.1	1.3876	100
2653		Corrugated & solid fiber boxes	11	6	77.2	1.1256	79
2711		Newspapers	10	3	114.2	.8785	89
2751		Letterpress commercial printing	30	8	71.1	1.4776	68
2812		Alkalies & chlorine	7	4	318.7	14.4660	97
2813		Industrial gases	11	1	85.7	6.3038	69
2819		Industrial inorganic chemicals n.e.c.	14	4	174.2	1.9246	75
2821		Plastics materials & synthetic resins	21	13	872.5	7.1212	94

DEFINITIONS—**SIC Industry**: Classification by plant's primary product. **N.e.c.**: Not elsewhere classified. **Metro Area Code**: Metro market that county belongs to; see list, page 35. **Total Plants**: 20+ employees. **Large Plants**: 100+ employees. **All mfg.**: Totals for all plants with 20+ employees in the county. **Shipments**: Dollar value of all goods produced. **% Of U.S.**: Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants**: Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

1979 (S&MM Est.)

County SIC	Metro Area	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
2822		Synthetic rubber	3	3	150.9	7.0314	100
2851		Paints & allied products	23	2	153.6	2.0037	27
2865		Cyclic crudes & intermediates	11	6	469.7	8.1959	91
2869		Industrial organic chemicals n.e.c.	25	8	1,279.6	5.0606	83
2899		Chemical preparations n.e.c.	13	2	102.7	2.5164	60
2911		Petroleum refining	7	5	6,141.7	5.5734	98
3079		Miscellaneous plastics products	53	8	187.3	.8834	45
3273		Ready-mixed concrete	23	4	220.6	2.8016	64
3293		Gaskets, packing, & sealing devices	14	3	64.8	4.1898	58
3312		Blast furnaces & steel mills	2	2	756.4	1.5015	100
3317		Steel pipe & tubes	16	7	163.5	4.6002	84
3411		Metal cans	4	4	196.8	2.4485	100
3441		Fabricated structural metal	27	9	154.7	2.5105	77
3443		Fabricated plate work (boiler shops)	43	18	360.4	4.3236	81
3444		Sheet-metal work	28	7	109.6	2.0296	57
3448		Prefabricated metal buildings	10	8	111.1	8.8554	95
3449		Miscellaneous metal work	16	5	70.2	4.5593	69
3452		Bolts, nuts, rivets, & washers	10	4	70.7	1.8889	75
3462		Iron & steel forgings	8	4	82.0	2.9736	83
3463		Nonferrous forgings	1	1	107.3	19.9628	100
3479		Metal coating & allied services n.e.c.	16	5	142.4	7.9718	78
3494		Valves & pipe fittings	55	20	425.0	7.5682	80
3496		Miscellaneous fabricated wire products	14	3	25.0	1.6818	52
3498		Fabricated pipe & fittings	16	7	173.4	8.6917	83
3533		Oil-field machinery	69	34	1,098.8	24.0453	89
3536		Hoists, industrial cranes, & monorails	6	4	69.1	6.9805	96
3561		Pumps & pumping equipment	13	4	45.4	1.7043	66
3573		Electronic computing equipment	4	4	314.3	1.8415	100
3599		Machinery, except electrical, n.e.c.	42	4	143.1	1.3936	32
3662		Radio & TV communication equipment	10	3	90.1	.4617	71
3674		Semiconductors & related devices	1	1	96.9	1.9647	100
3731		Ship building & repairing	8	4	79.6	1.2009	93
3811		Engineering & scientific instruments	8	3	37.5	1.6457	78
Harrison	**155**	**All mfg.**	**36**	**11**	**295.2**	**.0197**	**72**
3483		Ammunition, except small-arms, n.e.c.	1	1	53.6	6.1716	100
Hartley		**All mfg.**	**1**		**1.6**	**.0001**	**0**
Hays	**22**	**All mfg.**	**13**	**3**	**67.2**	**.0045**	**49**
Hemphill		**All mfg.**	**1**		**3.8**	**.0003**	**0**
Henderson		**All mfg.**	**15**	**5**	**95.1**	**.0064**	**83**
Hidalgo	**161**	**All mfg.**	**69**	**29**	**567.7**	**.0379**	**77**
2033		Canned fruits & vegetables	9	9	119.1	1.7467	100
2327		Men's & boys' separate trousers	2	2	32.4	1.4346	100
Hill		**All mfg.**	**17**	**8**	**117.1**	**.0078**	**77**
Hockley		**All mfg.**	**5**		**21.2**	**.0014**	**0**
Hood	**66**	**All mfg.**	**2**		**4.9**	**.0003**	**0**
Hopkins		**All mfg.**	**20**	**5**	**155.9**	**.0104**	**52**
Houston		**All mfg.**	**17**	**7**	**146.9**	**.0098**	**78**
Howard		**All mfg.**	**19**	**5**	**812.7**	**.0543**	**95**
[illegible]		**All mfg.**	**33**	**16**	**494.4**	**.0330**	**91**
2341		Women's & children's underwear	3	3	51.6	2.8482	100
3721		Aircraft	2	2	287.9	1.5945	100
Hutchinson		**All mfg.**	**16**	**6**	**497.9**	**.0333**	**93**
Jack		**All mfg.**	**2**		**3.5**	**.0002**	**0**
Jackson		**All mfg.**	**1**		**1.2**	**.0001**	**0**
Jasper		**All mfg.**	**14**	**5**	**113.2**	**.0076**	**77**
Jefferson	**29**	**All mfg.**	**117**	**45**	**10,527.6**	**.7035**	**97**
2822		Synthetic rubber	3	3	104.5	4.8693	100
2869		Industrial organic chemicals n.e.c.	8	6	767.1	3.0337	96
2911		Petroleum refining	6	5	8,773.4	7.9616	99
3731		Ship building & repairing	4	3	139.6	2.1061	98
Jim Wells		**All mfg.**	**8**	**1**	**49.5**	**.0033**	**14**
Johnson	**66**	**All mfg.**	**36**	**10**	**223.2**	**.0149**	**73**
Jones	**1**	**All mfg.**	**7**	**3**	**36.9**	**.0025**	**37**
Karnes		**All mfg.**	**5**	**1**	**29.7**	**.0020**	**59**
Kaufman	**66**	**All mfg.**	**25**	**8**	**106.6**	**.0071**	**54**
Kendall		**All mfg.**	**2**	**1**	**12.3**	**.0008**	**72**
Kerr		**All mfg.**	**9**	**4**	**74.2**	**.0050**	**85**
Kimble		**All mfg.**	**1**		**4.9**	**.0003**	**0**
Kleberg		**All mfg.**	**3**	**1**	**21.3**	**.0014**	**82**
Lamar		**All mfg.**	**21**	**11**	**256.7**	**.0172**	**90**
2033		Canned fruits & vegetables	2	1	53.3	.7817	97
Lamb		**All mfg.**	**3**	**1**	**26.1**	**.0017**	**77**

1979 (S&MM Est.)

County SIC	Metro Area	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Lampasas		**All mfg.**	**4**	**3**	**22.6**	**.0015**	**79**
La Salle		**All mfg.**	**1**		**3.0**	**.0002**	**0**
Lavaca		**All mfg.**	**25**	**9**	**122.2**	**.0082**	**45**
Lee		**All mfg.**	**3**	**1**	**17.9**	**.0012**	**67**
Leon		**All mfg.**	**3**	**1**	**53.8**	**.0036**	**88**
Liberty	**114**	**All mfg.**	**14**	**2**	**74.9**	**.0050**	**46**
Limestone		**All mfg.**	**7**	**3**	**29.6**	**.0020**	**72**
Live Oak		**All mfg.**	**3**		**46.7**	**.0031**	**0**
Llano		**All mfg.**	**2**		**6.8**	**.0005**	**0**
Lubbock	**159**	**All mfg.**	**98**	**25**	**790.7**	**.0528**	**72**
3531		Construction machinery	3	2	123.8	.8331	94
3873		Watches, clocks, & watchcases	1	1	40.9	3.0158	100
McCulloch		**All mfg.**	**7**	**1**	**30.3**	**.0020**	**55**
McLennan	**286**	**All mfg.**	**132**	**48**	**927.3**	**.0620**	**76**
3011		Tires & inner tubes	1	1	133.1	1.2350	100
3221		Glass containers	1	1	79.9	2.2345	100
Madison		**All mfg.**	**3**	**2**	**14.1**	**.0009**	**91**
Marion		**All mfg.**	**3**		**6.1**	**.0004**	**0**
Martin		**All mfg.**	**1**		**2.3**	**.0002**	**0**
Matagorda		**All mfg.**	**7**	**3**	**163.5**	**.0109**	**91**
Maverick		**All mfg.**	**8**	**5**	**73.6**	**.0049**	**75**
2328		Men's & boys' work clothing	5	5	55.4	1.5839	100
Medina		**All mfg.**	**7**	**2**	**60.0**	**.0040**	**70**
Menard		**All mfg.**	**1**		**1.8**	**.0001**	**0**
Midland	**173**	**All mfg.**	**25**	**11**	**216.0**	**.0144**	**87**
3574		Calculating & accounting machines	1	1	71.9	4.5521	100
Milam		**All mfg.**	**9**	**4**	**302.5**	**.0202**	**94**
3334		Primary aluminum	1	1	268.1	4.4243	100
Mills		**All mfg.**	**1**		**1.3**	**.0001**	**0**
Mitchell		**All mfg.**	**1**	**1**	**6.2**	**.0004**	**100**
Montague		**All mfg.**	**11**	**5**	**39.3**	**.0026**	**65**
Montgomery	**114**	**All mfg.**	**22**	**4**	**134.8**	**.0090**	**53**
Moore		**All mfg.**	**10**	**3**	**408.9**	**.0273**	**92**
Morris		**All mfg.**	**13**	**4**	**553.6**	**.0370**	**95**
3312		Blast furnaces & steel mills	1	1	504.3	1.0010	100
Nacogdoches		**All mfg.**	**23**	**10**	**198.7**	**.0133**	**79**
Navarro		**All mfg.**	**27**	**9**	**202.8**	**.0136**	**73**
Newton		**All mfg.**	**6**	**2**	**56.5**	**.0038**	**75**
Nolan		**All mfg.**	**15**	**8**	**183.3**	**.0122**	**89**
Nueces	**65**	**All mfg.**	**85**	**26**	**2,194.2**	**.1466**	**89**
2911		Petroleum refining	5	4	1,477.4	1.3407	98
Ochiltree		**All mfg.**	**2**	**1**	**30.0**	**.0020**	**92**
Orange	**29**	**All mfg.**	**29**	**13**	**854.3**	**.0571**	**92**
2821		Plastics materials & synthetic resins	3	2	336.0	2.7424	97
2822		Synthetic rubber	2	2	100.6	4.6876	100
3317		Steel pipe & tubes	1	1	110.5	3.1090	100
3731		Ship building & repairing	3	1	118.5	1.7878	94
Palo Pinto		**All mfg.**	**28**	**11**	**107.9**	**.0072**	**69**
Panola		**All mfg.**	**6**	**5**	**53.4**	**.0036**	**92**
Parker	**66**	**All mfg.**	**15**	**2**	**49.8**	**.0033**	**38**
Parmer		**All mfg.**	**3**	**1**	**135.3**	**.0090**	**91**
Polk		**All mfg.**	**8**	**4**	**71.5**	**.0048**	**83**
Potter	**9**	**All mfg.**	**79**	**18**	**939.3**	**.0628**	**80**
2011		Meat-packing plants	4	2	292.5	.7548	88
3483		Ammunition, except small-arms, n.e.c.	1	1	42.8	4.9290	100
Rains		**All mfg.**	**3**		**6.9**	**.0005**	**0**
Randall	**9**	**All mfg.**	**5**	**1**	**31.0**	**.0021**	**18**
Real		**All mfg.**	**1**		**1.2**	**.0001**	**0**
Red River		**All mfg.**	**9**	**4**	**43.9**	**.0029**	**77**
Reeves		**All mfg.**	**3**		**15.7**	**.0010**	**0**
Robertson		**All mfg.**	**8**	**1**	**24.8**	**.0017**	**31**
Rockwall	**66**	**All mfg.**	**5**	**1**	**71.7**	**.0048**	**84**
Runnels		**All mfg.**	**10**	**1**	**83.2**	**.0056**	**25**
Rusk		**All mfg.**	**24**	**6**	**137.6**	**.0092**	**42**
Sabine		**All mfg.**	**1**	**1**	**15.9**	**.0011**	**100**
San Augustine		**All mfg.**	**4**		**10.1**	**.0007**	**0**
San Patricio	**65**	**All mfg.**	**16**	**5**	**406.0**	**.0271**	**91**
San Saba		**All mfg.**	**2**		**3.4**	**.0002**	**0**
Scurry		**All mfg.**	**6**	**2**	**39.0**	**.0026**	**73**
Shackelford		**All mfg.**	**2**		**5.0**	**.0003**	**0**
Shelby		**All mfg.**	**12**	**4**	**135.9**	**.0091**	**85**
2016		Poultry-dressing plants	2	2	83.4	1.3028	100

TEXAS (cont.)

County SIC	Metro Area	Industry	Number Of Plants Total Plants	 Large Plants	1979 (S&MM Est.) Total Shipments ($Mil.)	 % Of U.S. Shipments	 % In Large Plants
Sherman		All mfg.	1		3.9	.0003	0
Smith	281	All mfg.	70	25	1,661.3	.1110	92
3011		Tires & inner tubes	2	2	295.8	2.7446	100
3321		Gray-iron foundries	1	1	145.6	1.8167	100
3585		Refrigeration & heating equipment	2	2	361.0	2.5647	100
Somervell		All mfg.	1		.9	.0001	0
Stephens		All mfg.	10	2	34.3	.0023	34
Swisher		All mfg.	4	1	20.0	.0013	28
Tarrant	66	All mfg.	597	174	6,433.1	.4299	79
2451		Mobile homes	10	5	85.0	2.4775	83
2711		Newspapers	7	4	73.3	.5639	91
3069		Fabricated rubber products n.e.c.	9	5	47.3	.9326	88
3079		Miscellaneous plastics products	32	9	144.9	.6834	62
3325		Steel foundries n.e.c.	1	1	78.8	3.1382	100
3441		Fabricated structural metal	14	5	49.1	.7968	61
3444		Sheet-metal work	20	4	59.7	1.1055	45
3483		Ammunition, except small-arms, n.e.c.	1	1	25.7	2.9591	100
3533		Oil-field machinery	4	3	115.2	2.5210	95
3585		Refrigeration & heating equipment	17	5	310.6	2.2066	78
3622		Industrial controls	1	1	97.4	3.2159	100
3662		Radio & TV communication equipment	5	4	155.9	.7988	97
3711		Motor vehicles & passenger-car bodies	2	1	1,049.8	1.3248	99
3721		Aircraft	3	3	1,281.7	7.0987	100
3728		Aircraft equipment n.e.c.	7	4	63.5	1.0293	88
Taylor	1	All mfg.	52	13	467.3	.0312	50
Terry		All mfg.	5	1	64.1	.0043	81
Titus		All mfg.	7	4	85.9	.0057	65
Tom Green	244	All mfg.	33	12	287.0	.0192	69
3842		Surgical appliances & supplies	1	1	55.8	1.7262	100
Travis	22	All mfg.	150	24	1,213.6	.0811	70
3572		Typewriters	1	1	258.7	16.5780	100
3573		Electronic computing equipment	4	1	218.0	1.2773	95
3662		Radio & TV communication equipment	6	3	103.7	.5314	87
Trinity		All mfg.	4	1	87.5	.0058	8
Tyler		All mfg.	9	1	50.2	.0034	22
Upshur		All mfg.	6	2	29.1	.0019	48
Uvalde		All mfg.	8	3	31.4	.0021	53
Val Verde		All mfg.	7	2	69.5	.0046	88
Van Zandt		All mfg.	8	3	40.7	.0027	72
Victoria	284	All mfg.	18	7	225.3	.0151	86
2821		Plastics materials & synthetic resins	1	1	132.9	1.0847	100
Walker		All mfg.	11	1	32.8	.0022	26
Waller	114	All mfg.	1		6.0	.0004	0
Ward		All mfg.	1		3.8	.0003	0
Washington		All mfg.	13	3	43.2	.0029	57
Webb	144	All mfg.	27	10	166.0	.0111	68
Wharton		All mfg.	11	4	73.4	.0049	59
Wheeler		All mfg.	1		10.5	.0007	0
Wichita	293	All mfg.	71	25	567.1	.0379	76
3211		Flat glass	1	1	68.6	3.5690	100
Wilbarger		All mfg.	7	3	41.4	.0028	54
Willacy		All mfg.	7	3	30.7	.0021	51
Williamson	22	All mfg.	30	10	191.7	.0128	72
Wilson		All mfg.	3	1	12.6	.0008	48
Winkler		All mfg.	1		.8	.0001	0
Wise	66	All mfg.	15	1	37.4	.0025	15
Wood		All mfg.	6	2	22.8	.0015	54
Yoakum		All mfg.	1		5.8	.0004	0
Young		All mfg.	10	7	85.3	.0057	87
Zavala		All mfg.	2	2	80.1	.0054	100
2033		Canned fruits & vegetables	2	2	80.1	1.1747	100
State Total		All mfg.	6,806	2,149	88,807.9	5.9350	83

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

UTAH

County SIC	Metro Area	Industry	Number Of Plants Total Plants	 Large Plants	1979 (S&MM Est.) Total Shipments ($Mil.)	 % Of U.S. Shipments	 % In Large Plants
Beaver		All mfg.	2		3.6	.0002	0
Box Elder		All mfg.	13	4	352.9	.0236	94
3724		Aircraft engines & engine parts	1	1	306.4	3.6172	100
Cache		All mfg.	32	14	604.8	.0404	86
2022		Natural & processed cheese	4	4	279.0	3.8283	100
Carbon		All mfg.	5	2	15.2	.0010	67
Davis	243	All mfg.	47	15	530.9	.0355	59
Duchesne		All mfg.	4		7.7	.0005	0
Emery		All mfg.	2		7.1	.0005	0
Garfield		All mfg.	5	1	18.2	.0012	62
Grand		All mfg.	2	1	11.9	.0008	92
Iron		All mfg.	7	1	30.5	.0020	35
Juab		All mfg.	5	4	43.0	.0029	98
Kane		All mfg.	1		2.2	.0001	0
Millard		All mfg.	5		12.9	.0009	0
Morgan		All mfg.	4	1	26.4	.0018	75
Piute		All mfg.	1	1	7.5	.0005	100
Rich		All mfg.	1		4.7	.0003	0
Salt Lake	243	All mfg.	437	106	5,175.3	.3459	83
2026		Fluid milk	7	5	166.1	1.1774	95
2331		Women's & misses' blouses	4	3	58.1	2.5808	95
2711		Newspapers	4	3	46.9	.3608	94
2911		Petroleum refining	6	5	1,813.4	1.6456	98
3331		Primary copper	1	1	367.5	7.4360	100
3441		Fabricated structural metal	25	5	73.6	1.1944	51
3532		Mining machinery	4	2	69.6	2.8552	91
3573		Electronic computing equipment	3	3	284.1	1.6645	100
3589		Service-industry machinery n.e.c.	1	1	106.7	3.8426	100
3724		Aircraft engines & engine parts	1	1	162.6	1.9196	100
3841		Surgical & medical instruments	5	2	105.9	4.9270	96
San Juan		All mfg.	6	1	32.1	.0021	12
Sanpete		All mfg.	8	3	35.3	.0024	72
Sevier		All mfg.	10	1	65.0	.0043	22
Summit		All mfg.	5	1	26.8	.0018	72
Tooele	243	All mfg.	10	1	29.6	.0020	17
Uintah		All mfg.	8		19.6	.0013	0
Utah	221	All mfg.	78	22	1,009.9	.0675	84
3312		Blast furnaces & steel mills	1	1	630.4	1.2514	100
Wasatch		All mfg.	2	1	13.4	.0009	60
Washington		All mfg.	10	3	42.8	.0029	63
Weber	243	All mfg.	64	26	650.2	.0435	79
State Total		All mfg.	774	209	8,779.5	.5867	80

VERMONT

County SIC	Metro Area	Industry	Total Plants	Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Addison		All mfg.	13	6	99.9	.0067	91
Bennington		All mfg.	38	16	255.4	.0171	78
Caledonia		All mfg.	17	4	77.4	.0052	57
Chittenden	47	All mfg.	49	15	372.5	.0249	59
3679		Electronic components n.e.c.	2	1	80.4	1.7571	99
Essex		All mfg.	4	3	45.2	.0030	98
Franklin		All mfg.	24	7	209.2	.0140	73
Grand Isle		All mfg.	1		.6		0
Lamoille		All mfg.	13	2	22.6	.0015	38
Orange		All mfg.	18	6	79.9	.0053	63
Orleans		All mfg.	19	6	105.6	.0071	51
Rutland		All mfg.	39	12	301.5	.0201	77
3724		Aircraft engines & engine parts	2	1	144.9	1.7106	96
Washington		All mfg.	55	7	119.5	.0080	41
3281		Cut stone & stone products	29	4	33.8	6.7010	44
Windham		All mfg.	42	12	263.2	.0176	72
2732		Book printing	2	1	43.5	3.1634	93
Windsor		All mfg.	41	15	237.5	.0159	75
3541		Metal-cutting machine tools	4	4	69.3	3.8351	100
State Total		All mfg.	373	111	2,190.0	.1464	69

VIRGINIA

County SIC	Metro Area	Industry	Total Plants	Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Accomack		All mfg.	13	6	120.6	.0081	85
Albemarle		All mfg.	34	17	458.1	.0306	91
2037		Frozen fruits & vegetables	1	1	45.5	1.4782	100

County SIC	Metro Area	Industry	Number Of Plants		1979 (S&MM Est.)		
			Total Plants	Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
3662		Radio & TV communication equipment	3	1	76.5	.3920	91
Alleghany		**All mfg.**	**10**	**5**	**502.2**	**.0336**	**97**
2631		Paperboard mills	1	1	186.2	2.2994	100
2819		Industrial inorganic chemicals n.e.c.	2	1	174.7	1.9301	98
2824		Noncellulosic synthetic organic fibers	1	1	102.3	1.4027	100
Amelia		**All mfg.**	**4**		**7.1**	**.0005**	**0**
Amherst	**160**	**All mfg.**	**10**	**2**	**48.9**	**.0033**	**57**
Appomattox	**160**	**All mfg.**	**4**	**2**	**13.1**	**.0009**	**81**
Arlington	**287**	**All mfg.**	**67**	**13**	**309.9**	**.0207**	**64**
2731		Book publishing	1	1	75.8	1.5501	100
Augusta		**All mfg.**	**45**	**15**	**718.4**	**.0480**	**91**
2311		Men's & boys' suits & coats	3	2	50.6	1.7626	97
2824		Noncellulosic synthetic organic fibers	2	2	299.8	4.1107	100
3613		Switchgear & switchboard apparatus	2	1	113.2	2.6051	97
Bath		**All mfg.**	**1**		**1.8**	**.0001**	**0**
Bedford		**All mfg.**	**16**	**7**	**191.1**	**.0128**	**72**
3069		Fabricated rubber products n.e.c.	2	2	51.9	1.0232	100
Bland		**All mfg.**	**2**	**1**	**9.2**	**.0006**	**82**
Botetourt	**232**	**All mfg.**	**9**	**4**	**49.1**	**.0033**	**79**
Brunswick		**All mfg.**	**13**	**4**	**64.1**	**.0043**	**46**
Buchanan		**All mfg.**	**4**		**12.2**	**.0008**	**0**
Buckingham		**All mfg.**	**5**	**1**	**17.9**	**.0012**	**55**
Campbell	**160**	**All mfg.**	**103**	**43**	**1,325.1**	**.0886**	**87**
2339		Women's & misses' outerwear n.e.c.	7	5	29.6	1.0142	86
2492		Particleboard	1	1	83.1	17.1907	100
2819		Industrial inorganic chemicals n.e.c.	1	1	100.5	1.1103	100
3321		Gray-iron foundries	3	3	165.9	2.0699	100
3662		Radio & TV communication equipment	1	1	278.5	1.4270	100
Caroline		**All mfg.**	**9**	**1**	**28.4**	**.0019**	**16**
Carroll		**All mfg.**	**8**	**3**	**60.6**	**.0040**	**83**
Charlotte		**All mfg.**	**11**	**4**	**61.1**	**.0041**	**75**
Chesterfield	**230**	**All mfg.**	**21**	**3**	**86.9**	**.0058**	**47**
Clarke		**All mfg.**	**3**	**3**	**45.5**	**.0030**	**100**
Craig	**232**	**All mfg.**	**1**		**1.5**	**.0001**	**0**
Culpeper		**All mfg.**	**9**	**6**	**62.7**	**.0042**	**85**
Dickenson		**All mfg.**	**2**	**1**	**11.1**	**.0007**	**73**
Dinwiddie	**210**	**All mfg.**	**34**	**12**	**1,039.0**	**.0694**	**94**
2111		Cigarettes	1	1	854.5	10.7159	100
Essex		**All mfg.**	**4**	**2**	**39.3**	**.0026**	**92**
Fairfax	**287**	**All mfg.**	**94**	**30**	**618.1**	**.0413**	**73**
3662		Radio & TV communication equipment	10	5	122.0	.6251	88
Fauquier		**All mfg.**	**8**	**1**	**22.9**	**.0015**	**24**
Floyd		**All mfg.**	**4**	**3**	**25.8**	**.0017**	**95**
Fluvanna		**All mfg.**	**3**	**1**	**34.8**	**.0023**	**77**
Franklin		**All mfg.**	**25**	**12**	**226.2**	**.0151**	**84**
Frederick		**All mfg.**	**41**	**18**	**355.3**	**.0237**	**81**
Giles		**All mfg.**	**7**	**2**	**77.6**	**.0052**	**77**
2823		Cellulosic man-made fibers	1	1	56.7	4.9382	100
Gloucester	**193**	**All mfg.**	**7**		**14.7**	**.0010**	**0**
Goochland	**230**	**All mfg.**	**1**		**1.0**	**.0001**	**0**
Grayson		**All mfg.**	**30**	**13**	**225.1**	**.0150**	**80**
2511		Wood household furniture	3	3	53.9	1.0501	100
Greensville		**All mfg.**	**16**	**6**	**80.8**	**.0054**	**67**
Halifax		**All mfg.**	**17**	**10**	**162.5**	**.0109**	**93**
Hampton Ind. City	**193**	**All mfg.**	**31**	**6**	**135.2**	**.0090**	**38**
Hanover	**230**	**All mfg.**	**26**	**4**	**79.5**	**.0053**	**34**
Henrico	**230**	**All mfg.**	**275**	**92**	**4,124.5**	**.2756**	**89**
2052		Cookies & crackers	3	3	146.1	4.7141	100
2111		Cigarettes	2	2	1,435.4	18.0008	100
2311		Men's & boys' suits & coats	2	2	43.0	1.4978	100
2643		Bags, except textile bags	6	3	89.8	2.1145	83
2653		Corrugated & solid fiber boxes	9	7	61.1	.8909	91
2711		Newspapers	2	1	45.8	.3523	97
2751		Letterpress commercial printing	12	2	33.7	.7004	64
2752		Lithographic commercial printing	17	3	75.0	.9386	54
2824		Noncellulosic synthetic organic fibers	1	1	296.8	4.0695	100
2834		Pharmaceutical preparations	2	1	138.0	1.0780	97
3079		Miscellaneous plastics products	5	2	99.7	.4702	91
3559		Special-industry machinery n.e.c.	11	5	85.0	1.2561	81
3661		Telephone & telegraph apparatus	1	1	54.5	.6279	100
Henry		**All mfg.**	**53**	**32**	**1,219.0**	**.0815**	**96**
2211		Cotton-weaving mills	1	1	38.9	.8620	100
2253		Knit-outerwear mills	4	4	106.0	4.7076	100
2321		Men's & boys' shirts & nightwear	1	1	47.8	1.4153	100
2492		Particleboard	1	1	34.3	7.0956	100
2511		Wood household furniture	7	7	283.5	5.5233	100
2824		Noncellulosic synthetic organic fibers	1	1	409.4	5.6134	100
Highland		**All mfg.**	**2**	**1**	**4.6**	**.0003**	**65**
Isle of Wight		**All mfg.**	**5**	**3**	**501.4**	**.0335**	**98**
2011		Meat-packing plants	2	2	479.5	1.2374	100
James City	**193**	**All mfg.**	**4**	**1**	**17.5**	**.0012**	**50**
King and Queen		**All mfg.**	**2**		**2.8**	**.0002**	**0**
King George		**All mfg.**	**2**	**1**	**12.6**	**.0008**	**87**
King William		**All mfg.**	**4**	**1**	**87.1**	**.0058**	**92**
Lancaster		**All mfg.**	**12**	**1**	**41.2**	**.0028**	**19**
Lee		**All mfg.**	**6**	**2**	**24.1**	**.0016**	**66**
Loudoun	**287**	**All mfg.**	**12**	**1**	**50.9**	**.0034**	**4**
Louisa		**All mfg.**	**9**	**3**	**29.1**	**.0019**	**68**
Lunenburg		**All mfg.**	**15**	**7**	**76.7**	**.0051**	**69**
Madison		**All mfg.**	**6**	**1**	**18.0**	**.0012**	**53**
Mathews		**All mfg.**	**1**		**2.0**	**.0001**	**0**
Mecklenburg		**All mfg.**	**21**	**12**	**145.8**	**.0097**	**82**
Middlesex		**All mfg.**	**1**		**3.7**	**.0002**	**0**
Montgomery		**All mfg.**	**30**	**15**	**375.7**	**.0251**	**86**
2892		Explosives	1	1	126.2	16.4903	100
3621		Motors & generators	3	3	49.8	1.0652	100
Nelson		**All mfg.**	**6**	**1**	**36.9**	**.0025**	**81**
3281		Cut stone & stone products	2	1	30.4	6.0270	98
New Kent	**230**	**All mfg.**	**4**		**15.2**	**.0010**	**0**
Newport News I. C.	**193**	**All mfg.**	**36**	**16**	**817.0**	**.0546**	**94**
3731		Ship building & repairing	2	2	536.1	8.0879	100
Norfolk	**195**	**All mfg.**	**164**	**50**	**2,295.1**	**.1534**	**84**
2435		Hardwood veneer & plywood	4	3	33.2	3.0947	94
2711		Newspapers	2	1	43.3	.3331	93
3651		Radio & TV receiving sets	1	1	194.8	3.2644	100
3711		Motor vehicles & passenger-car bodies	2	1	480.4	.6063	96
3731		Ship building & repairing	7	6	138.6	2.0910	99
Northampton		**All mfg.**	**7**	**4**	**40.8**	**.0027**	**81**
Northumberland		**All mfg.**	**9**	**1**	**83.0**	**.0055**	**65**
Nottoway		**All mfg.**	**16**	**6**	**72.1**	**.0048**	**66**
Orange		**All mfg.**	**18**	**5**	**149.3**	**.0100**	**81**
Page		**All mfg.**	**9**	**5**	**143.6**	**.0096**	**92**
2328		Men's & boys' work clothing	2	1	60.1	1.7183	95
Patrick		**All mfg.**	**7**	**5**	**53.1**	**.0035**	**93**
Pittsylvania	**68**	**All mfg.**	**49**	**22**	**711.0**	**.0475**	**90**
2141		Tobacco stemming & redrying	5	5	171.7	6.6173	100
2211		Cotton-weaving mills	1	1	107.3	2.3777	100
3011		Tires & inner tubes	1	1	177.0	1.6423	100
3524		Lawn & garden equipment	1	1	50.3	3.2147	100
Powhatan	**230**	**All mfg.**	**5**		**10.5**	**.0007**	**0**
Prince Edward		**All mfg.**	**8**	**4**	**43.7**	**.0029**	**84**
Prince George	**210**	**All mfg.**	**18**	**7**	**641.3**	**.0429**	**94**
2812		Alkalies & chlorine	1	1	141.1	6.4046	100
2824		Noncellulosic synthetic organic fibers	2	2	261.1	3.5800	100
Prince William	**287**	**All mfg.**	**23**	**3**	**257.5**	**.0172**	**82**
3679		Electronic components n.e.c.	1	1	39.9	.8720	100
Pulaski		**All mfg.**	**23**	**11**	**219.2**	**.0146**	**88**
2511		Wood household furniture	3	2	82.2	1.6015	98
Rappahannock		**All mfg.**	**2**	**1**	**11.2**	**.0007**	**63**
Richmond		**All mfg.**	**5**	**2**	**26.9**	**.0018**	**81**
Roanoke	**232**	**All mfg.**	**122**	**39**	**1,172.0**	**.0783**	**79**
2511		Wood household furniture	2	2	51.9	1.0111	100
3622		Industrial controls	1	1	151.9	5.0154	100
Rockbridge		**All mfg.**	**18**	**6**	**186.1**	**.0124**	**76**
2272		Tufted carpets & rugs	1	1	85.7	1.8791	100
Rockingham		**All mfg.**	**48**	**21**	**475.2**	**.0318**	**82**
2016		Poultry-dressing plants	3	3	104.1	1.6261	100
Russell		**All mfg.**	**4**	**1**	**15.7**	**.0010**	**58**
Scott	**126**	**All mfg.**	**7**	**5**	**53.9**	**.0036**	**93**
Shenandoah		**All mfg.**	**31**	**12**	**176.5**	**.0118**	**75**
Smyth		**All mfg.**	**24**	**16**	**222.4**	**.0149**	**94**
2321		Men's & boys' shirts & nightwear	3	3	42.7	1.2643	100
Southampton		**All mfg.**	**23**	**8**	**313.7**	**.0210**	**87**
2492		Particleboard	1	1	24.4	5.0476	100

			Number Of Plants		1979 (S&MM Est.)		
County SIC	Metro Area	Industry	Total Plants	Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
VIRGINIA (Southampton, cont.)							
2621		Paper mills, except building paper	1	1	131.3	.8672	100
Spotsylvania		**All mfg.**	**29**	**8**	**134.9**	**.0090**	**68**
Stafford		**All mfg.**	**2**		**3.2**	**.0002**	**0**
Suffolk Ind. City	**195**	**All mfg.**	**35**	**4**	**205.8**	**.0138**	**50**
2065		Confectionery products	3	2	82.3	1.9949	94
Surry		**All mfg.**	**2**		**18.0**	**.0012**	**0**
Sussex		**All mfg.**	**7**	**3**	**28.3**	**.0019**	**59**
Tazewell		**All mfg.**	**46**	**12**	**269.8**	**.0180**	**70**
Warren		**All mfg.**	**8**	**4**	**167.5**	**.0112**	**95**
2823		Cellulosic man-made fibers	1	1	123.2	10.7298	100
Washington	**126**	**All mfg.**	**54**	**28**	**514.5**	**.0344**	**88**
Westmoreland		**All mfg.**	**8**	**2**	**46.3**	**.0031**	**64**
Wise		**All mfg.**	**13**	**3**	**191.3**	**.0128**	**77**
3312		Blast furnaces & steel mills	3	1	143.7	.2852	88
Wythe		**All mfg.**	**16**	**8**	**68.1**	**.0046**	**87**
York	**193**	**All mfg.**	**7**	**5**	**433.0**	**.0289**	**99**
State Total		**All mfg.**	**2,125**	**762**	**24,404.7**	**1.6309**	**85**
WASHINGTON							
Adams		**All mfg.**	**2**	**1**	**35.9**	**.0024**	**95**
Asotin		**All mfg.**	**3**		**8.9**	**.0006**	**0**
Benton	**229**	**All mfg.**	**20**	**7**	**179.2**	**.0120**	**74**
Chelan		**All mfg.**	**29**	**11**	**376.3**	**.0251**	**83**
3334		Primary aluminum	2	1	187.7	3.0975	95
Clallam		**All mfg.**	**27**	**5**	**257.1**	**.0172**	**60**
Clark	**218**	**All mfg.**	**59**	**20**	**1,157.2**	**.0773**	**88**
2436		Softwood veneer & plywood	3	2	103.1	2.9546	92
2621		Paper mills, except building paper	2	2	433.7	2.8644	100
3334		Primary aluminum	1	1	312.9	5.1636	100
Columbia		**All mfg.**	**1**	**1**	**6.1**	**.0004**	**100**
Cowlitz		**All mfg.**	**39**	**14**	**813.8**	**.0544**	**87**
2421		General sawmills & planing mills	5	2	169.3	1.7621	92
2631		Paperboard mills	1	1	124.1	1.5325	100
3334		Primary aluminum	1	1	178.8	2.9506	100
Douglas		**All mfg.**	**1**	**1**	**20.2**	**.0013**	**100**
Ferry		**All mfg.**	**2**		**9.4**	**.0006**	**0**
Franklin	**229**	**All mfg.**	**11**	**5**	**106.9**	**.0071**	**76**
2037		Frozen fruits & vegetables	2	2	50.1	1.6277	100
Grant		**All mfg.**	**11**	**4**	**122.4**	**.0082**	**84**
Grays Harbor		**All mfg.**	**55**	**20**	**1,145.8**	**.0766**	**93**
2411		Logging camps & contractors	7	4	622.6	12.6710	96
2611		Pulp mills	2	2	211.3	7.9908	100
Island		**All mfg.**	**6**	**2**	**35.0**	**.0023**	**70**
Jefferson		**All mfg.**	**5**	**2**	**72.4**	**.0048**	**84**
King	**255**	**All mfg.**	**654**	**156**	**7,642.0**	**.5107**	**82**
2026		Fluid milk	8	6	231.1	1.6382	94
2051		Bread, cake, & related products	13	9	135.2	1.3808	93
2086		Bottled & canned soft drinks	6	3	78.9	.8009	85
2091		Canned & cured seafoods	12	5	128.0	8.5958	79
2329		Men's & boys' clothing n.e.c.	9	7	30.0	2.7437	93
2711		Newspapers	11	3	122.5	.9424	88
2751		Letterpress commercial printing	18	3	34.3	.7128	45
3273		Ready-mixed concrete	12	4	141.5	1.7971	79
3312		Blast furnaces & steel mills	2	2	203.4	.4038	100
3441		Fabricated structural metal	11	3	54.3	.8812	71
3559		Special-industry machinery n.e.c.	6	1	372.2	5.5001	96
3599		Machinery, except electrical, n.e.c.	26	3	88.6	.8629	43
3662		Radio & TV communication equipment	8	5	515.6	2.6419	99
3713		Truck & bus bodies	5	1	68.1	1.9692	88
3721		Aircraft	2	2	1,360.0	7.5323	100
3728		Aircraft equipment n.e.c.	13	2	75.4	1.2222	56
3731		Ship building & repairing	9	5	231.7	3.4956	96
3732		Boat building & repairing	8	2	69.9	3.0931	84
3743		Railroad equipment	1	1	158.5	2.9915	100
3761		Guided missiles & space vehicles	1	1	1,094.2	16.6972	100
Kitsap	**41**	**All mfg.**	**17**	**3**	**57.8**	**.0039**	**34**
Kittitas		**All mfg.**	**10**	**4**	**91.6**	**.0061**	**70**
Klickitat		**All mfg.**	**9**	**4**	**196.6**	**.0131**	**89**
Lewis		**All mfg.**	**51**	**17**	**471.1**	**.0315**	**67**
2411		Logging camps & contractors	13	2	264.8	5.3891	63
Lincoln		**All mfg.**	**2**	**1**	**12.3**	**.0008**	**59**
Mason		**All mfg.**	**8**	**3**	**126.2**	**.0084**	**77**
2661		Building-paper & building-board mills	1	1	85.6	12.8955	100
Okanogan		**All mfg.**	**15**	**2**	**122.0**	**.0082**	**47**
2421		General sawmills & planing mills	4	2	63.4	.6599	91
Pacific		**All mfg.**	**16**	**3**	**123.2**	**.0082**	**48**
Pend Oreille		**All mfg.**	**3**	**1**	**46.3**	**.0031**	**73**
Pierce	**270**	**All mfg.**	**179**	**52**	**1,614.2**	**.1079**	**72**
2421		General sawmills & planing mills	7	3	106.9	1.1127	91
Skagit		**All mfg.**	**31**	**13**	**1,133.9**	**.0758**	**95**
Skamania		**All mfg.**	**4**	**3**	**38.7**	**.0026**	**86**
Snohomish	**255**	**All mfg.**	**109**	**29**	**1,558.7**	**.1042**	**85**
2037		Frozen fruits & vegetables	6	3	76.6	2.4886	92
2421		General sawmills & planing mills	9	4	114.9	1.1959	87
2647		Sanitary paper products	1	1	193.1	3.4800	100
3662		Radio & TV communication equipment	2	2	70.5	.3612	100
3721		Aircraft	1	1	593.8	3.2887	100
3825		Electricity-measuring instruments	1	1	41.6	1.4279	100
Spokane	**262**	**All mfg.**	**154**	**35**	**1,713.6**	**.1145**	**74**
3334		Primary aluminum	1	1	268.1	4.4243	100
3353		Aluminum sheet, plate, & foil	1	1	525.0	7.2199	100
Stevens		**All mfg.**	**14**	**2**	**68.7**	**.0046**	**32**
Thurston	**199**	**All mfg.**	**26**	**11**	**223.9**	**.0150**	**76**
Wahkiakum		**All mfg.**	**1**	**1**	**54.2**	**.0036**	**100**
Walla Walla		**All mfg.**	**20**	**6**	**182.2**	**.0122**	**79**
Whatcom		**All mfg.**	**46**	**18**	**1,282.2**	**.0857**	**91**
2091		Canned & cured seafoods	4	2	78.8	5.2918	92
2611		Pulp mills	1	1	120.8	4.5683	100
3334		Primary aluminum	1	1	232.3	3.8335	100
Whitman		**All mfg.**	**2**		**9.0**	**.0006**	**0**
Yakima	**298**	**All mfg.**	**96**	**23**	**576.4**	**.0385**	**59**
2033		Canned fruits & vegetables	10	6	118.2	1.7335	94
State Total		**All mfg.**	**1,738**	**480**	**21,691.4**	**1.4496**	**81**
WEST VIRGINIA							
Barbour		**All mfg.**	**5**		**9.2**	**.0006**	**0**
Berkeley		**All mfg.**	**24**	**11**	**275.7**	**.0184**	**87**
3714		Motor-vehicle parts & accessories	2	2	81.5	.2621	100
Boone		**All mfg.**	**1**		**1.8**	**.0001**	**0**
Braxton		**All mfg.**	**4**	**1**	**12.8**	**.0009**	**41**
Brooke	**267**	**All mfg.**	**19**	**9**	**302.3**	**.0202**	**88**
Cabell	**115**	**All mfg.**	**65**	**20**	**1,109.5**	**.0741**	**88**
3221		Glass containers	2	2	104.1	2.9113	100
3312		Blast furnaces & steel mills	1	1	132.4	.2628	100
3356		Nonferrous rolling & drawing n.e.c.	1	1	353.0	13.6404	100
3743		Railroad equipment	1	1	85.7	1.6175	100
Calhoun		**All mfg.**	**2**	**1**	**8.4**	**.0006**	**95**
Clay		**All mfg.**	**2**		**2.9**	**.0002**	**0**
Doddridge		**All mfg.**	**3**		**4.3**	**.0003**	**0**
Fayette		**All mfg.**	**8**	**2**	**123.0**	**.0082**	**91**
3313		Electrometallurgical products	1	1	94.6	8.3761	100
Gilmer		**All mfg.**	**2**	**1**	**20.5**	**.0014**	**76**
Grant		**All mfg.**	**6**	**1**	**18.1**	**.0012**	**28**
Greenbrier		**All mfg.**	**15**	**6**	**82.3**	**.0055**	**65**
Hampshire		**All mfg.**	**5**	**1**	**12.9**	**.0009**	**38**
Hancock	**267**	**All mfg.**	**29**	**14**	**2,018.2**	**.1349**	**98**
3262		Vitreous china food utensils	1	1	45.1	21.7140	100
3312		Blast furnaces & steel mills	1	1	1,603.3	3.1826	100
Hardy		**All mfg.**	**3**	**2**	**23.6**	**.0016**	**91**
Harrison		**All mfg.**	**37**	**14**	**281.9**	**.0188**	**72**

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

1979 (S&MM Est.)

County SIC	Metro Area	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Jackson		**All mfg.**	**3**	**1**	**779.9**	**.0521**	**99**
3353		Aluminum sheet, plate, & foil	1	1	775.1	10.6593	100
Jefferson		**All mfg.**	**12**	**4**	**98.5**	**.0066**	**79**
Kanawha	**52**	**All mfg.**	**86**	**23**	**2,526.2**	**.1688**	**92**
2812		Alkalies & chlorine	1	1	117.9	5.3516	100
2823		Cellulosic man-made fibers	1	1	58.2	5.0688	100
2824		Noncellulosic synthetic organic fibers	1	1	174.0	2.3858	100
2869		Industrial organic chemicals n.e.c.	7	5	1,493.4	5.9061	98
Lewis		**All mfg.**	**7**	**4**	**53.8**	**.0036**	**91**
Lincoln		**All mfg.**	**1**	**1**	**4.8**	**.0003**	**100**
Logan		**All mfg.**	**12**	**2**	**38.0**	**.0025**	**39**
McDowell		**All mfg.**	**3**		**8.5**	**.0006**	**0**
Marion		**All mfg.**	**33**	**10**	**353.6**	**.0236**	**87**
3221		Glass containers	2	1	60.5	1.6920	93
3641		Electric lamps	1	1	88.0	4.8810	100
Marshall	**291**	**All mfg.**	**15**	**6**	**355.4**	**.0238**	**89**
3944		Games, toys, & children's vehicles	1	1	62.0	1.8690	100
Mason		**All mfg.**	**10**	**4**	**162.3**	**.0108**	**88**
Mercer		**All mfg.**	**26**	**10**	**145.4**	**.0097**	**68**
Mineral		**All mfg.**	**9**	**4**	**95.0**	**.0063**	**83**
Mingo		**All mfg.**	**12**		**32.2**	**.0022**	**0**
Monongalia		**All mfg.**	**29**	**11**	**188.9**	**.0126**	**74**
Monroe		**All mfg.**	**2**	**1**	**15.1**	**.0010**	**87**
Morgan		**All mfg.**	**5**	**2**	**37.4**	**.0025**	**80**
Nicholas		**All mfg.**	**17**	**4**	**74.8**	**.0050**	**52**
Ohio	**291**	**All mfg.**	**38**	**14**	**421.1**	**.0281**	**80**
3312		Blast furnaces & steel mills	1	1	145.0	.2878	100
Pendelton		**All mfg.**	**4**	**1**	**24.0**	**.0016**	**75**
Pleasants		**All mfg.**	**2**	**2**	**262.0**	**.0175**	**100**
Pocahontas		**All mfg.**	**4**	**1**	**19.7**	**.0013**	**66**
Preston		**All mfg.**	**9**	**2**	**42.2**	**.0028**	**28**
Putnam	**52**	**All mfg.**	**5**	**2**	**30.2**	**.0020**	**72**
Raleigh		**All mfg.**	**25**	**5**	**91.3**	**.0061**	**47**
Randolph		**All mfg.**	**20**	**5**	**64.4**	**.0043**	**45**
Ritchie		**All mfg.**	**11**	**4**	**49.8**	**.0033**	**47**
Roane		**All mfg.**	**6**	**3**	**73.1**	**.0049**	**89**
Summers		**All mfg.**	**3**	**1**	**7.6**	**.0005**	**49**
Taylor		**All mfg.**	**4**	**3**	**26.2**	**.0018**	**96**
Tucker		**All mfg.**	**8**	**3**	**65.1**	**.0044**	**80**
Tyler		**All mfg.**	**2**	**1**	**108.5**	**.0073**	**97**
Upshur		**All mfg.**	**7**	**3**	**48.5**	**.0032**	**82**
Wayne	**115**	**All mfg.**	**14**	**4**	**140.5**	**.0094**	**72**
Webster		**All mfg.**	**4**		**7.6**	**.0005**	**0**
Wetzel		**All mfg.**	**11**	**5**	**233.8**	**.0156**	**93**
Wood	**205**	**All mfg.**	**51**	**21**	**884.6**	**.0591**	**88**
2821		Plastics materials & synthetic resins	2	2	408.5	3.3341	100
3229		Pressed & blown glass n.e.c.	3	3	51.3	1.9242	100
3423		Hand & edge tools n.e.c.	1	1	77.5	3.0815	100
Wyoming		**All mfg.**	**6**		**13.6**	**.0009**	**0**
State Total		**All mfg.**	**746**	**250**	**11,891.0**	**.7947**	**88**

WISCONSIN

County SIC	Metro Area	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Adams		**All mfg.**	**4**	**1**	**16.0**	**.0011**	**67**
Ashland		**All mfg.**	**12**	**4**	**65.1**	**.0044**	**62**
Barron		**All mfg.**	**36**	**12**	**253.0**	**.0169**	**64**
Bayfield		**All mfg.**	**3**	**1**	**11.9**	**.0008**	**78**
Brown	**105**	**All mfg.**	**112**	**35**	**2,181.3**	**.1458**	**88**
2621		Paper mills, except building paper	4	4	337.0	2.2258	100
2647		Sanitary paper products	7	5	835.2	15.0519	98
3554		Paper-industries machinery	6	2	96.4	7.3330	87
Buffalo		**All mfg.**	**1**		**11.8**	**.0008**	**0**
Burnett		**All mfg.**	**9**		**23.0**	**.0015**	**0**
Calumet	**16**	**All mfg.**	**23**	**7**	**422.7**	**.0282**	**78**
3519		Internal-combustion engines n.e.c.	1	1	188.2	2.1485	100
Chippewa	**78**	**All mfg.**	**30**	**12**	**182.6**	**.0122**	**81**
Clark		**All mfg.**	**23**	**3**	**109.8**	**.0073**	**30**
Columbia		**All mfg.**	**44**	**12**	**187.8**	**.0126**	**53**
Crawford		**All mfg.**	**10**	**3**	**93.4**	**.0062**	**87**
Dane	**163**	**All mfg.**	**162**	**46**	**2,105.7**	**.1407**	**83**
2011		Meat-packing plants	1	1	701.7	1.8107	100
2439		Structural wood members n.e.c.	4	2	39.5	4.6037	92
3551		Food-products machinery	4	2	67.7	2.3680	92
3692		Dry & wet primary batteries	1	1	60.9	8.5847	100
Dodge		**All mfg.**	**55**	**18**	**416.3**	**.0278**	**76**
2033		Canned fruits & vegetables	7	5	72.2	1.0589	89
3524		Lawn & garden equipment	1	1	69.5	4.4417	100
Door		**All mfg.**	**17**	**8**	**235.2**	**.0157**	**90**
3731		Ship building & repairing	2	2	93.9	1.4166	100
Douglas	**77**	**All mfg.**	**15**	**4**	**273.9**	**.0183**	**78**
Dunn		**All mfg.**	**11**	**2**	**60.9**	**.0041**	**56**
Eau Claire	**78**	**All mfg.**	**32**	**11**	**617.2**	**.0412**	**85**
3011		Tires & inner tubes	1	1	198.8	1.8446	100
Florence		**All mfg.**	**1**		**1.6**	**.0001**	**0**
Fond du Lac		**All mfg.**	**63**	**21**	**736.4**	**.0492**	**77**
3519		Internal-combustion engines n.e.c.	2	1	172.6	1.9705	96
3541		Metal-cutting machine tools	1	1	23.4	1.2950	100
Forest		**All mfg.**	**3**	**2**	**17.1**	**.0011**	**85**
Grant		**All mfg.**	**12**		**67.6**	**.0045**	**0**
Green		**All mfg.**	**20**	**8**	**136.2**	**.0091**	**53**
Green Lake		**All mfg.**	**29**	**3**	**114.8**	**.0077**	**45**
Iowa		**All mfg.**	**5**		**8.8**	**.0006**	**0**
Iron		**All mfg.**	**5**	**2**	**32.0**	**.0021**	**89**
Jackson		**All mfg.**	**9**	**2**	**92.5**	**.0062**	**73**
Jefferson		**All mfg.**	**68**	**23**	**676.3**	**.0452**	**83**
3079		Miscellaneous plastics products	6	3	69.2	.3264	95
Juneau		**All mfg.**	**13**	**5**	**97.3**	**.0065**	**80**
Kenosha	**133**	**All mfg.**	**47**	**16**	**2,347.8**	**.1569**	**97**
3423		Hand & edge tools n.e.c.	1	1	48.4	1.9245	100
3711		Motor vehicles & passenger-car bodies	2	1	1,860.8	2.3483	100
Kewaunee		**All mfg.**	**16**	**4**	**117.3**	**.0078**	**66**
La Crosse	**137**	**All mfg.**	**56**	**14**	**558.7**	**.0373**	**80**
3585		Refrigeration & heating equipment	1	1	222.1	1.5779	100
Lafayette		**All mfg.**	**4**	**2**	**53.8**	**.0036**	**68**
Langlade		**All mfg.**	**17**	**5**	**93.6**	**.0063**	**67**
Lincoln		**All mfg.**	**26**	**10**	**304.6**	**.0204**	**86**
Manitowoc	**165**	**All mfg.**	**78**	**24**	**864.4**	**.0578**	**83**
3361		Aluminum foundries	4	4	205.4	6.3884	100
3585		Refrigeration & heating equipment	2	2	138.9	.9868	100
3842		Surgical appliances & supplies	1	1	94.8	2.9326	100
Marathon	**289**	**All mfg.**	**71**	**31**	**1,203.3**	**.0804**	**87**
2022		Natural & processed cheese	5	2	294.0	4.0341	82
2621		Paper mills, except building paper	3	3	241.7	1.5963	100
3531		Construction machinery	3	3	220.1	1.4811	100
3621		Motors & generators	1	1	39.9	.8534	100
Marinette		**All mfg.**	**32**	**14**	**550.5**	**.0368**	**92**
2621		Paper mills, except building paper	2	2	114.6	.7569	100
Marquette		**All mfg.**	**5**	**1**	**23.6**	**.0016**	**36**
Menominee		**All mfg.**	**1**	**1**	**22.6**	**.0015**	**100**
Milwaukee	**174**	**All mfg.**	**895**	**272**	**10,724.8**	**.7167**	**85**
2011		Meat-packing plants	6	3	339.1	.8751	90
2051		Bread, cake, & related products	8	6	83.9	.8569	95
2082		Malt beverages	3	3	1,070.4	14.7862	100
2531		Public-building & related furniture	8	4	49.3	5.2214	89
2641		Paper coating & glazing	3	1	94.2	2.4375	89
2653		Corrugated & solid fiber boxes	11	6	80.2	1.1694	81
2711		Newspapers	4	2	47.9	.3685	93
2751		Letterpress commercial printing	15	2	30.1	.6256	61
2752		Lithographic commercial printing	18	6	109.3	1.3679	72
2851		Paints & allied products	9	3	156.6	2.0429	87
3079		Miscellaneous plastics products	28	8	168.7	.7956	69
3111		Leather tanning & finishing	16	8	169.9	8.6657	84
3317		Steel pipe & tubes	1	1	65.0	1.8288	100
3321		Gray-iron foundries	12	7	120.9	1.5085	91
3325		Steel foundries n.e.c.	11	9	121.3	4.8307	96
3411		Metal cans	5	5	334.2	4.1579	100
3429		Hardware n.e.c.	3	1	91.1	1.5475	92
3443		Fabricated plate work (boiler shops)	14	7	192.9	2.3142	92
3444		Sheet-metal work	12	2	55.8	1.0333	62
3448		Prefabricated metal buildings	2	2	47.8	3.8100	100
3462		Iron & steel forgings	5	3	262.3	9.5119	99
3469		Metal stampings n.e.c.	16	4	60.1	1.1467	59
3519		Internal-combustion engines n.e.c.	5	4	858.3	9.7986	99
3531		Construction machinery	16	9	514.2	3.4601	92

1979 (S&MM Est.)

WISCONSIN (Milwaukee, cont.)

County SIC	Metro Area	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
3532		Mining machinery	3	2	124.9	5.1237	97
3533		Oil-field machinery	2	1	204.6	4.4773	99
3536		Hoists, industrial cranes, & monorails	10	4	114.3	11.5466	90
3541		Metal-cutting machine tools	11	2	45.4	2.5125	79
3544		Special dies, tools, jigs, & fixtures	24	3	32.0	1.1572	44
3566		Speed changers, drives, & gears	3	3	107.1	11.7254	100
3569		General industrial machinery n.e.c.	11	3	34.0	1.7519	69
3599		Machinery, except electrical, n.e.c.	37	6	157.2	1.5310	55
3613		Switchgear & switchboard apparatus	9	3	63.1	1.4521	83
3621		Motors & generators	8	3	65.8	1.4074	87
3622		Industrial controls	12	8	380.3	12.5565	98
3662		Radio & TV communication equipment	5	1	86.0	.4407	81
3679		Electronic components n.e.c.	7	2	19.9	.4349	84
3693		X-ray apparatus & tubes	2	2	383.3	19.3831	100
3711		Motor vehicles & passenger-car bodies	2	1	272.4	.3438	93
3713		Truck & bus bodies	3	1	76.4	2.2092	97
3714		Motor-vehicle parts & accessories	5	2	260.8	.8388	96
3751		Motorcycles, bicycles, & parts	2	2	159.5	13.8828	100
3822		Environmental controls	5	3	59.6	3.6373	96
3993		Signs & advertising displays	13	4	41.8	2.0197	58
Monroe		**All mfg.**	**12**	**4**	**65.5**	**.0044**	**62**
Oconto		**All mfg.**	**27**	**7**	**192.4**	**.0129**	**73**
Oneida		**All mfg.**	**9**	**4**	**132.9**	**.0089**	**88**
Outagamie	**16**	**All mfg.**	**86**	**34**	**1,450.5**	**.0969**	**90**
2259		Knitting mills n.e.c.	1	1	27.5	28.6458	100
2621		Paper mills, except building paper	5	5	500.6	3.3063	100
2641		Paper coating & glazing	1	1	143.1	3.7028	100
3623		Electric welding apparatus	1	1	83.9	5.7375	100
Ozaukee	**174**	**All mfg.**	**84**	**29**	**585.1**	**.0391**	**75**
3519		Internal-combustion engines n.e.c.	2	2	119.4	1.3631	100
3524		Lawn & garden equipment	2	2	68.1	4.3523	100
3621		Motors & generators	3	3	63.7	1.3625	100
Pepin		**All mfg.**	**4**	**1**	**20.9**	**.0014**	**29**
Pierce		**All mfg.**	**9**	**4**	**67.1**	**.0045**	**63**
Polk		**All mfg.**	**19**	**6**	**103.6**	**.0069**	**51**
Portage		**All mfg.**	**26**	**9**	**216.2**	**.0144**	**78**
Price		**All mfg.**	**11**	**6**	**107.6**	**.0072**	**88**
Racine	**224**	**All mfg.**	**164**	**56**	**1,426.7**	**.0953**	**83**
2731		Book publishing	1	1	99.8	2.0409	100
2842		Polishes & sanitation goods	1	1	166.5	4.6602	100
3325		Steel foundries n.e.c.	2	2	50.0	1.9912	100
3523		Farm machinery & equipment	5	3	151.1	1.4732	96
3561		Pumps & pumping equipment	4	2	50.5	1.8957	96
3568		Power-transmission equipment n.e.c.	1	1	34.4	2.9965	100
3621		Motors & generators	9	5	58.5	1.2513	91
3714		Motor-vehicle parts & accessories	2	2	82.8	.2663	100
Richland		**All mfg.**	**15**	**3**	**64.5**	**.0043**	**54**
Rock	**124**	**All mfg.**	**73**	**27**	**1,513.6**	**.1012**	**91**
3143		Men's nonathletic footwear	1	1	41.3	1.8206	100
3519		Internal-combustion engines n.e.c.	1	1	188.2	2.1485	100
3554		Paper-industries machinery	2	1	148.7	11.3114	99
3711		Motor vehicles & passenger-car bodies	1	1	532.3	.6718	100
3714		Motor-vehicle parts & accessories	1	1	93.4	.3004	100
3951		Pens & mechanical pencils	1	1	81.1	10.2412	100
Rusk		**All mfg.**	**12**	**3**	**59.2**	**.0040**	**62**
St. Croix	**175**	**All mfg.**	**23**	**5**	**138.5**	**.0093**	**68**
Sauk		**All mfg.**	**29**	**10**	**318.1**	**.0213**	**80**
3482		Small-arms ammunition	1	1	50.8	10.5132	100
Sawyer		**All mfg.**	**6**		**22.0**	**.0015**	**0**
Shawano		**All mfg.**	**17**	**4**	**77.7**	**.0052**	**46**
Sheboygan	**256**	**All mfg.**	**112**	**38**	**1,198.9**	**.0801**	**82**
2022		Natural & processed cheese	4	3	334.2	4.5857	98
3431		Metal sanitary ware	1	1	100.7	19.6910	100
3519		Internal-combustion engines n.e.c.	1	1	115.0	1.3129	100
Taylor		**All mfg.**	**12**	**8**	**115.8**	**.0077**	**93**
Trempealeau		**All mfg.**	**15**	**3**	**126.9**	**.0085**	**84**
Vernon		**All mfg.**	**7**		**17.6**	**.0012**	**0**
Vilas		**All mfg.**	**6**	**1**	**16.9**	**.0011**	**45**
Walworth		**All mfg.**	**71**	**20**	**468.1**	**.0313**	**74**
Washburn		**All mfg.**	**5**		**16.5**	**.0011**	**0**
Washington	**174**	**All mfg.**	**65**	**19**	**673.1**	**.0450**	**81**
3519		Internal-combustion engines n.e.c.	1	1	110.7	1.2638	100
3523		Farm machinery & equipment	5	2	92.4	.9009	94
3634		Electric housewares & fans	2	2	145.3	5.4725	100
Waukesha	**174**	**All mfg.**	**310**	**67**	**1,710.3**	**.1143**	**68**
2752		Lithographic commercial printing	9	3	81.4	1.0187	78
3519		Internal-combustion engines n.e.c.	2	1	190.3	2.1725	99
3551		Food-products machinery	7	3	94.1	3.2915	92
3612		Transformers	2	2	58.1	2.1917	100
Waupaca		**All mfg.**	**43**	**14**	**602.5**	**.0403**	**79**
2013		Sausages & other prepared meats	1	1	120.7	1.4283	100
Waushara		**All mfg.**	**7**	**1**	**21.5**	**.0014**	**33**
Winnebago	**16**	**All mfg.**	**126**	**42**	**1,410.9**	**.0943**	**84**
2431		Millwork	6	3	53.2	1.2796	91
2621		Paper mills, except building paper	9	7	433.5	2.8631	97
2732		Book printing	1	1	44.0	3.1998	100
3321		Gray-iron foundries	2	2	104.8	1.3076	100
3713		Truck & bus bodies	2	2	53.3	1.5412	100
3714		Motor-vehicle parts & accessories	2	1	77.6	.2496	97
Wood		**All mfg.**	**48**	**20**	**848.9**	**.0567**	**84**
2621		Paper mills, except building paper	3	3	368.2	2.4318	100
State Total		**All mfg.**	**3,528**	**1,084**	**39,903.2**	**.6667**	**83**

WYOMING

County SIC	Metro Area	Industry	Number Of Plants: Total Plants	Number Of Plants: Large Plants	Total Shipments ($Mil.)	% Of U.S. Shipments	% In Large Plants
Albany		**All mfg.**	**10**	**1**	**31.5**	**.0021**	**36**
Big Horn		**All mfg.**	**5**	**1**	**31.4**	**.0021**	**31**
Campbell		**All mfg.**	**2**		**7.9**	**.0005**	**0**
Carbon		**All mfg.**	**4**	**1**	**193.5**	**.0129**	**95**
Converse		**All mfg.**	**2**		**8.1**	**.0005**	**0**
Crook		**All mfg.**	**2**		**3.2**	**.0002**	**0**
Fremont		**All mfg.**	**12**	**2**	**68.2**	**.0046**	**33**
Goshen		**All mfg.**	**2**	**1**	**28.0**	**.0019**	**93**
Hot Springs		**All mfg.**	**1**		**2.9**	**.0002**	**0**
Johnson		**All mfg.**	**2**		**6.0**	**.0004**	**0**
Laramie	**55**	**All mfg.**	**26**	**6**	**320.3**	**.0214**	**82**
Lincoln		**All mfg.**	**6**	**1**	**57.0**	**.0038**	**44**
Natrona		**All mfg.**	**32**	**7**	**952.5**	**.0637**	**68**
Niobrara		**All mfg.**	**1**		**2.0**	**.0001**	**0**
Park		**All mfg.**	**7**	**1**	**153.2**	**.0102**	**82**
Platte		**All mfg.**	**1**		**3.5**	**.0002**	**0**
Sheridan		**All mfg.**	**8**	**1**	**52.0**	**.0035**	**28**
Sweetwater		**All mfg.**	**6**	**3**	**100.4**	**.0067**	**94**
Teton		**All mfg.**	**6**		**9.6**	**.0006**	**0**
Uinta		**All mfg.**	**5**		**11.9**	**.0008**	**0**
Washakiu		**All mfg.**	**7**	**1**	**52.7**	**.0035**	**49**
Weston		**All mfg.**	**3**		**61.1**	**.0041**	**0**
State Total		**All mfg.**	**150**	**26**	**2,156.9**	**.1441**	**67**
NATIONAL TOTAL		**ALL MFG.**	**140,236**	**43,835**	**1,496,354.5**	**100.0000**	**82**

DEFINITIONS—**SIC Industry:** Classification by plant's primary product. **N.e.c.:** Not elsewhere classified. **Metro Area Code:** Metro market that county belongs to; see list, page 35. **Total Plants:** 20+ employees. **Large Plants:** 100+ employees. **All mfg.:** Totals for all plants with 20+ employees in the county. **Shipments:** Dollar value of all goods produced. **% Of U.S.:** Boldface refers to county's share of total U.S. shipments; lightface to the SIC industry in the county and its share of the industry's total shipments. **% In Large Plants:** Share of shipments (rounded) from plants with 100+ employees; if the share is 99.5% or more, it shows as 100%.

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MAY 19
1980

S&MM

MAY 19, 1980
A BILL PUBLICATION
TWO DOLLARS

SALES & MARKETING MANAGEMENT

Inside Out

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Books and L'eggs. To make the most of its entrée with retailers, Hanes tests selling children's books. Page 13.

Incentives at Swank. After shunning sales incentives for a decade, the marketer of men's accessories awaits the fruits of a "money tree." Page 18.

Bracing for a showdown. Can office-products dealers withstand the onslaught of IBM and Xerox into retailing? Just ask 'em. Page 18.

Media winners. The Peoria *Journal Star* and the San Diego *Union/Evening Tribune* take top honors in S&MM's Selling with Data Contest. Page 23.

Sales careers. For a hint of the future, look at how women fare in Pi Sigma Epsilon. Page 38.

Consumer heal thyself. The latest trend to do-it-yourself is in medical products. Page 98.

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Maybelline

MAY 21 1980

MONTGOMERY COUNTY

Once a bargain-basement mascara company, the Schering-Plough subsidiary has become a leading full-line cosmetics marketer and is keeping such competitors as Revlon, Noxell, and Max Factor on their toes. Helping Maybelline change from schlock to slick is the largest advertising budget in mass-market cosmetics. Article begins on page 33.

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Making industrial advertising $$$$ pay

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MARKETING REORGANIZATION

General Foods splits marketing and sales

Page 10.

SALES ADVICE FROM DR. PAUL MOK

Getting 'in sync' with the custom

Page 42.

SM1290000 0581 0050332816P201X
SILVER SPRING LIBRARY
8901 COLESVILLE RD
SILVER SPRING MD 20910

Boy
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S&MM

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An S&MM Special Section: Cooperative Advertising. When manufacturers and retailers combine their promotional resources, both parties get more for their money—if they do it right. Includes an exclusive S&MM survey of marketers who use co-op ads. July 7.

Olivetti. Its fortunes in the U.S. office-equipment market sagging, the Italian company picks a woman to put its sales here back on course. July 7.

1980 Survey of Buying Power. Our annual survey of population change, retail sales, and household income presents the statistics pointing the way to consumer behavior. July 28.

VOL. 124, NO. 7

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42 Getting 'in sync' with the customer
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What it's like for consumers in three communist countries where the consumer is never right.

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Cover photo by Joe Bevilacqua; with special thanks to S&MM's Sales Coordinator Phyllis Badinger

ple, including the predominantly female service force, sell directly to most customers—except for chains with central purchasing offices. Judging from his experience with L'erin, Dearman predicts that in only a few cases will extra salespeople have to be added to accommodate the extra products.

Will there be more products to take advantage of L'eggs' entrée into retail stores? Dearman's reply: "If something comes along."

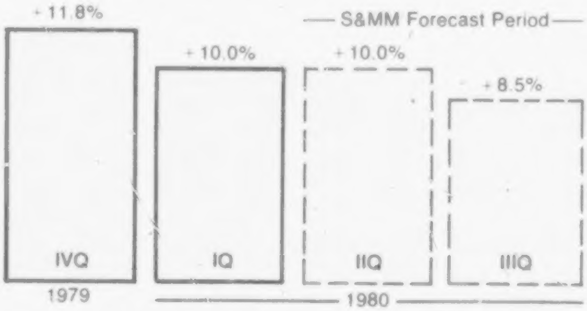
S&MM BAROMETER

To save on field selling costs, camp out

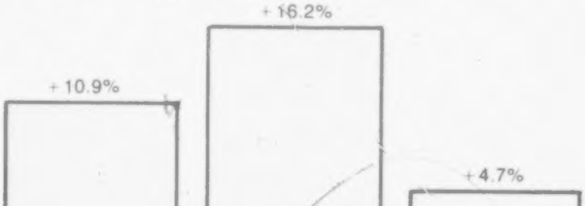
Actually, things could be worse—while the Consumer Price Index (CPI) ballooned 14.3% in the first quarter, basic field selling costs (meals, lodging, and auto rentals) rose at a significantly slower 10.0%. This is remarkably close to S&MM's predicted 10.7% increase (S&MM, Nov. 1979). Hotel rates continue to be the villain, skyrocketing 16.2% over the year-ago period. Stable food prices helped keep meal tabs to a modest 10.0% rise. But auto rentals are up only 4.7%.

Looking ahead, S&MM sees field selling costs adhering to their 10% pace in the second quarter. Meal prices will move up a little faster, but decontrol of domestic oil will nudge car rentals upwards at a brisker rate. However, recession-induced cutbacks in business travel should start having a moderating effect on hotel-room charges.

In the third quarter, the negative state of the economy should have a more pronounced effect on field selling costs, holding them to an increase in the 8.2%–8.7% range.



% change in field selling costs vs. year-ago period



% change, in field selling cost components in 1980 first quarter

Sources: S&MM calculations, Bureau of Labor Statistics.
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SALES INCENTIVES

Swank's sales grow on trees

After an absence of more than a decade, sales incentives are back at Swank. A test has shown the New York City marketer of fragrances, leather accessories, belts, jewelry, and gifts that incentives do get its salespeople to sell all product lines, rather than concentrate on those that are easiest to sell.

The theme for the current incentive program, which Swank developed with its ad agency, Shaller Rubin Associates, is a "money tree." All 130 salespeo-

SWANK • SWANK •
LEATHER
BELTS
GIFTS
JEWELRY

Vise explains incentive program at Swank's national sales meeting.

AN S&MM SPECIAL SECTION

Making industrial advertising $$$$ pay

Sales executives of industrial companies overwhelmingly favor advertising, so much so that a majority would like to see their companies do more of it. But making ads pay requires teamwork among sales, marketing, advertising, and communications managers~~,~~—and that doesn't always come naturally.

Making industrial advertising $ $ $ $ pay

AN EXCLUSIVE S&MM SURVEY REVEALS

How industrial sales executives use–and view–advertising

By SALLY SCANLON
Senior Editor

Many advertising executives believe that industrial sales managers don't appreciate advertising. Given the choice, they say, sales managers would empty the ad coffers and spend the money to hire more salespeople and beef up local promotions.

Nothing could be farther from the truth. A recent survey of 1,000 S&MM readers finds that 88% of industrial companies advertise, and the sales executives of 96% of them believe that advertising supports their field sales effort. Moreover, 81% say their field sales representatives use advertising in their presentations to prospects and customers, and 63% favor an increase in their company's ad spending. (See highlights, right.)

In fact, asked how their company's advertising program could be improved, sales and marketing executives replied that they want *more*—more advertising, bigger ad budgets, increased frequency of ads, better targeted ads, and even more input from field sales managers to insure more and better coverage of local markets.

The survey, mailed in March, asked marketers about such things as their ad spending plans for the next 12 months, sales management's direct input into the advertising program, and the ad media they use. It also explored respondents' opinions about advertising's value to their marketing effort.

The highlights, at right, are based on 193 replies from industrial marketers, whose lines of business range from capital equipment and machine tools to drugs, packaging, and electronic devices. Among those who included their titles, 19% are vice presidents, 48% managers or directors, 9% national sales managers, and 9% regional sales managers. All of those whose companies advertise have direct input into their companies' advertising programs, and over half select the media used.

The 12% whose companies do not advertise said that

- Sales promotion is more effective (42%).
- Advertising is too costly (42%).
- We already know all potential customers (29%).
- We tried it and it didn't meet our objectives (8%).

Twenty-one percent of those whose companies don't advertise also mentioned other reasons for their companies' policy. Among them: "My boss doesn't believe in advertising." But if the decision to advertise were solely up to the respondents, 33% of the nonadvertisers say that they would advertise.

Business executives sometimes tell tales of ad campaigns that wreak havoc on either the advertiser or its competitors. So the survey asked, Has a particular ad campaign ever hurt your field sales effort? Nine percent said yes, with unpreparedness and bad timing blamed for most of the failures. Other causes of bad experiences include "misleading campaigns" by competitors, campaigns that caused confusion among the advertiser's customers and prospects, ads that gave the wrong information, and ads that created the wrong image for the advertiser.

Asked, What type of ads most effectively support your sales effort? 81% ranked product advertising first (see highlights). As the next article indicates though, purchasing executives don't necessarily agree with that. To see what they have to say about industrial advertising in general as well as about specific ads, turn the page. S&MM

Highlights from S&MM's survey on industrial advertising*

1. Does your company advertise?

Yes	88%
No	12

2. Who calls on your end user?

Our own sales force	78%
Distributors	44
Independent reps	30

3. Approximate annual sales of your company or division?

	Total sample	*Percent that advertises*
$10 million or less	30%	81%
$11–$25 million	17	82
$26–$50 million	19	89
$51–$100 million	11	86
$101–$500 million	12	100
$501 million or over	7	100
No answer	5	—

The following questions were asked only of the 169 respondents whose companies advertise.

4. In what media does your company or division advertise?

Trade magazines	93%
Direct mail	67
Directories	65
Newspapers	15
Radio	12
TV	6
Outdoor	2

5. Does sales management in your company have any direct input into the advertising program?

Yes	92%
No	6

6. What is your contribution to the advertising program?

Suggest content	76%
Help to set objectives	75
Evaluate results	63
Select media	57
Select markets	54
Set budget	46
Set campaign timing	43
O.K. budget	28

7. Does advertising support your field sales efforts?

Yes	96%
No	1

8. If yes, how?

Keeps our name in front of the buyers	90%
Gets the word out on new products or product improvements	81
Provides leads for our sales reps and/or distributors	60
Helps to presell secondary buying influences	49
Helps us explain changing market conditions to our customers	12
Gets the word out on changes in company policy	10

9. In terms of content, what type of ads most effectively support your sales effort?
(Please rank in order of effectiveness.)

	RANK			
	First	*Second*	*Third*	*Fourth*
Product ads	81%	10%	1%	1%
Service ads	8	28	20	3
Corporate/image ads	6	23	26	4
Price ads	3	5	5	28

10. Do your sales reps use or refer to your ads in their presentations?

Yes	81%
No	17

11. What are your company's plans for advertising spending in the next 12 months?

Increase it	44%
By 9% or less	15
By 10%–19%	18
By 20% or more	10
Maintain current level	43
Decrease it	5

12. If the decision to advertise were up to you, would you:

Increase your advertising	63%
Continue it at about the same level	32
Decrease it	4
Cut it out all together	0

13. Has a particular ad campaign ever hurt your field sales effort?

Yes	9%
No	89

*Percentages may add up to more or less than 100 because of multiple answers and no answers.

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S&MM
SALES & MARKETING MANAGEMENT

JUNE 9, 1980
A BILL PUBLICATION
EIGHT DOLLARS

S&MM
SALES & MARKETING MANAGEMENT

Selling with your back to the wall

INFLATION and RECESSION

Managing the sales force
Sales costs Pricing Inventories
Fleet cars Inside sales force
Compensation Customer stress
Telephone selling
and More, much more

A 32-page Special Report. Begins on page 33.

Inside Out

General Electric Supply installs an on-line order-entry system that lets salespeople talk directly to a computer. Page 10.

Selling through dealers. To get its dealers out of a credit bind, Mariner Outboards gives them rebates to help their customers find financing. Page 10.

Fragrance seller Jovan revives flip tops for lipsticks. Page 11.

Product planning. Gillette's Liquid Paper subsidiary prepares to sell ribbons for word-processors. Page 13.

Feeling fit in Houston. The Houstonian conference center has facilities to let you shape up at your sales meeting. Page 16.

Industrial marketing. Distributors say they'd pay more heed to your products if your sales force provided better training. Page 18.

Supermarkets. Keep your eye on the Outrageous Food Price Index. Page 18.

Redecorating at Syroco. To change its product strategy, the marketer of wall accessories had to reorganize. Page 22.

Good news. Over a third of the companies surveyed by Sales Consultants are hiring more sales and marketing people. Page 96.

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S&MM

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Anixter Bros. This fast-growing industrial distributor comes to the rescue—and thereby builds its business—by helping customers manage their inventories of wire and cable. July 7.

Industrial marketing. Launching a new industrial product takes more than just a sense of timing. Stan Lawler, an expert in the field, outlines the essential steps to be taken in four key areas. July 7.

1980 Survey of Buying Power. Our annual survey of population change, retail sales, and household income presents the statistics pointing the way to consumer behavior. July 28.

VOL. 124, NO. 8

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AN S&MM SPECIAL REPORT

33 Selling with your back to the wall
A guide for coping with inflation and recession.

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How to cope with inflation (or whatever is out there)
The Templeton tapes
The panic of the 1980s: It's pricing
In times like these, unlock your key accounts
Putting a brake on runaway costs
Living the good life, thanks to the CPI
Survival at your fingertips
Fighting inflation for every dollar

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phased out over the past 10 years). Consumer sales (about 10% of Liquid Paper's total) are now handled by Paper Mate, another Gillette subsidiary. Moreover, the company has installed product managers for each of its three product lines. And more new products to help "white out" the competition in the office supplies business are on the way. Among the possibilities: toner for copying machines and "basically anything with ink," says McCown.

COMMUNICATIONS

Big boost for a satellite

When IBM, Aetna Life & Casualty, and Comsat General began to sell the services of their Satellite Business Systems venture last year, they expected a warm reception for the satellite-based communications system from the nation's major corporations. Instead, the response has been cautious, even cool.

By late April, only eight companies had signed up for the SBS package, which includes facsimile transmission, voice communications, teleconferencing, and data communications. Still, SBS officials call those results "positive" and say several more large customers may sign on by the time the facsimile service begins operation in January.

To improve that picture, SBS marketing specialists have begun a campaign to bolster the image of their service. They kicked off the effort with a press tour of SBS facilities at Reston, VA, and a demonstration of the new facsimile terminal made by AM Intenational,

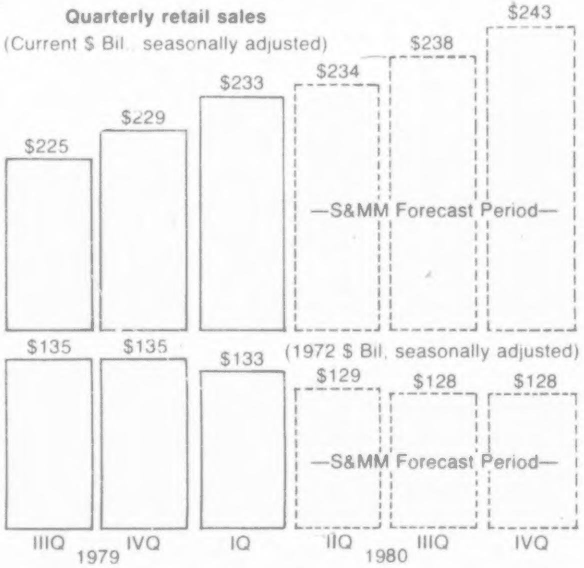
S&MM BAROMETER

Retailers riding a de-escalator

Real retail store sales (1972$) will likely show a 3.5% drop in the second quarter of 1980, but S&MM's Barometer* sees them plateauing the rest of the year. Indeed, Susan Sterne, head of Economic Analysis Associates, notes: "Compared to past recessions, corrections in consumer spending came faster and sharper this time."

Others see a continued slide in retailing. Rosanne Hersh, Goldman Sachs economist, expects a steep 9.7% fall-off in real retail sales between the first and fourth quarters. Martin Duffy, vice president–consumer economics, Data Resources, Inc., predicts a gentler 2.5% dip. He notes that each 1% increase in unemployment lops $70 billion off consumer buying power; and Hersh adds that, in addition to unemployment woes, a rising savings rate will pinch spending. Merrill Lynch Economics' senior vice president Allan MacKinnon is also gloomy about retail sales; in his opinion a key factor will be the extent to which rising unemployment hits free-spending two breadwinner families.

*The Barometer's first quarter forecast was off only 1.3%.



Note: Historical real retail sales are based on Bureau of Economic Analysis deflators.
Sources: S&MM retail sales projections are based upon personal consumption expenditure forecasts of Chase Econometrics, Data Resources, Evans Economics, Goldman Sachs, Merrill Lynch Economics, and A. Gary Shilling & Co.

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S&MM

SPECIAL
REPORT

ALES & MARKETING MANAGEMENT

Selling with your back to the wall

A guide for coping with INFLATION and RECESSION, including

Managing the sales force / Sales costs / Pricing / Inventories / Fleet cars / Inside sales force / Compensation / Customer stress / Telephone selling /

and More, much more

Selling with your back to the wall

Introduction

Reeling from a combination of high costs and reduced sales, marketers may reasonably wonder, What happened to the glittering prospects for the 1980s? Actually, many of the elements for growth in this decade pointed out in S&MM's Special Report on the 1980s (Dec. 10, 1979) are still in place. But first things first.

Reckless years of ever-rising government spending and deficits, a preoccupation with printing money instead of building production capacity, and the ceaseless flow of regulations without regard to their economic effects on businesses are some of the wellsprings of our current malaise. As a consequence, marketers, for at least the balance of the year, will struggle to salvage what they can from margins squeezed by the inflation/recession crisis.

Many of the constructive steps that can be taken are detailed in this Special Report. But as marketers adapt their operations to today's circumstances, they should keep two points in mind: (1) Changes that avoid a panic atmosphere and that are carried out as the result of informed planning, will mean a sales operation capable of capitalizing on the upturn that will inevitably come; (2) Just as happened in the 1973–75 recession, there are sure to be some marketers shrewd and innovative enough to see their competitors' retrenchments as pure opportunity for them.

Remember, too, that recessions are efficient, albeit cruel, taskmasters in exposing the flabbiness, shortcomings, and weaknesses that tend to develop in less troublesome times when orders flow in, bonuses are high, and next year's goals seem a cinch. In that sense, many of the tactics recommended in this report are also highly suited for the long haul.

—THE EDITORS

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THE 1980s ECONOMY

For marketers, a plethora of rocks and hard places

THAYER C. TAYLOR
Senior Editor/Management Sciences

Donald R. Chinery, president of Hirsch U.S.A., a marketer of leather watch bands, is a harried man these days. Because the bank loans he took out when starting up 2½ years ago are pegged to the prime rate, larger interest payments are "forcing us to raise prices." He has had to sweeten his commission structure "to give salespeople a chance to earn more against higher living costs." Worse, the recession is "keeping people from the jewelry stores where our product is sold."

Chinery is one of a fast-growing number of marketers caught in a pincer: high inflation that squeezes profit margins and a deepening recession that cuts purchasing power. The recession is expected to be short-lived, but inflation, gestating since the mid-1960s, will persist; most now believe through the 1980s' first half.

True, the inflation rate that soared to an annual 18% rate in the year's first quarter will be pushed down by the recession's dampening effect, to possibly 11%–12% by year-end. But that improvement will be brief and illusory.

Inflation's durability will be the result of two things. One, the imbedded causes that nourished it will be relatively untouched by the recession. Two, an election-conscious Administration will try to offset rising unemployment with deficit-financing that will almost certainly reinflate the economy.

Warns Irving Leveson, director of economic studies, Hudson Institute, in a report, *Issues for the 1980s*, sent to clients last month: "There are indications that recent efforts to slow inflation may lead to more than just another downturn to be followed by even higher inflation once the reaction to rising unemployment sets in: The outlook for inflation in the 1980s is dependent on assuring that the economy will not simply be reinflated when unemployment is high."

Because the inflation problem represents the interplay of trends over a prolonged period of time, it will take policy actions on various fronts over a long term to restore price stability. Those trends, interacting with each other, are:

- Poor productivity performance.
- Rising energy costs.
- An excessive government presence.
- Built-in "stabilizers" which fuel future inflation.
- The transition to a services society.
- Demographic and lifestyle changes.

The skyrocketing inflation rate that marked the first half of the year had two elements. "There was the 'bubble effect,' " says Lawrence Chimerine, chairman, Chase Econometric Associates, "which was due to three transitory factors: (1) high interest rates, which add to the cost of doing business and are passed on like any other cost; (2) high mortgage interest rates, which inflate the Consumer Price Index (CPI) because of the way the Bureau of Labor Statistics treats them; and (3) bulging oil prices, which doubled last year. And there is the underlying core rate, which is around 10% as the result of poor productivity and rising unit labor costs."

Whittling the core rate below 10% is pegged to two big unpredictables: energy prices and productivity, says R. Jeffery Green, director of the quarterly model, Wharton Econometric Forecasting Associates. "Predicting oil prices beyond the short term is extremely chancy," he notes, "although we probably won't see the ten-fold increase that occurred in the 1970s. Future productivity trends are also hard to pinpoint because so much will depend on the incentives business gets to invest in new plant and equipment, labor force skills, the regulatory atmosphere, technological innovation, and the changing output mix."

Productivity

Most of the discussion about inflation's causes revolves around the downslide in productivity in recent years. The Council of Economic Advisers notes in its latest annual report that labor productivity growth slipped from an average annual gain of 2.5% in the 1948–55 period to 0.8% in the 1973–78 frame and actually declined 0.9 in the private business sector last year.

Michael K. Evans, president, Evans Economics, traces a strong link between declining productivity and rising inflation. His studies show "for every 1% decline in productivity we get a 2% increase in inflation." In his view, the productivity falloff stems from "a declining investment ratio, which accounts for 1% of the productivity slippage; increased cost of government regulation, another 1%; large-scale rise in the number of young, unskilled workers, 0.5%; and rising energy costs, 0.5%."

Similarly, Otto Eckstein, head of Data Resources, Inc. (DRI), points out in a special study

> **There's a psychological factor that feeds inflation. When you feel that a certain price increase is sufficient, you take a little more just because of the uncertainty about inflation.**
>
> —Floyd Hall
> President
> B. Dalton Booksellers

for the Joint Economic Committee that "an analysis of the relationship between changes in productivity and prices, hourly compensation, unit labor costs, and unit profits for the nonfinancial corporate sector indicates that sectors and industries with above-average productivity growth had significant below-average price increases. Each additional percentage point of productivity growth corresponded to a lower inflation rate of 0.73 to 1.12 percentage points."

Interestingly, productivity performance varies remarkably among industry groups. While overall growth was less than 1% a year in the 1973–78 period, Bureau of Labor Statistics data reveal that the communications complex enjoyed a robust 7.2% rate, while mining declined 4.6% a year.

Indicative of the interplay between galloping prices and their causes, inflation itself is being blamed for part of the productivity slowdown. Because inflation casts a cloud over long-range pay-offs, companies are reluctant to commit sizeable investments in new plant and equipment and research and development.

Interestingly, new management styles may be an unrecognized factor, Harvard Business School professor Robert H. Hayes, believes. Addressing a Booz Allen & Hamilton executive briefing on industrial productivity challenges of the 1980s, he pointed a finger at three "ascendant" management styles he says hurt productivity: (1) Emphasis on short-term return-on-investment ratios which discourages long-term investment, particularly R&D. "We are buying a better 'present' at the sacrifice of our future," he told his audience. (2) Marketing that places too much reliance on market surveys, consumer questionnaires, and test panels to discover consumer needs encourages incremental product changes rather than innovative new or different products which may not have an obvious market at present. (3) "Financial portfolio management" that leads to conglomerate acquisitions that do not create real value. "The total spent on acquisitions in 1979 topped $40 billion, more than was spent on R&D," he said.

If Hayes is right, it seems reasonable to suspect that management's preoccupation with short-term gains has led it to put more emphasis on advertising spending at the expense of capital spending in recent years to achieve fatter market shares. The theory is that the higher the market share the easier it is to force through price increases.

The economy's changing structure, from a manufacturing orientation to a services one, is causing many to wonder if we have the right tools for measuring productivity. Vincent E. Guiliano, a senior member of Arthur D. Little's (ADL) information systems group, contends that "definitions of productivity have not kept pace with the economic transformation brought about by the three major waves of technological change: computers, telecommunications, office automation."

OUTLOOK: If past recessions are a guide, productivity in 1980 will fall faster than it did last year because companies slash output faster than they lay off personnel in downturns. Lee Phillips, a DRI economist, sums up the consensus view by noting "unless government sets a favorable climate that will encourage business to follow through with increased investments, chances of improvement are minimal." He says DRI estimates that an annual 1% hike in productivity through the early 1980s could shave 2.1 to 2.4 points off the inflation rate by 1982.

A strong optimist, Hudson Institute's Irving Leveson sees technological change, such as "the second computer revolution we are in the midst of, bringing striking improvements."

Energy

Ever-ascending prices at the gas pump dramatize energy's contribution to our inflationary woes since 1973. Last year alone, energy prices shot up 37%, almost three times faster than the CPI.

Aside from raising the costs of practically everything produced, rocketing energy costs make obsolete a considerable part of the country's capital stock.

Of course, the mounting bill paid each year for imported oil drains consumer purchasing power. Between 1978 and 1980 alone, it will increase

> **Will your income and lifestyle be better next year than this year? Will you or your spouse be able to afford that new car? Take a vacation? Will the prospects for retirement be better next year than now? For millions of Americans, the answer is no. I think there is something seriously wrong when our hopes for the future are simply to survive rather than prosper.**
>
> —Sen. William V. Roth Jr. (R.-DE),
> speaking at the spring meeting
> of the American Business Press

Mechanics of the swindle

The practice of indiscriminately increasing the supply of money—inflation—gives politicians the ability to have their cake and eat it too. They are cautious about raising taxes too fast, for fear of revolt (as we have seen in recent years); this revolt could result in their failure to be reelected or, if taxation became bad enough, they could be physically thrown out of office (a la the American Revolution). On the other hand, we know that the surest way to be voted out of office is to fail to respond to the Expediency Factors of voters, so vote-conscious politicians certainly cannot afford to cut back on government "functions."

Therefore, inflation provides politicians with a way out. *Inflation is a hidden tax (i.e., a hidden form of taxation).* By printing up enough "money" to, in effect, cover the remainder of each year's deficit, Uncle Sam gets off the hook. Individuals see prices rising sky high as a result of this "solution," but they do not understand why. As a result, not only do they not revolt against government, but they take up government's battle cry to "fight inflation," following its lead in pointing a guilty finger at all the wrong parties. The whole ludicrous situation is tantamount to a bank robber shouting to a bunch of depositors, "The culprits went that way; let's get them."

The question of whether inflation can be stopped avoids the real question. Of couse inflation can be stopped—simply by shutting off the printing presses. The question is whether those in power will stop it or whether enough people will ever sufficiently understand it to get mad enough to force those in power to stop it.

From "Restoring the American Dream" by Robert J. Ringer, published by QED/Harper & Row, New York

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around $50 billion. "We cannot earn the foreign exchange with exports to pay this bill," says Barry P. Bosworth, senior fellow, Brookings Institution, "and the continued downward pressure on the dollar adds to inflation by raising the cost of imported goods." Ironically, in a reverse twist, OPEC itself contends that the shrinking dollar forces it to up oil prices to avoid a loss in its own purchasing power.

OUTLOOK: As long as the U.S. remains highly dependent on imported oil, the economy will be prey to energy shocks emanating from an unstable Middle East. Reducing our dependence will require tremendous investments in domestic oil and gas facilities—at least $25–$30 billion a year through the decade, according to the Dept. of Energy, at least $30–$35 billion, according to private estimates.

Government

Less government spending is the credo of almost every politician running for office from Washington D.C. to local hamlets, reflective of the conviction that government is one of inflation's principal creators. The federal contribution comes from deficit financing and increasing regulation.

While it's true that federal spending as a share of gross national product has trended downwards in recent years (it will shortly move up, as it always does in a recession), the deficits, on a cumulative basis, have taken awesome leaps. The coincidence of larger deficits and faster rising prices is no accident. (See box above.)

In the first half of the 1960s, for example, federal red ink aggregated $20.9 billion and the CPI crept up 4.7%. Since then, both deficits and prices have ballooned at faster rates—in the last half of the 1970s, the cumulative deficits totaled $233.2 billion, the CPI soared 34.9%.

Much of this is due to the social engineering programs launched with great hopes in the 1960s and to the redistribution of income from one group to another in the form of transfer payments. Between 1965 and 1975, transfer payments shot up from 5.7% of total personal income to 14.2% and, as an equivalent of wages and salaries, climbed even more spectacularly, from 8.3% to 22.1%.

Along with deficits, the mushrooming regulatory agencies have fed inflation by saddling businesses and consumers with increased costs. During the 1970s alone, 21 new regulatory agencies were created, bringing the total to 57, and, according to the Center for the Study of American Business, their aggregate budget swelled more than five-fold, from $866 million to $5.5 billion.

Murray L. Weidenbaum, director of the center, estimates that businesses and consumers laid out $97.9 billion to comply with the rules last year. There are hidden costs, too, he adds, such as the 10% of capital spending and an unknown amount of R&D that are diverted from innovative uses.

OUTLOOK: Public outcry against higher taxes and increasing dissatisfaction with the excesses of regulatory agencies will reduce the impact these two areas have on feeding inflationary tendencies. In the short term, no one expects the Administration to produce the $16.5 billion surplus promised for fiscal 1981. The Congressional

Budget Office listed a sensible program for cutting $18.1 billion from the 1981 budget, but the President studiously ignored it when he delivered a second budget message within three months of the first. "Rather than make major cuts in spending," argues Carol Brock Kenney, senior economist, Shearson Loeb Rhoades, "the Administration achieved its surplus by inflationary-boosting tax receipts and new revenue-raising measures. And the theoretical surplus promises to evaporate quickly with the recession."

A more favorable regulatory climate is also in the cards. Congress's clipping of the FTC's wings last month will not be lost on regulatory czars.

A. George Gols, ADL's vice president–managerial economics, thinks "a better integration between environmental management and its economic consequences will eliminate the nuisance type rules." He also sees a greater use of tax incentives and tax penalties to bring about desired evironmental conditions.

Built-in stabilizers

The 14.3% increase in benefits that will be given next month to 35.2 million people who receive Social Security symbolizes the powerful groups that have been able to cushion inflationary shocks with built-in stabilizers: cost-of-living (COLAs) increases for unionized workers and payments indexed to cost-of-living increases for recipients of government benefits. "They [COLAs] ease the pain and suffering," Wharton's Jeffery Green observes, "but they have a negative impact in that they become entrenched and very hard to get rid of." James T. McIntyre, head of the Office of Management and Budget, labels indexed government payments "the real driving force of inflation."

Chase Econometrics chairman Chimerine documents McIntyre's fears. "Indexing Social Security benefits and other government transfer programs accounts for nearly one-third of the federal budget," he notes. "Each 1% rise in the CPI adds about $1.7 billion to the budget. The very sharp increase in these indexed programs is the reason why federal expenditures' share of GNP is rising after having fallen by 2½ points since 1975."

In private industry, 60% of the workers who will be in contract negotiations this year are covered by COLAs: all told, 5.5 million workers have them.

OUTLOOK. While it is generally recognized that the automatic payment increases pegged to the CPI fuel future inflation, neither Congress nor the Administration is likely to take on the powerful lobbies; even so simple a reform as cutting the COLA in civil service retiree and food stamp programs from twice to once a year, a step that would save an estimated $1 billion, draws little support. The guideline-shattering handsome wage settlements in the auto and steel industries, despite layoffs and import threats, suggest that industry, too, is unwilling to tackle the issue.

> **"Our business is up due, I think, to the growing pressures in the workplace. They're giving people a greater need than ever before to get away for a vacation."**
>
> —Howard Fine
> Executive vice president
> Trusthouse Forte Hotels, Ltd.

Business Investment

Like productivity, lagging business investment is both a creature of, and a contributor to, inflation. On the one hand, the uncertainty about the future raises the risk of long-term investment. Comments Wharton's Jeffery Green: "When the inflation rate bounces all over the lot, it's more difficult to estimate the profitability of various kinds of investment and the revenues that will be generated."

On the other hand, holding back on needed new, more efficient equipment retards productivity. Alice M. Rivlin, director of the Congressional Budget Office, notes, "Trend growth rates in real business fixed investment [adjusted for inflation] was only 2½% in the 1970s. This was 4½ percentage points slower than in the previous decade.

"Beginning in the mid-1970s, the ratio of capital to hours worked hit a plateau, reflecting both the slower capital growth and the rapid increase in labor hours. This stagnation of capital-to-labor ratio has been a factor in the poor productivity performance in recent years."

Industry's preference for substituting labor for capital may intensify the current recession. A. Gary Shilling, head of his own consulting firm, notes that "businessmen have been adding labor rather than investing in capital because labor can be dispensed with much more easily when worse comes to worst."

OUTLOOK: Washington appears to have finally come around to the realization that various forms of investment incentives are needed to get productivity on an upbeat and defuse inflationary pressures. The recession will put the corrective actions off temporarily. However, as DRI's Lee Phillips cautions: "Government can only create the environment. More important, it will be up to businesses and individuals to follow through."

Transition to Services

While the concept of a services society convokes the image of the good life, it has a high price tag. Indicative of the shift from a manufacturing-oriented economy to a services-oriented one is the fact that white collar workers now represent more than half of the work force. Their share climbed from 43.4% in 1960 to 51.3% in 1979, according to Main, Jackson & Garfield, management consultants.

While this celebrates the triumph of brain over brawn, it feeds inflation from two streams. Susan M. Sterne, head of Economic Analysis Associates, notes that "productivity advances in the labor-intensive services are much harder to achieve than in manufacturing. Also, services have an easier time passing on price increases."

Certainly, the record bears her out. Price increases of services consistently outstrip the CPI—92.6% vs. 86.9% in the 1970s. And productivity, after growing less than 1% a year from 1966 to 1973, declined 0.9% a year between 1973 and 1978.

OUTLOOK: Despite the dismal performance, dramatic improvements loom in the years ahead. Consider these two items: 1. Arthur D. Little's Vincent E. Giuliano figures that 60% of the workforce is involved with information one way or another. 2. Management consultant John Diebold estimates that "less than 15% of the information used in business is automated." Given the tremendous technological advances coming in the symbiotic computer and telecommunications technologies, striking gains will be made in the office environment that has resisted change.

Improvements will occur outside the office, too. Hudson Institute's Irving Leveson cites changes in medical diagnostic and financial services as indicative of the dramatic improvements that will boost services productivity.

Demographics/Lifestyles

The postwar baby boom, which created new market after new market as it moved through the age cycle, became an inflationary stimulant when it reached the job-seeking stage. Between 1970 and 1977, the 16–24-year-old group increased from 21.6% of the labor force to 24.3% while workers in the prime age group, 25–54, showed no change. This was a tremendous influx of unskilled workers, which pushed business costs upwards. Compounding it was the surge in women workers of all ages, who accounted for 60% of total labor force growth in the 1970s. Many of them entered the job market for the first time, and their lack of work experience added to costs.

As consumers, the young adults adopted instant gratification as their spending credo, going in heavily for credit purchases. "Research shows that they viewed credit cards as convenience instruments rather than as debt," says Roger D. Blackwell, senior consulting associate with Management Horizons, Inc. It was the tremendous swing to credit purchases that put off the widely predicted recession last year. Consumer debt rose 50% faster in the 1975–79 period than in the preceding four years.

> **Frankly, we think the whole plan [federal restrictions affecting credit card useage] was concocted after one of Mr. Carter's famous three-martini lunches.**
>
> —McNeely & Co. Retailing Industry Newsletter

OUTLOOK: The maturing of the work force, now that yesterday's newcomers have acquired job skills, will reduce inflationary cost pressures. The 16–24 year olds will slip back to 21.6% of the labor force by 1985 while the prime age group, 25–54, will expand to 65.7%. Furthermore, college-trained entrants, who represent one of five workers today vs. one in eight in 1970, will continue to increase.

However, the huge consumer debt presents thorny problems. Gordon B. Pye, an economist with Irving Trust Co., fears that "the main problem in bringing the recession to an end will be working off the consumer debt and building up real income through a reduction in inflation. It will take time, maybe longer than we expect."

"Mounting job layoffs could provide the trigger mechanism for serious financial disruptions," A. Gary Shilling fears. "In the labor market, those laid off first are likely to be those hired last—the postwar babies, who are in the process of establishing households, and comprise the major purchasers of homes and durables."

Although the recession's rising unemployment and falling buying power will occupy center stage the next several months, it should not divert concern from a multilevel attack on the core inflation problem. If price stability is not restored, the U.S. faces the prospect, as Ian Wilson, General Electric's in-house philosopher, told a recent Assn. of National Advertisers workshop, of becoming locked into a set of "institutionalized responses to living with high inflation on a more or less permanent basis." The 1980s still hold the promise of a significant growth period (S&MM, Marketing in the 1980s, Dec. 10, 1979), but unless inflation is brought under control, growth will be more illusory than real.

Selling with your back to the wall

Marketers striving to protect margins in an inflationary environment are often trapped in a no-win situation. Half of 928 establishments probed by the Univ. of Michigan's Survey Research Center (SRC) said they try to offset inflationary pressures by passing on cost increases more rapidly. Yet, as SRC observes, such defensive actions "may exacerbate the problem so that the degree to which establishments cope may be indicative of future changes in the inflation rate." The survey also revealed that manufacturers are more likely to resort to this strategem, as well as boost prices in anticipation of future cost increases, reflecting the fact that they are "the first link in the production-distribution chain." A surprisingly low one-fifth of establishments try to build up stockpiles as a hedge against rising costs. SRC thinks the share would have been higher but for the high interest rates linked with financing inventories.

Coping with inflation: Best tactics for marketers

Ways in Which Businesses Cope With Inflation	*All Establishments*	*Manufacturers*	*Wholesalers*	*Retailers*	*Size of Establishment* *Small*	*Medium*	*Large*
Inventory Stockpiling	**21%**	**27%**	**26%**	**18%**	**20%**	**24%**	**13%**
Accumulation of:							
Raw materials	11	20	10	8	9	15	9
Finished goods	16	12	23	15	16	17	9
Pricing	**60**	**72**	**58**	**58**	**57**	**71**	**53**
Increasing prices in anticipation of cost increases	30	44	22	30	30	32	29
Passing on cost increases more rapidly	50	59	52	47	46	61	53
Borrowing	**61**	**61**	**45**	**66**	**57**	**72**	**61**
Reducing:							
Short-term	46	49	43	47	44	54	50
Long-term	54	47	45	58	56	50	42
Increasing:							
Short-term	8	6	4	9	5	15	6
Long-term	9	12	7	9	7	13	21

Source: Univ. of Michigan's Survey Research Center: *Economic Outlook USA, Spring 1980.*
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The economy's impact on consumers: Cutting back, feeling deprived

Even before prices took off in the first quarter, consumers were retrenching. A poll of 200 adults in January by Ogilvy & Mather's periodic Listening Post survey revealed that a rising proportion of respondents were cutting spending on food, utilities, and gasoline. When prices shot up 18%, annual rate, in the first quarter, almost one-fourth of 1,400 adults polled by Citicorp's monthly survey in March said they could afford "hardly any" of the things they wanted. This was a significant increase over the consistent one-fifth that reported a similar feeling in the three preceding years. Here's what the two surveys reveal:

Inflation-induced lifestyle changes

	1/78	*1/79*	*6/79*	*1/80*
Haven't made any changes	**47%**	**34%**	**32%**	**25%**
Have made some changes	**53**	**66**	**68**	**75**
Sticking to a budget	**22**	**22**	**22**	**24**
Spending less on food	**10**	**20**	**22**	**26**
Using less utilities	**24**	**16**	**16**	**29**
Using less gasoline	**4**	**2**	**10**	**19**
Spending less on clothes	**2**	**3**	**3**	**5**
Spending less on entertainment	**4**	**6**	**2**	**2**

Source: Ogilvy & Mather, Listening Post #7.

Downbeat consumer

	12/76	*11/78*	*7/79*	*3/80*
Can afford hardly anything	**19.9%**	**19.1%**	**19.9%**	**23.9%**
Can afford some things	**41.0**	**43.1**	**41.1**	**42.9**
Can afford most things	**30.2**	**26.4**	**29.2**	**24.0**
Can afford almost all things	**8.6**	**9.0**	**9.3**	**8.4**

Source: Citibank, N.A.
Note: Details may not add to 100 due to rounding.
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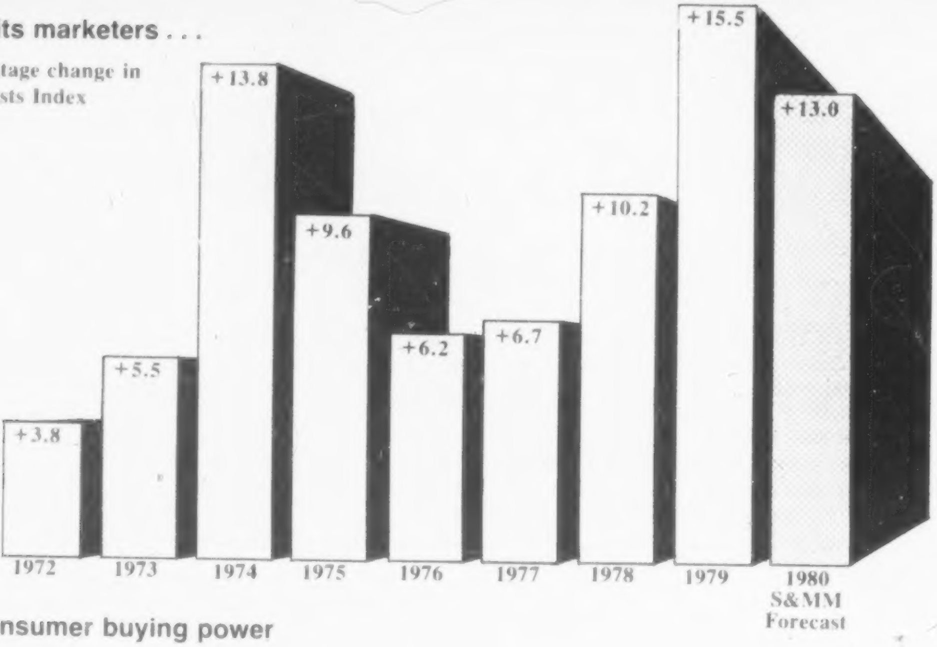
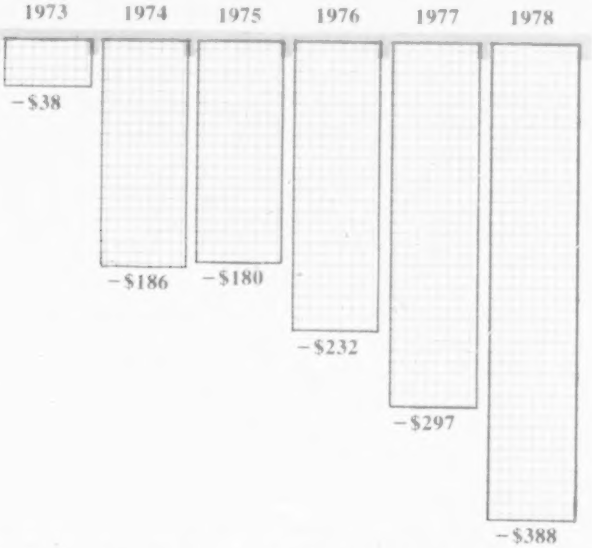
How inflation hits marketers . . .

Year-to-year percentage change in S&MM's Selling Costs Index



. . . and zaps consumer buying power

Loss in buying power, Bil. $

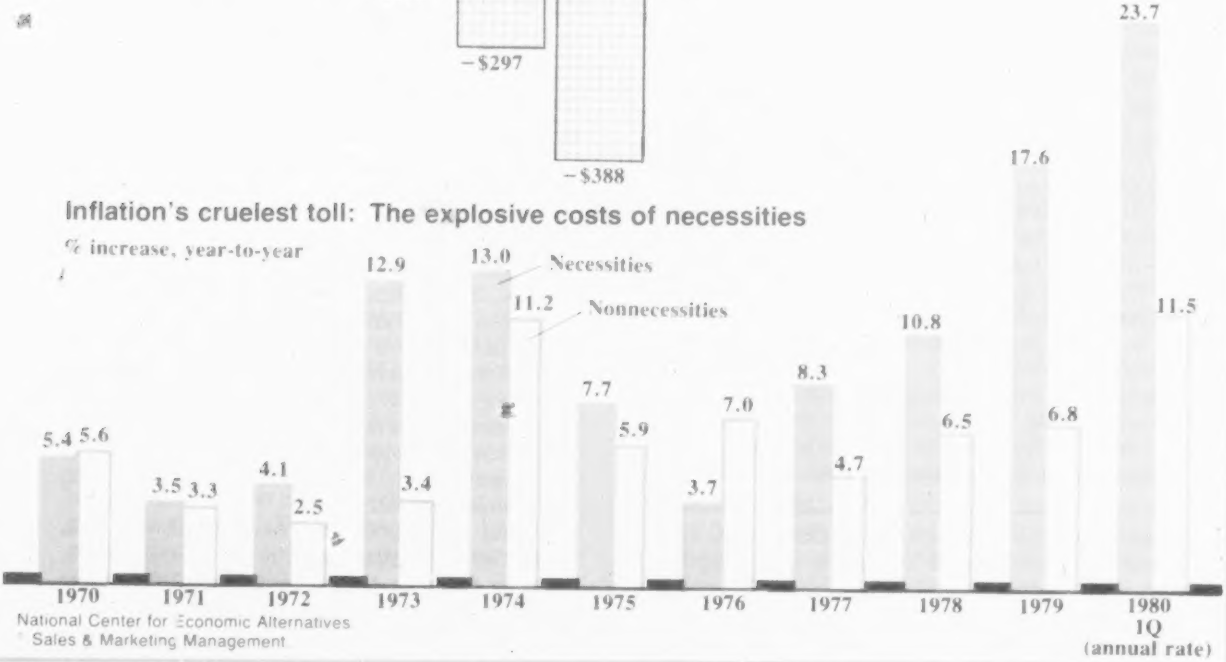


◄ Loss in buying power calculated by (1) adjusting current dollars by personal consumption expenditure deflator (base year 1972), then (2) multiplying result by number of households. Sources: S&MM calculations, Commerce Dept., *Survey of Current Business;* Census Bureau, *Money Income in 1978 of U.S. Households,* Series P-60, No. 121.

Necessities are: food, rent or mortgage payments, gasoline, fuel and electricity, and medical expenses. ▼

Inflation's cruelest toll: The explosive costs of necessities

% increase, year-to-year



National Center for Economic Alternatives
Sales & Marketing Management

Selling with your back to the wall

SURVIVAL STRATEGIES

How to cope with inflation (or whatever is out there)

By JACK P. DONIS
Prof. of accounting and finance, Seton Hall Univ.

Extended economic forecast for marketers for the second half of 1980: Stormy weather for the entire U.S. because of past spending excesses and election-year hijinks, all leading to contradictory periods of economic sanity and insanity. Inflation will persist but at a decreasing rate, one, however, that could still be dangerous to the survival of the weak, the young, and the aged. Probable rate of inflation during period: 12%–17% CPI. Small craft warnings from Cape Hatteras to the Great Lakes. Sunbelt area, cloudy.

When a country gets hooked on the euphoria of allowing "a little bit of inflation," there is the danger of becoming addicted. The U.S. has become an inflation addict, and the cure is bound to be painful. Already, the withdrawal symptoms are frightening. The immediate problem is how to cope during the withdrawal, which should take place in the second half of 1980.

This forecast is based primarily on two factors: expectations of continued inflation, and the willingness and ability of its creator to change those expectations. It has been decided as a matter of principle that inflation is bad. And just as the government was the inflation pusher, only the government is in a position to stop it. Stopping inflation effectively calls for such distasteful measures as monetary and credit restraint and balanced budgets. Their objective: lead both business and consumers to believe that there will be no further major price increases for goods and services.

Thus the months ahead should be a period of reduced production, increased unemployment, and uncertain pricing. Just as prices rose at different rates during inflation, they will decline at different rates during deflation: some will continue to rise at a decreasing rate, some will decrease at various rates, and some will remain about where they are now. But "deflation" to a 10% rate is still inflation. It's just a lower rate.

Forecast: There is little probability of a rate of inflation at an annual rate less than 10% CPI for the second half of 1980. But prices of some products will drop sharply.

In the consumer market, the consumer is going to be forced to reexamine necessity spending vs. discretionary spending. *Every day the consumer goes into the marketplace and casts her ballot for "necessity" or "discretionary" expenditures.* Only when all the votes have been counted can we tell which is which.

Examples of "necessity" becoming "discretionary" abound. You probably know individuals who see every musical on Broadway, even when unable to work the cost into an expense account. But with the price of a pair of tickets at $50, and dinner another $60, and a sitter and miscellaneous at $15, the evening in town comes to $125. With college tuition rising 15% this year, it may become a question of keeping the kid in school, or taking him out and keeping up the record of "seeing everything on Broadway." For many, the necessity of theatergoing may become discretionary.

This sort of thing is going on all over the country. There are cutbacks from yesterday's necessities. Retailers are finding that demand for a new spring wardrobe is not the necessity it was last year, except for the very rich. The biannual new car is stretching to three years or even six.

There is one clearcut discretionary expenditure that is still classified as a necessity, however—Americans this year continue to feel the urge to travel abroad on vacations. (Early in April, I couldn't even get space in the hotel of my choice in Palermo, Sicily, for mid-June!) The consumer has cast the ballot. Foreign travel is a necessity for now. As one can see, the consumer is unpredictable.

The challenge to the marketing executive is to know what that selection is going to be. The definition will vary from section to section of the country. Even though there is concern about recession, the indicators are that the Sunbelt states don't think it applies to them. Despite this belief, if there is a recession it will probably throw shadows over the Sunbelt, even Texas. On the other hand, in the northern manufacturing states, which have automotive and heavy industries that are slowing down, there can be a stormy pricing and demand situation.

Selling at list price may become as nebulous as in the automotive industry. As demand falls, there is going to be a drop in production with resultant excess capacity and high fixed costs,

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which will vary by industry. When that happens there can be a straightforward markdown of prices to reflect the lack of demand, or companies can play the Detroit game of holding list prices but giving big discounts and manufacturers' rebates.

During the transition, marketers better rethink their working relationships with their fellow production and financial executives. As a financial man thoroughly corrupted (enlightened) by marketers, I am aware of all the methods of costing and the impact of that costing is valid, but in the short run, full-absorption costing may be counterproductive. If the financial executives aren't aware of this, you have serious problems.

With fixed costs surrounding a company, only variable costs become relevant in the short run. If the alternative to low profit is loss, there is no choice. The free market system, if it is to survive, is based on flexible pricing.

Love that inflation

Can business executives cope with our made-in-America brand of inflation? Some can, and they will prosper. Others can't, and they will suffer. Some businesses are proudcers of goods and services which have relatively inelastic demand. When prices of the goods they buy increase, they pass the increase through to their customers at the regular markup—plus "a little extra for inflation."

The dollar increase is very interesting. Take a producer who uses a 50% markup on his cost of $100. If his costs rise by 25% due to inflation, his product-cost becomes $125. Now, compare the dollar contribution on the sales of one unit:

	Before Inflation	*After Inflation*
Selling price (50% markup on cost)	$150.00	$187.50
Cost	100.00	125.00
Profit contribution	$ 50.00	$ 62.50

Note that the producer has covered the inflationary cost increase and raised his profit contribution by $12.50 or 25%. If the demand is there, however, and consumers are convinced that prices will be even higher next month, the logical pricing strategy is to round out the price to $200. Using the same cost base of $125, this results in a profit contribution of $75, a 50% jump from the preinflation figure. That is why many businessmen don't despise the "ravages" of inflation nearly as much as they let on.

> **Inflation isn't affecting us as much as the pseudo remedies that the government is imposing, such as the credit squeeze. That's our biggest hurt.**
> —John Leopold
> National sales manager
> Mariner Outboards, Brunswick Corp.

The Chrysler syndrome (increasing prices while increasing rebates and allowances) can be the demise of honest pricing. When the squeeze comes, marketers must discuss variable cost pricing with their financial executives. And the production executives have to "give," too. The fixed production costs can often become variable if it is a matter of survival—to have the ability to fight and produce a profit another day. To a degree, there is no such thing as a fixed cost in the long run. Only managed costs.

In the industrial goods market, the national price-volume slowdown for consumer goods will change the expectations in the manufacturing sector. The market for machinery and equipment will be examined more closely in terms of an ROI, cash flow analysis, and so forth. Price alone does not determine the demand for producers' goods. The expectation of profit improvement is the governing factor, and as long as funds are available, no interest rate is out of line as long as the expected benefits exceed that cost by a "reasonable" margin. High interest rates are just higher costs that act as hurdles on the drive to winning the profit race. When the expectations of increased demand and increased profit by the manufacturing sector turn down, then the producers' goods market will have its recession or depression.

One segment of the producers' goods market should remain and becomes especially important: the cost-effective replacement market. It is difficult for many financial executives to accept, but once they buy a machine it is a sunk cost and not relevant in itself when there is an opportunity to replace it with a more cost-efficient piece of equipment. When business is good, price can cover inefficient investment. When business is bad and that shelter is gone, the only path to high profitability is increased efficiency (lower costs). *There is always a market for an industrial product if it offers both effectiveness and efficiency.*

When they are selling their equipment, marketers of capital equipment can cite dozens of examples using cost-benefit analyses to prove now is always replacement time. As long as there is continuing production and funds are available, it is logical for a customer to make the investment and become more efficient (lower operating costs and increase profit). A simple case: Invest $100,000 to automate scales and save the payroll cost of three men, each at $16,000 per year. The arithmetic easily shows the desirability of the investment to the customer regardless of the criterion for investment.

The unwillingness to recognize this is one of the factors that has led to the serious situation in the steel industry.

Forecast: Stormy conditions as the industrial goods market is buffeted by decreasing consumer demand and price readjustments; safe harbor for those who have cost-effective products and know how to merchandise them.

What about 1981 and later? Heaven only knows—none of the sophisticated macroeconomic models are working. We hope that the corporate models are still effective. Will we ever return to the halcyon 4%–5% CPI days? That is a $1 billion question. This is an election year. Anything can happen. Anything.

The helter skelter impact of inflation

The impact of price inflation has been irregular during the past year and the past 10 years. An inspection of just a few price changes published by the Bureau of Labor Statistics shows this clearly.

Consumer Price Index (CPI)

Item	*1978–79*	*1969–79*
Fuel oil	63.5%	357.8%
Coffee	12.8	330.2
Hospital room	11.3	192.2
CONSUMER PRICE INDEX	12.1	103.5
New car	8.2	59.1
Whiskey	5.0	25.9
TV set	1.0	3.3

Producers Price Index (PPI)

Natural gas	39.0%	542.8%
Coal	2.3	302.1
Industrial chemicals	23.2	178.1
PRODUCERS PRICE INDEX	13.8	126.9
Heating equipment	8.7	81.5
Wire cable	22.4	75.3
Floor covering	5.5	49.7

Source: Bureau of Labor Statistics

> **“The television networks are reminiscent of OPEC—which, in this case, stands for the Organization of Perpetually Escalating Costs. With a limited source of product and a fixed amount of time available, the price is determined on a graph where the ratings curve intersects the what-the-traffic-will-bear curve.”**
>
> —Donald G. Goldstrom
> Director of advertising & marketing services
> Armstrong Cork Co.

CONVERSATIONS WITH CONSUMERS

The Templeton tapes

By DR. JANE TEMPLETON
Contributing Editor

A woman in a Denver focus group is talking: "I used to think that one evening a month on finances—the bank statement, writing the checks—was a lot. We never had what you could call a budget. Now it's about half of what we talk about, and I think about money—or *worry* about it—almost every day, especially in the low part of the afternoon."

In San Francisco, a panelist says: "I don't sleep right most nights. You know, I've never thought of myself as a materialistic person. But I guess I am, because everything else is going pretty well. When inflation first got to be a problem for us, it was just kind of annoying. Then it got to where I took a part-time job, which I don't mind doing. But that was just like a *straw*. Going to the grocery store scares me. Buying a pair of shoes scares me. For the first time, I get the feeling we're not going to make it. There won't be enough for us to live on. I wake up at night, and think I'm drowning."

In Chicago, a woman on a panel on network news viewing says: "I can watch the news, and I get what they're saying, until they have a section on the economy. Then I don't know what happens; I can be looking right at the set, and I don't hear anything."

Panels on banks and banking especially provide hints about how the public's anger, anxiety, and despair over inflation may be expressed in behavior. Starting about a year ago, men and women panelists alike reported that family bookkeeping—once typically a wifely chore—had shifted (or had shifted *back*) to the husband's domain.

A male panelist notes, "It's not that she *can't*, or that I don't trust her. But I need to be in closer touch, and to feel I'm controlling the outflow personally." A female panelist who lost control of the checkbook to her mate says, "It makes me mad. When it wasn't so important, and we didn't worry about it really, he could care less. I was good enough to write the checks and balance the statements. Now that it really matters, the lord and master can be bothered with it. And suddenly, I can't handle it."

Indeed, deciding where to bank is now based on new sets of priorities. Convenience and relatively "cosmetic" concerns like bank layout, premiums, and catchy "image" used to be high on the list of considerations. Now, these have nearly disappeared, and banking customers can be divided into two groups.

There is the *anxious* group that looks for reassurance ("I don't suppose it is real, but I have the feeling that the —— is like my family. I know Ted, who is the person I always go to with problems. He is optimistic and calm, and I feel better.").

And there is the *bullet-biters* group that works off its anxiety by marshalling and pondering hard numbers ("You just have to keep your eyes and ears open. There is always one bank that offers you a quarter of a percent more, or some way around the high interest percentages.").

Panels show that comparison shopping is definitely "in," across the board, from banks to beans, from cold remedies to Cadillacs. It takes several forms:

- **Expansion of brand-loyalty.** One panelist declares, "I used to use just —— mixes, but now I think of either —— or ——, depending on which is on sale."
- **Brand switching.** "The ones I used to swear by—I thought I could really tell the difference," a Chicago panelist notes. "But pennies count now, and so I look at the whole shelf, and I read the ingredients. I don't really *understand*, but I can tell if it's exactly the same. So now I use this cheaper brand, and honestly, it works just as well."
- **Stocking up.** "We have a cellar. So now my purse is full of coupons, and I read those newspaper bargain announcements. When I find something we use for sale at ten cents or fifteen cents below the regular price, I fill up my cart."
- **Recognizing the company** as a "corporate citizen." Another Chicago panelist says, "You know, you get really *mad* at the way prices go up, and then you read the next day in the newspaper that the same company that charges 40% more for its product claims that it can't clean up the river its plant drains

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Dr. Jane Templeton, a psychologist, is a specialist in human motivation. She directs Choice Points, a New York City marketing research firm.

into because of the expense." A copanelist adds, "I won't buy the unlabelled stuff, so if I am going to pay for the name, I'll make it count. —— is very civic-minded. They support consumerism, and they are honest in their advertising, and they have been around since I was little. It seems like a concerned, caring company."

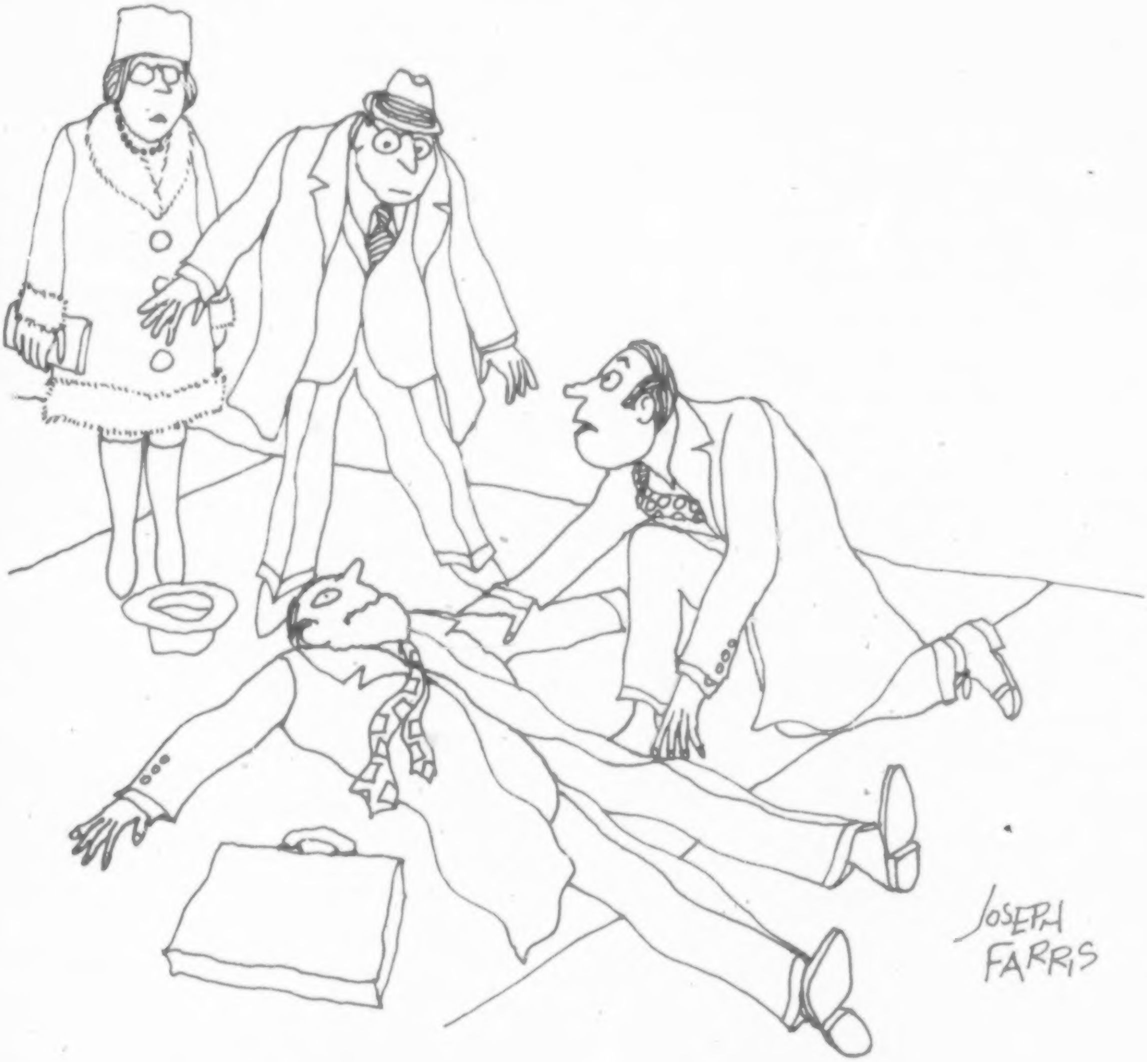
Of course, there are a few products which are especially close to the consumers' hearts and for these they will make concessions. A Denver panelist says, "I depend on —— cream. Maybe it's my imagination, but I think it makes me look better. I'll economize on floor-wax and paper towels, and cook my own vegetables, so I won't feel so guilty about buying it."

Another Denver panelist says, "We're doing okay, but even *we* have made a lot of sacrifices. We don't eat out, and we have a lot of spaghetti. But I look forward to getting home, to that first fifteen minutes, when I sit down and have a drink with my wife. I want to keep that. So I always drink ——, even though it costs quite a bit more."

Conclusion: consumers are finding out more about what makes them buy—or bypass—products they used to choose almost automatically.* They're uncomfortable and wary. They don't like having to compare prices and weigh purchases.

A panelist sums it up: "I used to plan my week with my astrologist, or at least from my horoscope in the paper. Now I check the store sales and consult my accountant."

**This new awareness, I might add, also makes them easier to interview.*



"He says it's nothing in particular and everything in general."

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PRICING STRATEGIES

The panic of the 1980s: It's pricing

By DR. ROBERT J. DOLAN
Ass't. prof. of management science
Univ. of Chicago

Inflation is greatly increasing the cost of errors in pricing products. Mistakes, which several years ago may have been masked by the overall profitability of the company, may now be fatal. This has brought forth some good advice about adjustments in pricing policies for an inflationary period (such as review your prices more often to cut the lag between cost increases and price adjustment). It has also brought forth some bad advice (notably be sure escalation clauses apply to 100% of the price.)

But inflation will not change the basic facts of business life and good management, especially this one: a sound marketing program still begins with an analysis of the customers' needs. Thus rewriting your pricing rules solely on cost considerations is dead wrong and highly dangerous because it is "antimarketing." How then to set prices in times such as these? Here is my advice.

Basic Principle No. 1: *Value Pricing*

Simply stated this principle is: no matter what happens to the seller's cost, the buyer is not going to pay more for a product than the value he places on it. Thus, no matter how compelling the seller's cost justification for a 10% increase in the selling price of $10, the profit derived from serving an account valuing the item at $10.50 will be zero because the customer simply will not buy anything. His valuation of the goods is the maximum price which can be charged and still have an exchange take place.

This principle is simple and difficult to dispute. Evidently, it is also easy to forget because the most often heard advice about pricing in an inflationary economy is to pass all cost increases through the channel as quickly as possible. It's nice if you can do it without adversely affecting your sales rate. So it's nice but unlikely.

Basic Principle No. 2: *Competitive Pricing*

Most products have substitutes. If substitutes exist, the price charged by the competition necessarily affects your permissible price changes. The competition may or may not change price in response to your change. The competition may or may not be experiencing the same cost pressure. Competitive and market reaction to your price are matters for *analysis*, not assumption.

Actually, principles 1 and 2 apply in any kind of economy. They mean you have to understand the economics of the market and that a pricing policy based solely on costs is wrong. Yet the current inflationary period is vaulting cost into the spotlight, with scant attention paid to other factors. Costs do play a crucial role in pricing—just as the value the customer places on the goods is the upper limit at which a transaction may take place, the direct cost is the lower limit.

Over 50 years ago, the president of General Motors provided a helpful analogy: "Pricing is like a tripod. It has three legs. In addition to cost, there are the other two legs of market demand and competition. It is no more possible to say that one or another of these factors determines price than to assert that one leg rather than either of the other two supports a tripod." We now want to discuss ways to deal with cost escalation, and it is helpful to keep the tripod idea in mind.

Cost escalation does not invalidate the principles, but it does require a strategic response by you. For starters, we must recognize that studies of historical cost are no longer useful. Firms using historical or current cost as an input to the pricing of goods for future delivery will find their true profit margin less than anticipated.

The relevant cost figure is achieved by estimating how much it will cost to replace the goods in inventory at the time of shipment. Thus, if a formal system for cost estimation is not in place, set one up.

The details of a cost forecasting system cannot be given here—situations will be different. Possible inputs include established and potential supplier estimates, trade magazines, government publications, and consultants. A good forecasting system is not necessarily cheap, but most cost increases are predictable and the expense is justified by the ability to make timely price adjustments and better purchasing decisions.

If the cost forecasts were perfect, there wouldn't be much more to the story. But even the best forecasts involve some error and thus quoting prices for future delivery involves uncertainty

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Prof. Dolan specializes in developing pricing strategies; among his clients is AT&T. At present he is also designing a research program to determine the market potential for energy recovery systems for the Dept. of Energy.

and risk. For example, if a firm is to deliver goods 12 months from now, following our "anticipatory pricing" strategy, the relevant cost would be the cost of replacing the good in inventory at that time. If you quote a fixed price assuming a 10% increase in costs, you run the risk of the actual cost increase being, say, 20%.

How can you cope with this risk? The answer from those who have forgotten marketing principles is to shift all the risk to the buyer, through, for example, a price-in-effect at time of shipment clause. This is just like the advice to pass all cost increases through the channel immediately—it's nice if you can do it without adversely affecting sales, but it is unlikely you can do it.

Basic Principle No. 3: *Customer Focus*

Profitability comes through satisfying the wants of the customer. Want satisfaction is accomplished not only through the "generic product" supplied, but also through all associated materials, the "augmented product."

Some customers (usually small with little capital) cannot bear the risk of PETS (price in effect at time of shipment) contracts. To shift all the risk to them means "no sale." The risk is inevitable in inflation and must be borne by buyer or seller, or shared by both. The relative ability of the two parties to shoulder the burden and competitive conditions will determine which of these options is best:

1. fixed price quoted at time of agreement;
2. escalation clauses/surcharges;
3. renegotiation with extreme changes in conditions; or
4. price in effect at time of shipment.

In a fixed price contract, the risk is borne by the seller. Expected cost escalation must be explicitly included in the price determination. Unrealistic estimates of cost escalation to minimize risk will result in the quote of a fixed price which is out of line with the competition. While this plan has long been the standard, inflation is prompting the adoption of "flexible plans" such as 2, 3, and 4.

With escalation clauses or surcharges, the price of the goods is pegged to the actual cost increases or decreases which occur. If a published price index does correlate highly with production cost, the index should be used as a basis for the increase. A Fall 1978 survey in the *Journal of Purchasing and Materials Management* showed that 39% of the purchasing agents accepted clauses with escalators. Only a small percentage, 20%, saw escalators as being potentially beneficial to the buyer, however.

> **The war on inflation is over in the U.S.—we lost.**
>
> —Jane Bryant Quinn,
> financial commentator and author,
> speaking at the annual awards luncheon
> of New York Women in Communications

What to do when the buyer panics

In a recent issue of *Agency Sales*, salespeople were given advice on "counteracting" buyers who try to foil a newly raised price. One buyer tactic, the magazine notes, is to remind the salesperson that the buyer's company "is a valuable one to do business with," one the salesperson "would hate to lose."

The magazine's recommendation on what to do in such a situation: "Merchandise *yourself* in the same way, as a valuable resource to customers, one they shouldn't be without as prices continue to rise everywhere. Though you cannot personally keep prices down, you can help offset them with your expertise, your knowledge of the industry and their business, and your sharp head for dollars and sense. Buyers expect that from today's sales professionals."

In reality, escalators can be beneficial to buyers since by sharing the risk with the seller, the actual escalated delivery price may well be lower than the fixed price which the seller would have quoted if demanded.

A second way to share the risk is to renegotiate with extreme changes in conditions. Half the purchasing agents in the survey accepted this type of contract and felt it a reasonable mechanism because it requires "just cause and hard facts" to be presented.

Naturally, since price-in-effect at time of shipment places all the risk on the buyer, purchasing agents were not favorably disposed to these contracts. Nonetheless, 65% of the purchasing agents in the survey had at one time or another accepted such a contract.

The point is this: inflation has injected significant risks into transactions. There are alternatives to fixed price contracts which deal with this risk in a different way. The decision on which plan is best for you must start with a recognition of the needs of your customers. The payment terms to be included as part of your augment product offering can then be determined.

There are no cookbook answers to pricing in inflation. There are many bad suggestions being made these days. The root of most of these bad suggestions is blindness to the customer and competitive factors, caused by myopic preoccupation with cost. Successful pricing practices will come from:

- remembering the basic principles of sound marketing management;

- developing an effective cost forecasting system; and
- using "anticipatory pricing"—that is, using the expected cost at time of shipment as input to fixed price quotes or building in escalators.

Recently, the head of price monitoring for the Council on Wage and Price Stability commented to *Business Week* that companies adopting the type of procedures suggested here are "one of the things causing the current inflation." On the contrary, Milton Friedman convincingly argues that escalator clauses and the like may help bring inflation under control provided the money supply is stabilized.

Regardless, protect your profit margins to the maximum extent possible. We all hope that protection can come through increased productivity and cost-reduction programs. However, as Walter Fackler, a noted economic forecaster, says: "No amount of exhortation by presidents and other government officials will change the cruel economic facts of life. You simply cannot give away your company because we have no long-run, rational strategy for bringing down the rate of inflation."

That makes eminent pricing sense to me. S&MM

The real cause of inflation is government spending—and all the money that's being printed. You can't continue deficit spending, all those expensive programs, and pay for it all just by printing more money. Not if you want money to keep its value.

—Walter G. Sittmann
Senior vice president
Oakite Products, Inc.

Advertising in a recession

The perennial teaser, Does it pay to advertise in a recession (when, presumably, your competition is retrenching), gets a mixed answer in a new report from McGraw-Hill's Laboratory of Advertising Performance. While McGraw-Hill says its analysis affirms that companies that did not cut advertising in the last recession made out better than those that did, the report's industry detail suggests caveats to the assertion. Overall, McGraw-Hill says, companies that didn't cut advertising increased their sales 132% between 1973 and 1978 while those that did had a 79% gain. However, in at least five industries—transportation equipment, instruments, food, paper, and rubber—the "pinchpennies" fared better than the spenders.

Industry	*Cut Advertising*	*Did Not Cut Advertising*
Durables	**+ 83%**	**+163%**
Lumber & wood	48	78
Furniture	25	49
Stone, clay & glass	55	122
Primary metals	84	108
Fabricated metals	56	95
Nonelectrical machinery	104	297
Electrical equipment	69	135
Transportation equipment	102	81
Instruments	165	152
Miscellaneous	69	91
Nondurables	**75%**	**96%**
Food	93	86
Tobacco	73	115
Apparel	45	63
Paper	98	97
Printing & publishing	87	92
Chemicals	60	115
Petroleum	127	155
Rubber	98	77
Leather	51	69

McGraw-Hill Publications Co., Laboratory of Advertising Performance, *LAP Report 5262*.
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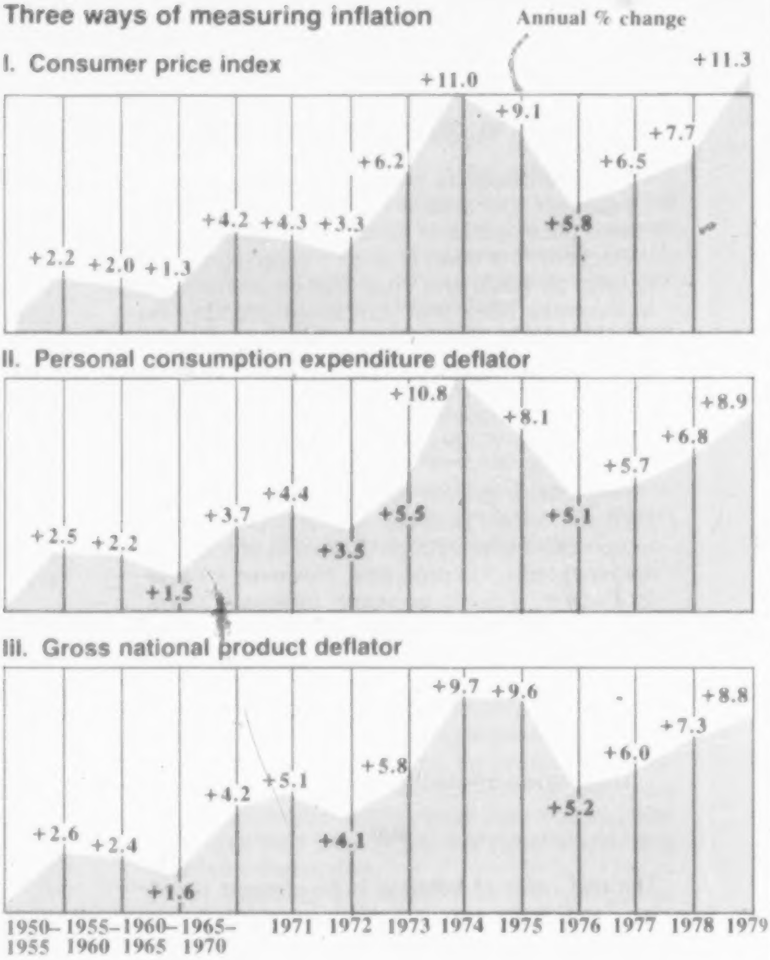
Three ways of measuring inflation



Note: The monthly consumer price index (CPI), prepared by Bureau of Labor Statistics, is based on a fixed set of goods and services. It uses 1967 as the base period. The quarterly personal consumption expenditure (PCE) deflator, by Bureau of Economic Analysis (BEA), reflects consumer shifts in preferences among various goods and services. It uses a 1972 base. The quarterly gross national product (GNP) deflator, also by BEA, reflects price changes throughout the entire economy; it uses a 1972 base.

Sources: S&MM calculations; Council of Economic Advisers, *1980 Economic Report of the President*; U.S. Dept. of Commerce, *Survey of Current Business*.
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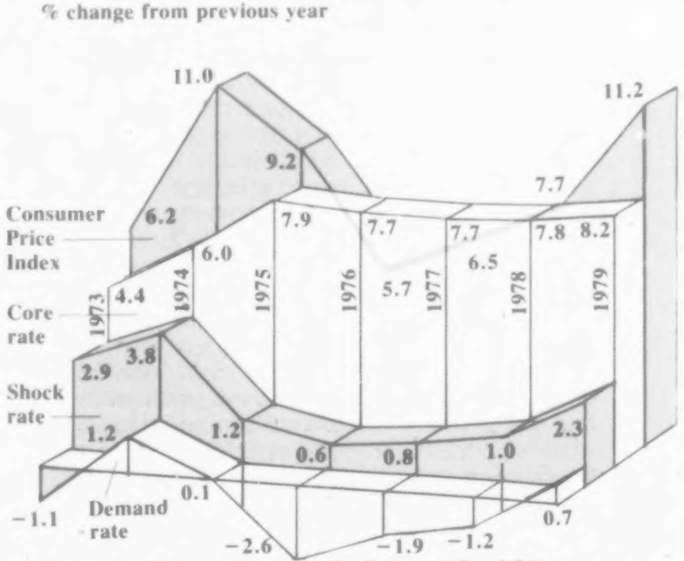
The "core inflation rate"

In a special analysis for Congress's Joint Economic Committee (JEC), Data Resources President Otto Eckstein notes ". . . Since 1964, the core inflation rate has deteriorated steadily, even in years when the Consumer Price Index (CPI) showed dramatic improvement."

Briefly, the core inflation rate is the trend rates of two components: unit labor costs, which influence productivity performance, and the cost of the capital business uses to invest in new plant and equipment. The shock rate usually reflects abrupt changes in food and energy prices. The demand rate is related to the share of capacity industry uses to produce its output as well as the unemployment rate. Of the three types, the core rate has shown the most dramatic persistency to increase at a faster rate.

What's the future outlook for the core rate? "Not good," says Dr. Eckstein. "With productivity lagging and wages likely to accelerate in response to 1979's double-digit inflation," he reasons, "unit labor costs will be advancing very rapidly. Capital costs also will continue high."

Three components of the inflation rate as measured by the Consumer Price Index



Source: Joint Economic Committee, *Tax Policy and Core Inflation*.
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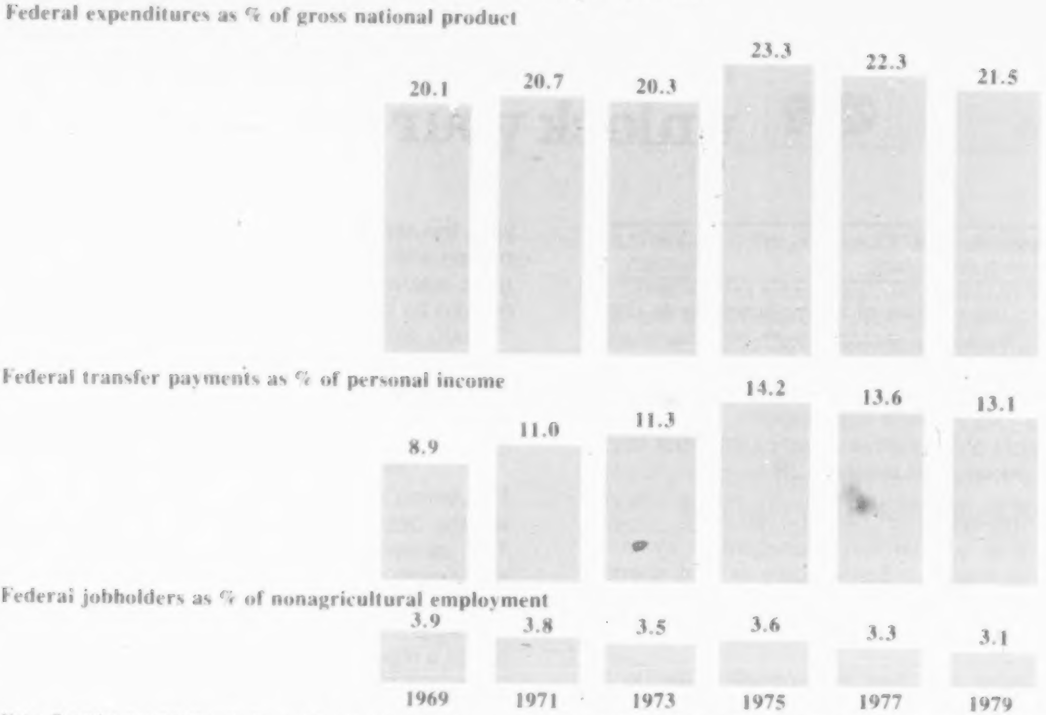
The federal government's role in the economy slackens



Note: Transfer payments include social security, unemployment benefits, veterans benefits, aid to families with dependent children, and government employees' retirement benefits.

Sources: S&MM calculations; Council of Economic Advisers, *Economic Report of the President: 1980.*
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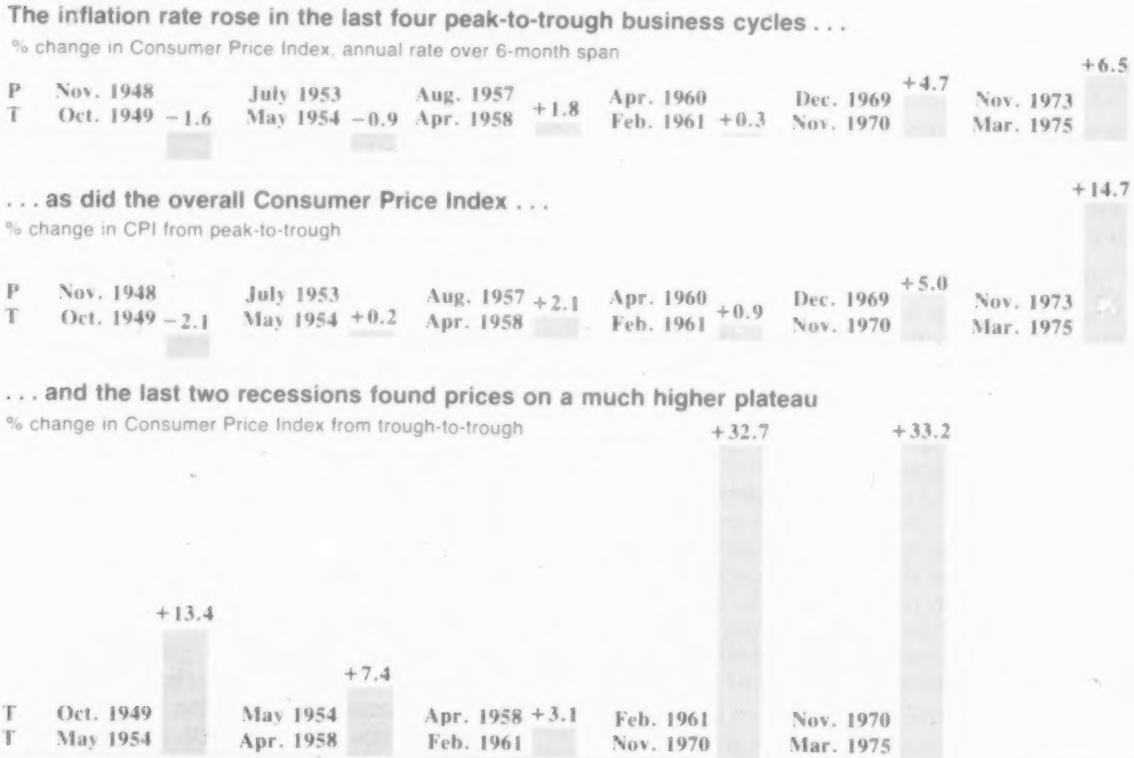
Do recessions stop inflation? Don't bet on it.



P Peak month of the business cycle
T Trough month of the business cycle

Sources: S&MM calculations, Commerce Dept.: *Business Indicators*, Bureau of Labor Statistics.
Sales & Marketing Management.

Selling with your back to the wall

SALES FORCE MANAGEMENT

In times like these, unlock your key accounts

By THOMAS A. WHITTY
Sales training consultant

Improving penetration of major accounts is one means of achieving stable growth in today's uncertain economy. But competition is fierce because everyone would like more key-account business. To improve your results, try building one or more of the following tactics into your key-account penetration strategy.

Manage effort rather than time

A good time and territory management system will ensure that your salespeople or reps spend enough time with major accounts. But first-line managers should also exercise control over the quality of the call.

Have them and their salespeople draw up a written development plan for every important account. Then make sure that your field managers monitor results. For example, if the plan calls for the prospect's marketing department to test your product in the field, the field sales manager should monitor whether the prospect is being contacted; whether its marketers are taking the necessary steps to set up the test; whether the test is well-designed, and so on.

Preparing written account-development plans is not a complicated job. Nor should it unleash a new wave of paperwork. All that's needed is identification of key customers and some of the steps your salesperson will take to influence them.

Focus management effort on fewer calls

Most salespeople are conscientious and make the hundred or more calls you expect each month. However, nearly all key-account development occurs on 15–20 of those calls. Make sure that your salespeople put their best into those calls by letting them know that management is following their progress.

When you or your field managers plan field visits, check with the salesperson or rep in advance to be sure that some important accounts are included in the itinerary. Pay special attention to those in which progress is slow. Also, if you normally receive call reports (especially of the free-form, creative-writing type), teach salespeople to highlight key-account activities. After each visit, the report should tell you where the salesperson stands now vs. plan, and what progress he is making toward the next goal. Such reports needn't be lengthy. For example, one might read, "I finally got in to see Adam Geffert, the engineer who specifies XYZ's bumper materials. He's agreed to take two pounds of our material and test it."

Reduce sales call content

Presenting one good idea, well-romanced, is often the best approach for a major-account call. The salesperson has to call repeatedly on the same prospects at a major account. If he unloads all his ideas on the first call, repeat visits become "here-I-am-again" calls. If, on the other hand, he builds a reputation for coming in with a significant piece of information each time he visits, his calls will be welcomed. Only then is he on the way to account penetration.

Management can provide direction regarding call content during coaching visits and discussions of major-account plans. Also, don't overlook the influence of your sales literature. If the salesperson's only brochure lists every product you make and every customer benefit, it encourages a shotgun blast sales call. To encourage a rifle approach, produce sales tools that highlight one important point. Remember, the prospect, like you, is looking for ways to deal with the economy. He's bombarded with information. If your salesperson presents one good idea, it's less likely to get lost in the flood.

Go for the top line

No doubt you're under increased pressure to improve the bottom line, profits. But it's usually easier to direct and motivate salespeople toward the top line, volume. The goals are not incompatible. It's quite practical to set top-line goals in such a way that their achievement ensures bottom line profits, especially when you're setting goals for major accounts, which generally offer the best profit opportunities. And once you tie the salesperson's goals to your profit goals, you can push sales.

Beef up account records

Don't settle for the skimpy data on major accounts that fits the bill for most customer records. Lack of information is often the biggest obstacle to major-account development.

In major accounts, decision-makers and

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buying influences come from a variety of disciplines. It is not only difficult to sell all of them, it is sometimes hard to find out who they are. Thus, the salesperson should build a bank of information to help him penetrate such accounts. It should include such information as:

- who is involved in the purchase decision
- how the decision is made
- what the prospect's long- and short-term production and marketing plans are
- what problems exist
- significant personnel changes
- changes in the prospect's decision-making processes.

That kind of information will take time to uncover and accumulate. It is not going to be gathered on one call or even five. But on every call, the salesperson should seek out new bits of information.

Encourage him to take notes during the sales call. Many salespeople are reluctant to do so, but it is the mark of the professional to hear accurately and use the information gathered. Interestingly, some customers are more outgoing and talkative

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if they see that the salesperson is so interested that he is writing down the facts they offer. Such notes are the best way to ensure that an account profile is updated correctly and fully.

Sell in breadth

Naturally, the salesperson should call on different headquarters departments such as purchasing, production, marketing, finance, and so on. He is also smart to know more than just the top executive in each department because others do have influence and promotions do occur. But major accounts generally are spread out in other ways: They have a number of plants; they have field organizations for sales and service; and they have many customers. At times, contact with this broader organization can be an aid to account development.

A salesperson can make a case for visiting locations other than the prospect's headquarters (and thus influencing other levels of decision-makers) by offering to train; to serve as a skilled observer of applications; to help keep communications open; to gather specialized information; or to help solve a problem.

Reexamine sales force compensation

It's likely that your current compensation plan doesn't reward a salesperson who helps on an account that is someone else's responsibility. Find a way to give some credit to all those who help to make your company's presence felt by an important account or who gather and report information from around the country that will help sell the account at the decision-making point.

None of the above ideas is going to work instantly. But the need for major accounts is constant and even when our current economic problems vanish, you'll come out ahead if you increase you major-account penetration.

The mood is meaner

Replies of 200 wholesaler and distributor firms to a survey by Thomas G. Gies, professor of finance, Univ. of Michigan, suggests that inflation/recession worries are prompting the firms to take a harder line when problems with customers crop up. Here are highlights of the survey (its complete findings will be published in August by the National Assn. of Wholesaler–Distributors).

What action do you take when:

1. Customers object to price increases and threaten to buy from some other source?	*Action taken when inflation was 3–5%*	*Action taken now*
Lower the prices	**30%**	**7%**
Maintain the new prices	**30**	**60**
Maintain them but "sweeten" the deal	**30**	**20**

2. A credit search on a prospective customer shows that the account tends to pay slowly?	*Action taken when inflation was 3–5%*	*Action taken now*
Deny credit but accept business on a cash basis	**20%**	**22%**
Limit credit severely	**30**	**45**
Offer credit within normal limits	**50**	**30**

3. You've reduced your inventories and are losing some business as a result of out-of-stocks?	*Action taken when inflation was 3–5%*	*Action taken now*
Ignore the lost sales	**25%**	**30%**
Increase all inventory levels	**20**	**15**
Selectively increase inventory levels until an acceptable level of lost sales is reached	**30**	**35**
Selectively increase inventory until no sales are lost	**25**	**15**

4. You have an opportunity to take on a new product line, one that could double your sales in five years, but it will necessitate leasing new warehouse facilities?	*Action taken when inflation was 3–5%*	*Action taken now*
Agree to take it on because growth means success	**50%**	**20%**
Agree to take it on because it involves no debt financing	**25**	**25**
Agree but cut some less profitable items	**10**	**30**
Don't take it on	**10**	**20**

FLEET CARS

Putting a brake on runaway costs

By ROBERT H. KASTENGREN
Transportation Div., Runzheimer & Co.

"Defensive driving" suddenly means something other than how to avoid the other auto; namely, how to keep your fleet costs from driving you crazy. Dealing with dizzily rising costs has become the new national way of life, but nowhere is the challenge greater than in keeping your sales force mobile. Runzheimer & Co.'s latest annual report on what it costs to own and operate a new car shows that expenses increased between 13% and 17% in the 12 months between January 1979, and January 1980; indeed, the average rise for all size categories was 15%. The biggest chunk of the increase is, of course, due to gasoline, whose average cost was up 55%.

How can sales managers ensure that their salespeople keep mobile without draining company profits? Here are some practical and tested ways:

Downsize as soon as practicable—but certainly no later than the start of the 1982 model year. Going from a full-size, 8-cylinder car to a compact 6 yields a savings of 21.5% per year. Downsizing from a compact 6 to a subcompact 4 reduces annual costs another 7%.

Keep cars properly maintained. The Runzheimer Transportation Div. advises that automobiles needing adjustments and repair waste up to two gallons of gas in every tankful.

Institute contests among drivers for best fuel economy. Arm them with fuel-saving driving tips. Invite them to submit their own conservation ideas. Suggest to drivers that very significant gasoline savings can be had by:

1. Driving at a steady speed. Varying mph by only 5 can reduce mpg up to 1.3.

2. Driving slower when bucking headwinds. U.S. Dept. of Transportation studies show that identical test cars driving identical speeds get 16.5% better mileage in zero wind than they get in an 18 mph headwind.

3. Driving with windows closed whenever possible. Open windows increase the coefficient of drag and can lower mileage by as much as 10%.

4. Turning the engine off when the car must idle for longer than 60 seconds. The average engine uses about 1 gallon of fuel for every 1½ hours of idling.

5. Avoiding lane-jumping. Side-to-side movement can cost 1 to 2 mpg at highway speeds.

Reduce the size of your fleet. Eliminate as many field sales and service cars as possible by tightening eligibility requirements for the assignment of business cars. Marginal executive and nonexecutive recipients can be sifted out through a redefinition of vehicle assignment by job description, minimum mileage, or time usage.

Tailor auto reimbursements to reflect each driver's home city and travel territory, paying a fixed dollar allowance for static expenses (insurance, license, depreciation, taxes, and interest) and a variable cents-per-mile rate for running costs (gas, oil, maintenance, and tires).

Consolidate sales territories. Consider using manufacturers' agents in marginal territories

Robert H. Kastengren is the executive vice president of Runzheimer & Co.'s Transportation Div., which specializes in reporting on fleet expenses and strategies to reduce them.

Meal and lodging costs for 9 U.S. cities*

Location	*1979 Per Diem*	*1980 Per Diem*	*% Increase*
Chicago, IL	**$65.30**	**$75.40**	**14%**
San Francisco, CA	**60.20**	**71.45**	**19%**
Philadelphia, PA	**57.55**	**65.65**	**14%**
Honolulu, HI	**58.70**	**65.45**	**11%**
New Orleans, LA	**57.70**	**64.20**	**11%**
Denver, CO	**47.15**	**53.00**	**12%**
Kansas City, MO	**47.15**	**51.75**	**10%**
Charleston, WV	**46.90**	**50.70**	**8%**
Jacksonville, FL	**41.65**	**43.85**	**5%**
		Average	**11%**

*Prices include single lodging and three meals at first-class hotels and restaurants in each city.
Source: Runzheimer Meal-Lodging Cost Index

What it costs to own and operate an auto*

Car Category	*Average Annual Cost 1979 Models*	*Average Annual Cost 1980 Models*	*% Increase*
4 cyl. Sub-compact	**$2,410**	**$2,808**	**17%**
6 cyl. Compact	**2,636**	**3,040**	**15%**
6 cyl. Intermediate	**2,838**	**3,212**	**13%**
8 cyl. Intermediate	**2,942**	**3,345**	**14%**
8 cyl. Standard	**3,217**	**3,770**	**17%**
		Average	**15%**

*National average costs predicated on trade-in after four years and 56,000 miles.
Source: Runzheimer and Co., Transportation Division

where sales or service requirements do not justify miles traveled.

Improve your telemarketing program. Sell and service more by telephone. Avoid on-premises sales and service calls wherever possible. Consider switching the responsibility for filling reorders of products and services from marketing to service. Then provide a level of service desired by the customer adjusted to a graduated fee scale. Install cost efficient, computer-driven telephone systems to maximize the process while monitoring the reorder needs of the client through ongoing computer-to-computer analyses.

In another area of business travel, the Runzheimer & Co. Living Cost Div. reports that the national average per diem costs for lodging and meals have increased 11% from January 1979, to January 1980. Living Cost Div. executive vice president Gaylord F. Milbrandt recommends the following to hold down on-the-road expenses:

1. Establish realistic policy guidelines for lodging and meal expenses based on factual data.

2. Make use of commercial discounts wherever possible.

3. Maximize the number of calls made on each trip. It has been shown that improved preparation before trips allows sales and service people to visit, in one day, the customers and prospects that they used to call on in two days.

4. Monitor expense reports by using an independent, unbiased guide such as the Runzheimer Meal-Lodging Cost Index.

Rampant inflation and continuing energy crises are changing the entire nature of sales and service as we have known it for the last 35 years. In travel, history will no longer provide clues for the future. It's a brand-new challenge.

Hold that largess

Are companies overreacting to the cost of gasoline? Judith A. Dettinger, field consultant for Runzheimer's Transportation Div., believes many are. Quoted in S&MM's Aug. 20, 1979, issue she noted, "After a chorus of complaints from salespeople, many have boosted their reimbursements to them." Such over-reimbursement is especially likely to happen, she says, when companies repay at a fixed rate per mile, without taking actual operating costs (gasoline and maintenance, for example), fixed costs (registration or tax fees), and territorial factors into consideration. "A car getting 15 miles per gallon requires a 15¢ increase in the price of gasoline before running costs for that car rise 1¢ a mile," Dettinger notes.

> **"My sales force has voluntarily adopted a cost-conscious approach to business. For example, I just had a salesman call me up to tell me about a study he'd done himself on how to travel economically. I think that the sales force compensation formula—the-more-you-produce-the-more-you-earn—should be applied in other areas. Meanwhile, at 3M, executives now travel at coach rate."**
>
> —Gregg P. Ganschaw
> Marketing manager
> 3M National Advertising Co.

Cranking out inflation

Almost all inflation today begins with heavy government borrowing. This is because the government is the most credit-worthy of borrowers, as well as the most powerful. Its bonded obligations provide the necessary reserves which expand the money supply. Government involvement also assures that the necessary political support exists to proceed with credit expansion.

The newly created money is first spent by the persons who hold transcendental–capital claims: government employees, welfare recipients, and politically favored interests which depend upon the government to purchase their unsold products. Because they get the newly created money first, they get to spend it before prices have risen.

Eventually, the newly created money dribbles through the system to the point where nearly everyone is enjoying some increased increment of cash. Prices, by this time, may have begun to rise, but no one is quite sure how high they will go. It is at this point that the effects of inflation in creating misinformation through the price system generate actions which otherwise would not have taken place.

—Excerpted from *The Squeeze*, by James Dale Davidson, published by Summit Books.

CONFESSIONS OF A PENSIONER

Living the good life, thanks to the CPI

In its Jan. 31 issue, Business Week published a letter written by William D. Howard, a former accountant (now retired) in the IRS–Intelligence Div. of the Treasury Dept., to Mrs. Janet Norwood, Commissioner of Labor Statistics. In his letter, Howard took Norwood to task for a speech she had just made defending the Bureau of Labor Statistics' Consumer Price Index, which is widely used to adjust wages and pensions for cost-of-living increases. S&MM here reprints portions of Howard's letter because we consider it to be a rare and dramatic indictment of the CPI as one of the major contributors to inflation. We think readers will agree with us.

Dear Mrs. Norwood:

According to the Jan. 22, 1980, issue of *The Wall Street Journal*, you spoke to the National Association of Government Labor Officials and defended the BLS consumer price index against claims that it exaggerates the inflation rate . . . I submit to you that an honest analysis of my own personal financial status reveals more about the impact of the BLS's actions than can be derived from opinions of economists.

Let's start with my 43rd birthday, July 1, 1968, when as a middle-management federal accountant, Grade 15, Step 8, I was earning $22,695. Federal workers then became subject to the "Comparability Pay" law. My salary would have changed little had the "average" pay of the private sector surveyed been used, but it wasn't. The BLS used special weighting curves and other refinements they felt necessary to achieve "comparability," and instead of my pay increasing 22% in the next 4½ years, it spurted 54% to $34,971 by January, 1973, without any promotions. It would be $50,112 a year today if I had not retired on my 50th birthday, July 1, 1975.

During the 4½ years since my retirement from federal employment, my Civil Service annuity (#1 810 115), which started at $1,922 a month, will reach $3,073 based on the CPI-W [the index that applies to wage earners and clerical workers] of 230.0 at December, 1979. Thus, I now receive 63% more retired than I did working in mid-1968, primarily due to the impact of the BLS's determination of "comparability pay" and calculation of CPI-based cost-of-living allowances.

In your speech, which I referred to at the outset, you stated:

"We have one official consumer price index, and we will continue to have one official consumer price index."

"The CPI is the best measure of purchasing power we have."

"The purpose of CPI cost-of-living adjustment has been to permit people to purchase in today's prices the bundle of goods and services they purchased in the base period, thereby leaving them at least as well off as they were then."

This means that I do not have to switch to pork, chicken, or even pasta, as others do, because the cost of beef and veal has gone up more in the last eight years than meat substitutes. I am entitled, according to you, to eat the same quantity and quality of beef and veal as I did in 1972-73, when it was cheap.

I still get to drive gas-guzzling big cars at 6 to 8 mi. a gal., just like people did when the CPI was "based" and gasoline cost 41¢ instead of the $1.20 now.

My radial tires for my cars get 40,000 mi. these days, but my cost-of-living allowances based on the CPI assume that I still get only 15,000 because quality improvements (except for new automobiles) are ignored.

Medical care costs have risen dramatically in the last eight years, and my CPI-based income has been raised accordingly, yet my former employer continues to pay a large portion of my health insurance, and my costs are about the same.

I know that I am very fortunate to have your CPI income protection, as are 50 million other people who are similar beneficiaries. But don't you think, honestly, that it is unjust enrichment? Frankly, it scares me to contemplate what this transfer of payments from one group of citizens to another means.

For example: A local fellow who used to work for the same government bureau I did retired 1½ years ago. I called him last week about a job opening similar to the one I got after retirement. He is a CPA and figured that from the $24,000 salary to start, on top of his CPI-based federal annuity, federal, state, city, and FICA taxes, and commuting expenses would leave him only $9,000 for working, and he therefore was not interested. Why should he support the system?

I understand that BLS's *Monthly Labor Review* welcomes communications that are factual and analytical, not polemical in tone. Although this one is a bit embarrassing to me personally, it is a story that needs to be told, even if it ultimately results in less unjust enrichment to CPI cost-of-living benefit recipients.

Sincerely,

William D. Howard

(Ed.'s note: Two months later, Howard received a letter, which he calls "unsatisfactory," from Norwood defending the CPI policy.)

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Selling with your back to the wall

TELEPHONE SELLING

Survival at your fingertips

By MURRAY ROMAN
Chairman, Campaign Communications
Institute of America

Inflation is transforming the way goods and services are marketed. The cold sales visit, for instance, is becoming an anachronism and the number of sales calls generally is down because transportation costs have gone through the roof. Just like suburbia, door-to-door selling was founded on the conditions of an earlier day which seem fast vanishing today.

Nevertheless, few managers need to give up effective personal selling, even though they have, in many cases, reduced their outside sales force. The solution is telephone marketing.

The Louisiana National Bank (L.N.B.) in Baton Rouge is among the recent converts to telephone marketing, having achieved notable success with the technique in marketing a telephone bill-paying service called the Bill System. Historically, such systems have not been among the banking field's most successful new services, but L.N.B. recognized the idea as a cost-effective means of attracting new customers. The problem, however, was how to market the Bill System.

L.N.B.'s marketing director, Jerry D. Turk, recognized that advertising had a tremendous task to accomplish because of the natural human resistance to change, especially where money is concerned. He could hardly expect customers to fall over themselves to pay bills by phone.

L.N.B. relied heavily upon TV and print advertising, and also conducted an intensive direct mail campaign. These promotional media were supplemented by telephone marketing.

The telephone proved the ideal medium for selling the Bill System, largely because it allowed for two-way communication without forcing the bank to resort to a costly door-to-door sales effort. The communicator script developed by Campaign Communications Institute of America and approved by L.N.B. contained answers to over 30 commonly asked questions. It was designed to encourage customers to express any fears they might have about the possibility of machine errors, fears which had torpedoed other phone bill paying systems.

In addition, C.C.I. recommended incorporating a taped message of L.N.B. chairman Charles W. McCoy, who, because of his title and role as a civic leader, provided an important degree of authority and credibility. In the tape, which was introduced by a live communicator, he positioned L.N.B. and explained the broad range of services offered by the bank, including the Bill System. Afterwards, the communicator returned to answer questions.

The calls were a service in every sense of the word because they stimulated an honest, informative dialogue between buyer and seller. And through this interaction, L.N.B. was able to dispel many concerns about the Bill System among consumers who otherwise recognized the service as a genuine convenience.

The results were far better than L.N.B. had expected. The cost per new account opened was less than for any other media tested, significantly outpolling what would have been achieved by direct mail alone. Indeed, direct mail helped open the door, but telephone follow-up increased the results by almost seven times.

In fact, the telephone was so successful that L.N.B. cross-sold three separate bank services during the same call. The results were even better than what was achieved with the Bill System alone. And included in the package were revenue- and deposit-producing services, which were and still are important to the bank in times of tight money. With this triple-clout approach, the cost per service sold was cut to an astonishing $10.

Afterwards, Turk decided to test customer reactions to the program through an independent survey. The results confirmed the bank's good judgment. According to the survey, the calls had reinforced the bank's consumer-oriented image, and were considered informative. In fact, over half the respondents cited the telephone as the catalyst for signing up for the package.

Unlike every other marketing medium, the

> **"How can we cure inflation? Discover oil. Meanwhile, we're increasing sales salaries and bonuses to meet or exceed competitors'."**
>
> —Joseph H. Neale
> Vice president & general manager Container Div., Union Camp

The author is recognized as a pioneer of telephone marketing. His company last year placed 15 million calls for a wide variety of clients, including Xerox, IBM, and Citibank.

price of a telephone campaign has actually declined. It is not uncommon for the costs of a consumer program to come to under $2 per telephone presentation. At 15 calls per hour, with a 10% order ratio, you can expect more than one sale per hour—less than $20 per sale. And it is also not uncommon that with higher call response rates these numbers will turn out to be significantly less.

The telephone works best hand-in-hand with direct mail to benefit the entire sales effort; it also multiplies by 2 to 5 times the response generated by direct mail alone. Telephone marketing also enhances door-to-door sales. Typically, corporations use the telephone to generate and pinpoint sales leads, thereby boosting the effectiveness of the overall sales effort.

In today's economic climate, with inflation firmly in the double digits and operating expenses exploding, business must make efficient use of their sales dollar. Telephone marketing does this by combining the flexibility of a sales visit with the accountability of direct mail—and, in the long run, for less expense than either.

> **If I were to be asked to identify one basic, underlying cause of our economic difficulties, I would point the finger at our 30-year fascination with the economics of demand stimulation. We have gradually become a nation of demand junkies.**
>
> —Sen. Lloyd Bentsen (D.-TX),
> chairman of the Joint Economic Committee, speaking at the spring meeting of the American Business Press

That explains why more marketers are incorporating it in their operations. One of the latest: IBM, which has just set up an "IBM Direct" division and an in-house telephone marketing facility.

Airwick refreshens inventory

In the early 1970s, management at the Professional Products Div. of Airwick Industries, Secaucus, NJ, decided to phase out its network of independent distributors and switch to a company sales force, mainly to gain more control over the selling process. But just as the conversion got under way, to the point at which 20% to 25% of sales were accounted for by 10 branch offices, executives decided to go back to using the distributors. Management had concluded that they simply knew local markets better.

For purposes of inventory, it was a propitious move: in the course of disbanding the division's branch offices, the company found that inventories were not as well managed as they were when the distributors were around. Also, as John Updegraph, president of the Professional Products Div., puts it, "Having the small entrepreneur handle the day-to-day operations relieves management of numerous headaches." Moreover, he notes that under the present system, inventory is carried by the distributors, not by Airwick itself.

Although management didn't specifically intend it, a program it set up in 1978 to help its 90 distributors manage inventory even better is also allowing them to cope with inflation-induced higher carrying costs for those inventories. The program, a series of pamphlets and booklets, gives the distributors pointers, beginning with how to keep track of inventory and measure whether inventory levels are too high or too low. Updegraph says, "We also help them with such things as time and territory management, hiring and training salespeople, and so forth."

Selling with your back to the wall

SALES COMPENSATION

Fighting inflation for every dollar

By JOHN A. FISCHER
Vice president, Sibson & Co.

Although the sales compensation plan is probably the most important way of communicating with a sales force in today's business environment, inflation is stripping many of these plans of their effectiveness. Sales executives are faced with problems of severe escalation in selling costs, a drop in employee morale and productivity, and in some cases, the loss of the star performers.

It is useful to take a look at how you manage your sales force and determine if any changes might help to alleviate some of inflation's pressures. Some basic questions which need to be addressed include:

1. Are existing pay levels adequate in view of current market conditions? One of the most pressing issues to be faced in periods of rapid inflation is to determine *how much* compensation should be increased to maintain fully competitive pay levels. The Consumer Price Index suggests that the annualized inflation rate is close to 20%. However, the rate of salaries and compensation for employees in the labor market is advancing 10–12% per year, whereas, pay advances for individuals who are not performing up to standard, or are still learning the job, would be less than this average.

2. Do commission and quota arrangements need to be adjusted? Periods of high inflation normally necessitate a reexamination of commission structures or quota-oriented bonus plans. Sales organizations that have a commission plan normally base the commission earnings on sales dollars. As prices escalate, pay levels also go up. It is often appropriate to examine this cause-and-effect relationship to determine if such a relationship should be maintained. Often, companies conclude that there is a need, to some degree, to disassociate price increases from the commission arrangement to preclude either over-paying or under-paying the sales force.

A similar problem develops where quotas have been established at the beginning of the year based on dollar volume where unanticipated price increases occur during the year. When this happens it is appropriate to consider some readjustment of the quota.

3. Is your sales compensation plan based on performance? At first glance this may seem to be a frivolous question. Yet, contrary to prevailing opinion, many studies reveal that differences in compensation levels for sales personnel are based on such factors as age, service with the company, structure of the territory—or nothing at all. There is little correlation between performance and the level of compensation.

For example, in the case of a commercial insurance company with a commission plan based on sales volume, sales managers who by the luck of the draw were assigned to territories where there were concentrations of commercial business earned large commissions. However, individuals assigned to relatively weak territories received relatively low commissions even if their market share in these territories was very high.

> “
> **The problem is that anyone who's asked to do anything about making sacrifices feels like a martyr because he sees that no one else is doing anything.**
>
> —Robert A. Nagel
> Central region sales manager
> Lily Div., Owens-Illinois
> ”

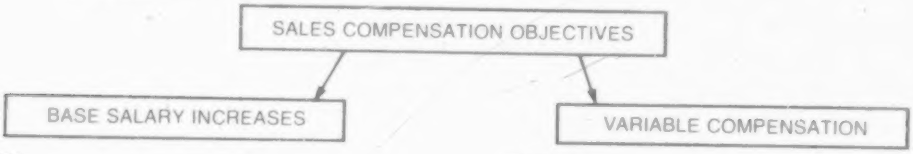
These kinds of inequities promote poor morale and do not encourage salespeople to attain higher levels of performance. First, of course, an organization must have a clear definition of what good performance is. If performance is specifically defined, the sales executive has to make sure that he has a compensation arrangement that clearly compliments an emphasis on performance.

4. Is your sales force top-heavy? Because of a relatively prosperous business environment during the past few years and the desire to create more pay advancement opportunities for the sales force, many organizations have an oversupply of supervisory and management personnel. Often these layers of supervision siphon off valuable dollars that could be used to reduce the overall cost of the sales force, or could be reallocated to provide better levels of compensation for the personnel holding viable jobs.

John A. Fischer is head consultant on sales force management at Sibson & Co., a Princeton, N.J. firm that specializes in employee compensation and human resources management.

Change the plan to fit the purpose

Depending on the objectives he wants to achieve, the sales executive must strike a balance between salary increases for his salespeople and a change in their variable compensation.



BASE SALARY INCREASES

Purpose

- Serve to reinforce the performance appraisal system which tells employees where they stand.
- Emphasize consistency and quality in employee performance of *total* job responsibilities.
- Payment for proven ability and performance.

Characteristics

- Permanent compensation once earned.
- Based primarily on *qualitative* assessment.
- Measures continuous, on-going tasks.
- Compensatory reward influenced by:
  - —Labor Market
  - —Salary range position
  - —Relationships to other employees
  - —Performance relative to job responsibilities

VARIABLE COMPENSATION

Purpose

- Maximize employee performance recognition by identifying measurable short-term objectives and rewarding employee if objectives are achieved.
- Emphasize the most important quantifiable activities which are part of job responsibilities.
- Motivate employee to maximum productivity on current tasks.

Characteristics

- Variable compensation amounts; must be re-earned each year.
- Based primarily on *quantitative* measures.
- Compensatory reward influenced primarily by:
  - —Group and/or individual performance:
    - —Sales
    - —Sales growth
    - —New accounts
    - —Most saleable products
  - —Competitive practice.

A top-heavy sales force may be a warning that there is something wrong with the career development path for sales personnel. Promotions into supervisory or management positions often are viewed as the only way to give good sales performers more money. Yet the unfortunate result is managers who sell on a part-time basis with marginal effectiveness and who also try to perform managerial functions that may only clog up the system. The alternative is to make sure that the organization has established a clear-cut hierarchy of more challenging nonmanagerial sales assignments so that individuals who are good at selling are given visible career advancement.

5. Would new selling approaches be feasible in your organization? With a high rate of inflation and a squeeze on selling costs, it is a good time to look at your overall sales force management strategies and determine if there are alternative selling methods that might work effectively. One such approach is the use of in-house distribution personnel to function in a selling mode. These individuals often team up with field sales personnel. They assist customers by telephone, increasing penetration and volume levels by promptly handling orders, complaints, and requests for information. The development of incentive compensation arrangements to reinforce such activities results in an environment in which the field salesperson has more time to focus on developing new business.

6. Are you getting maximum value from your existing sales compensation expenditures? Some sales executives find it useful to audit their existing compensation arrangement in terms of the objectives to be accomplished with the base salary portion of the compensation plan compared to the bonus or variable portion (see the accompanying chart). One organization in the chemical business found that it essentially was paying for the same performance in salary increases, an annual bonus arrangement, and in a monthly commission arrangement. Correction of this "triple dip" won't necessarily reduce any compensation costs, but it will help make the plan more effective in terms of directing the efforts and activities of individuals in the sales force.

To avoid continually changing the relationship between commissions or quotas and sales levels, companies sometimes develop a formula based on *deflated or real sales figures*, or they may simply put a ceiling on the commission or quota levels.

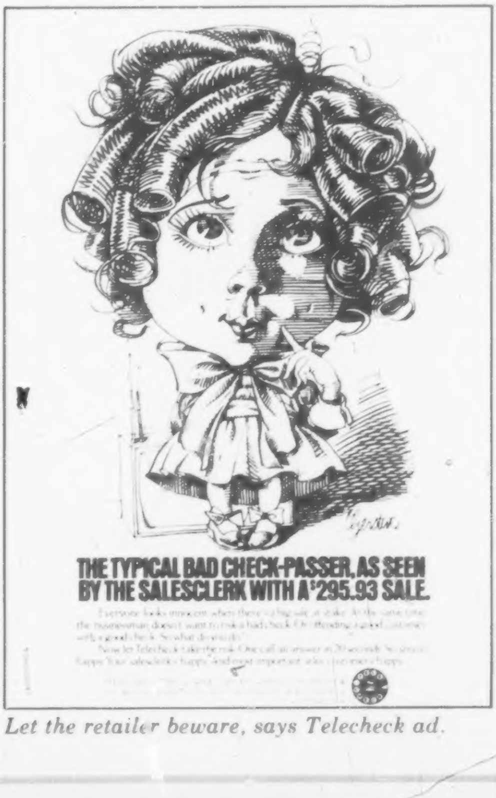
Obviously, there are no easy answers when you look at selling costs in an inflationary economy. Yet sales executives who are willing to grapple with questions such as those I have outlined will be on target in developing more productive and cost-effective selling organizations for today and tomorrow.

From plastic to paper

With charge cards becoming harder to get and, because of interest rates, more costly to use, consumers increasingly will be paying by check. Thus retailers who don't accept checks risk losing business; yet those who do, risk losing money: between 350,000 and 400,000 checks bounce in the U.S. each day.

One solution is to use a check-verification system. Telecheck Services, a nationwide franchise operation, is attracting customers for its plan, whereby a retailer calls a central number and gives the Telecheck operator his customer's name, identification (usually a driver's license, but possibly a credit card or, in some areas, a state I.D.), the check amount, and his own membership number. The operator checks the Telecheck computer, which lists known bad-check passers, and tells the retailer whether or not to accept the check. The operator also gives the retailer an approval number for each O.K.'d check.

If an approved check bounces (one reason: the writer is a first-time offender and isn't yet in the computer), Telecheck reimburses the retailer and then tries to collect on its own.



THE TYPICAL BAD CHECK-PASSER, AS SEEN BY THE SALESCLERK WITH A $295.93 SALE.

Let the retailer beware, says Telecheck ad.

Telecheck Southcoast's president, Derek Noske

Proof of the appeal of such services is the rapid growth of Jacksonville, FL-based Telecheck Southcoast, the only multistate (Florida, Georgia, and Alabama, with the Carolinas to be added soon) operation among Telecheck's 30-plus franchises. Established two years ago, Southcoast today has 5,000 subscribers, including the Eckerd and Pic 'n Save drug chains, A&P, Radio Shack, even corner stores, veterinarians, and hospital emergency rooms. Subscribers pay a minimum usage charge of $25 per month, which covers the clearance of a specified number of checks, plus from 2% to 4% of the value of checks beyond the base amount. The base amount, and the subscriber's rate of payment, are determined by the number and value of the checks verified for him by Telecheck. Southcoast's president, Derek Noske, predicts that by year-end he will have close to 9,000 subscribers and possibly 70 operators handling a total of 25,000–30,000 calls per day. He expects to approve checks worth $150 millon–$175 million this year.

Telecheck Southcoast sells its services mainly via direct mail to retailers, although it also uses some ads in industry magazines and in newspapers. When the coupon included with the direct mail piece is returned, it is assigned to one of the 40 salespeople (Telecheck calls them market managers). There are six zone managers whose responsibilities include seeing that leads are followed up within a week. "We've had up to a 15% return on our mailings," Noske says, "but the average is 5% to 6%. We close about 50% of the returns." Once a retailer is signed up, one of Southcoast's 18 "service" people conducts a one-hour presentation explaining the system to the retailer's salespeople.

Now that he's selling retailers on the security Telecheck offers, Noske hopes to sell consumers. Late this year he'll begin mass-media ads to let consumers know that they can conveniently pay by check at stores displaying the Telecheck decal.

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S&MM
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Compensation. The mean starting salary for sales and marketing MBAs from Wharton last year was $25,142, up 19.3%. Page 8.

Xerox and GE scramble to sell computer-based graphic systems used for sales training and presentations. Page 9.

Cracking the China market. Industrial marketers take a fast boat to the People's Republic. Page 9.

Zap. S&MM predicts that the next consumer electronics boom will be in stun guns and bomb sniffers. Page 16.

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Sales force management. Richard W. Frisch, marketing v.p. for McCormick & Co., tells how his salespeople help shape strategy. Page 75.

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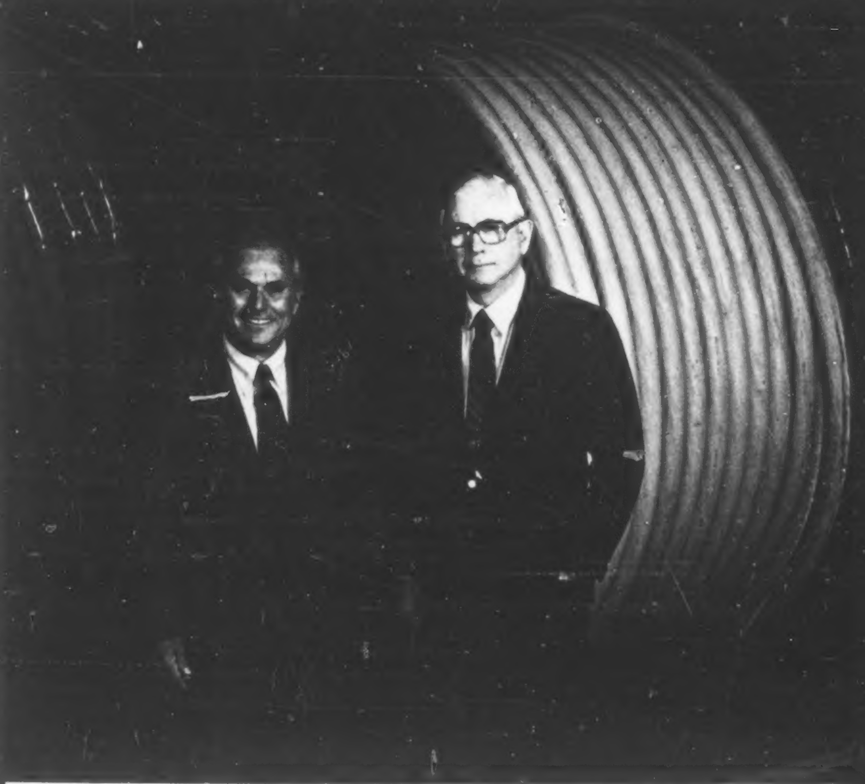

Buy by the mile, sell by the foot

The leading distributor of electrical wire and cable in the U.S., Anixter Bros. has built a $335-million business by buying in volume and providing quick service to customers. Above, president Alan Anixter (*l.*) and his brother William, executive v.p., pose before two of the more than 6,000 products they handle. Page 30.

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LAUNCHING A NEW INDUSTRIAL PRODUCT

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What's coming up

1980 Survey of Buying Power. S&MM's annual survey of population change, retail sales, and household income furnishes the statistics needed to tap consumer markets. July 28.

Industrial marketing. Amweld Building Products Div. of American Welding & Manufacturing is selling more steel doors now that its salespeople are marketing-oriented. Aug. 18.

An S&MM Special Section: Recruiting and Hiring. Finding the right people for your sales force is more critical than ever. Case histories show how some leading companies do it. Plus the results of an exclusive S&MM survey. Aug. 18.

Ocean Spray's challenge. The Sun Belt is the latest market to clamor for the tasty products Ocean Spray creates from cranberries. Aug. 18.

An S&MM Special Section: Sales Incentives. To get the most out of merchandise, travel, and cash, you've got to consider the total compensation package. A panel of sales executives tells how. Sept. 15.

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with a given product." Added Phillips, "It's very important to understand that full development [of the opportunities] will take patience, perseverance, persistence, preparedness, and a cast iron stomach," the latter a reference to required toasts with Chinese liquor that some say make you "feel single and see double."

Other advice about entering and developing the PRC market was offered by Jane Sharp, marketing services manager, *American Industrial Report* magazine, Herbert Hayde, manager, Asia/Eastern European/Middle Eastern region, Burroughs, and Mark Mucher, China relations supervisor, Terex Div., General Motors. Among their tips:

- Investigate thoroughly any translation or consulting firms that claim to specialize in the China market
- Try to develop personal relationships with the Chinese
- Never cut prices
- Carefully research the market before you make your move.

MARKET RESEARCH

The rise of two-paycheck couples

The importance of the two-paycheck couple in the consumer economy is underscored in a new statistical series from the Bureau of Labor Statistics (BLS) that will provide quarterly reports on weekly earnings by family types. Previously, such information was available only on an annual basis.

In the first quarter of 1980, an S&MM analysis of the new series shows, families where both the husband and the wife held jobs accounted for 53% of the buying power of families with wage and salary workers even though dual units represented only 39% of such families. Since the first quarter of 1979, dual paycheck couples increased by 1.2% and their aggregate earnings rose 10.5% vs. a 0.3% increment of total families with earners and an 8.0% income boost.

Buying power by family type with wage earners

Family Type	Number (000)	Weekly Median Earnings 1980 1Q	1979 1Q–1980 1Q	% of Total Family Earnings 1980 1Q	% of Total Family Earnings 1979 1Q
Families with earners	40,510	$395	+ 8.3%	100.0%	100.0%
Married couples	33,278	428	8.1	88.8	89.6
One-earner	14,470	306	6.0	27.6	28.8
2+ earners	18,808	524	9.8	61.4	60.2
Husband & wife	16,059	529	10.5	53.0	51.2
Husband & other	2,247	531	7.3	7.4	8.0
Wife & other	396	329	1.2	0.8	0.8
Female-headed	5,658	220	11.5	7.8	7.2
One earner	4,024	183	11.0	4.6	4.2
2+ earners	1,635	368	16.0	3.8	3.3
Male-headed	1,573	350	4.4	3.4	3.3
One earner	945	283	9.4	1.7	1.6
2+ earners	628	495	9.8	1.9	1.6

Note: Details may not add to totals due to rounding.
Source: Bureau of Labor Statistics, *Earnings of Workers and Their Families: First Quarter 1980; USDL 80-352.*
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Weekly earnings of married-couple families rose 8.1% between the two first quarter periods while those of families maintained by women improved 11.5%, those of families maintained by men by 4.4%. However, weekly median earnings of female-headed families, at $220, seriously trailed those of married couple families, $428, and male-headed families, $350.

Obviously, as the recession unfolds, a key barometer that marketers should watch is the unemployment rate of husbands and wives. In 1980's opening quarter, 4.0% of husbands were jobless (up from 3.2% in the comparative 1979 period), as were 5.3% of the wives (no change from the 1979 period).

The new BLS data come from the Census Bureau's Current Population Survey, which queries 68,000 households monthly on a variety of topics. While the earnings data will be gathered monthly, BLS will report it on a quarterly basis, a spokesman says, "until we gain experience with seasonal adjustments and such."

SALES TRAINING

Be cool

Biofeedback—a process allowing a person to control such functions as blood flow, heart rate, and body temperature just as he controls the movement of an arm or leg—is now an accepted medical belief. At Adria/Waranteed Laboratories, a Columbus, OH, pharmaceutical company, it is also a tried-and-proven way to reduce the stresses connected with making a sales call, especially for new salespeople.

The idea came to Adria/Waranteed's sales training manager, Winston W. Hill, after he had read accounts of how biofeedback works and its benefits. With the help of two psychologists at Ohio State Univ., he has twice conducted biofeedback sessions. In the most recent one, last month, ten new salespeople were literally "wired" to electronic monitoring devices and taught how to reduce, through relaxation, heart and muscle tensions by heeding the machines' beeps that told when tensions were too high. "Our goal," Hill says, "wasn't to mask the realities of stress but simply to teach people to block out potentially destructive tension."

The salespeople later were asked to submit written evaluations of what they had been taught. Most, Hill says, believe that biofeedback helps them to better organize themselves before making a call and keeps them relaxed during it. For Hill, who will soon leave Adria/Waranteed to resume a career as a minister, another benefit was that "so many salespeople said that biofeedback gave them a new perspective on life in general."

SELLING AND THE LAW

Companies—they get no respect

In 1964, the U.S. Supreme Court decreed that public figures can't win libel suits against the news media unless they prove "reckless disregard" for the truth. But for years another question went begging:

S&MM BAROMETER

Waiting for the upturn

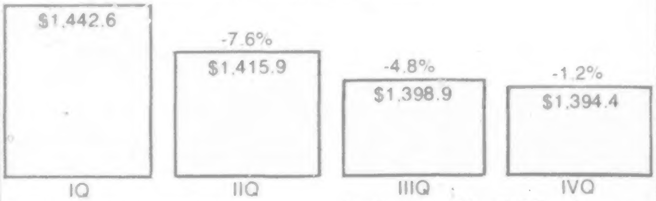
A consensus of leading econometricians polled by S&MM shows that the real gross national product (GNP, 1972$) will tumble 3.3% between the first and fourth quarters of 1980. Some 40 forecasters surveyed by Bob Eggert's *Blue Chip* newsletter see the GNP sliding 7.0% in the 2nd quarter, 4.4% in the 3rd quarter, and 1.2% in the 4th quarter (annual rates).

Chase Econometrics chairman Lawrence Chimerine looks for a mild downturn, reasoning that this recession's fast start has no correlation to "its ultimate magnitude." Agreeing, Mike Evans, head of Evans Economics, says that "the telescoping of time means that decisions which used to take months are now made in weeks."

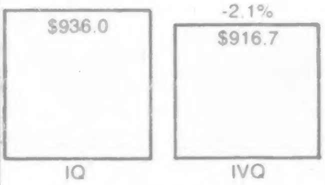
A more serious recession is expected by Allan MacKinnon, Merrill Lynch Economics executive vice president, who insists "a lot of excesses have to be corrected." Meanwhile Argus Research chief economist Jeffrey Nichols fears that April's record 4.8% drop in the Commerce Dept.'s leading indicators series suggests that "the worst is yet to come."

Good news: There's almost universal agreement among those polled that a tax cut will go into effect around Jan. 1 (possibly even earlier) totaling $25–$30 billion, split 60% for consumers, 40% for business.

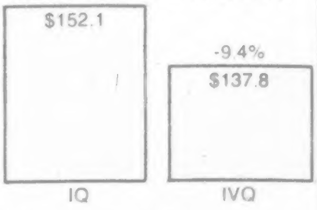
Real GNP by quarters, annual rate, Bil. $
% decline period-to-period, annual rate



Real personal consumption expenditures, annual rate, Bil. $



Real nonresidential fixed investment, annual rate, Bil. $



Source: Consensus forecast of Argus Research, Chase Econometrics, Data Resources, Evans Economics, Goldman Sachs, Merrill Lynch Economics, A. Gary Shilling Co., and Wharton Econometric Forecasting Associates.

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S&MM MARKETGRAPH

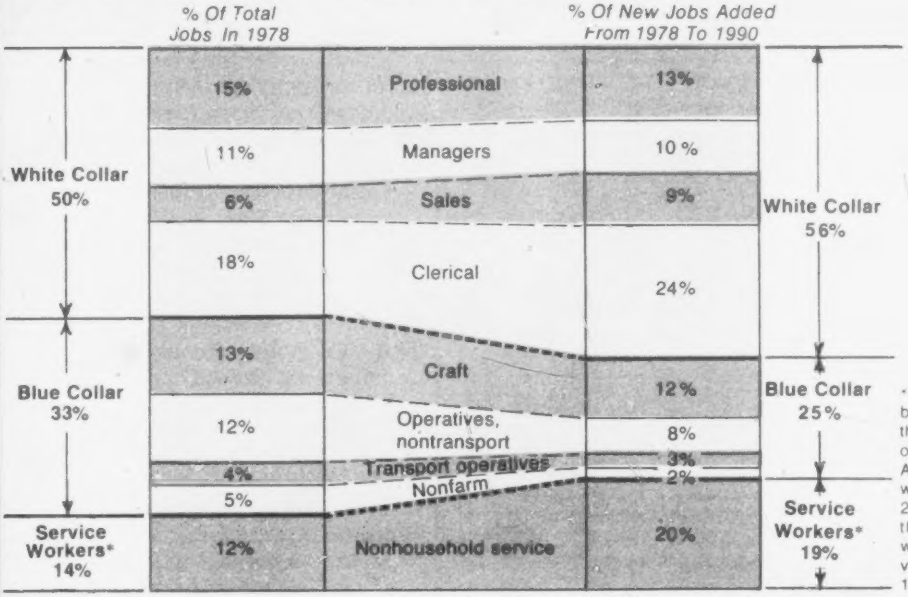
Tomorrow's work force: Brains over brawn

Although the total work force will grow more slowly in the 1980s, striking changes will occur in the job mix. Nonhousehold service workers will post the fastest growth rate, up 35% . The next-fastest-growing occupations will be clerical workers, up 28%, and sales workers, who will also increase 28%. What are some implications of these job-growth trends for marketers? All three of the fastest-growing occupations earn below-average income today, but will probably see their salaries rise at an above-average pace. However, three of today's best-paying job types—professionals, craft workers, and managers—will experience either average or sub-par job growth.

Occupational growth in the 1980s

Occupation	*% Change 1978–90*	*Employment 1978 (000)*	*Employment 1990 (000)*
TOTAL	**+20.8%**	**94,373**	**114,000**
White collar	**+23.6%**	**47,206**	**58,400**
Professional, technical	+18.3%	14,245	16,900
Managers, nonfarm	+20.8%	10,105	12,200
Sales	+27.7%	5,951	7,600
Clerical	+28.4%	16,904	21,700
Blue collar	**+16.1%**	**31,531**	**36,600**
Craft	+20.0%	12,386	14,900
Operatives, nontransport	+15.0%	10,875	12,500
Transport operatives	+16.2%	3,541	4,100
Nonfarm laborers	+8.1%	4,729	5,100
Service workers	**+29.9%**	**12,839**	**16,700**
Household	−23.2%	1,162	900
Other	+35.2%	11,677	15,800
Farm workers	**−15.9%**	**2,798**	**2,400**

More than half of new workers will wear a white collar



*Private household workers, not broken out here, represented 2% of the jobholders in 1978, and are part of the service workers' 14% share. Also, because private household workers are expected to decrease 23% in the 1980s, in comparison to the 20% gain by nonhousehold workers, they'll pull the overall service category share down to 19% in 1990.

Sources: S&MM calculations; Bureau of Labor Statistics, *Occupational Projections and Training Data: Revised 1980;* Census Bureau, *Money Income and Poverty Status of Families and Persons: 1978,* Series P-60, No. 120.

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AN S&MM SPECIAL SECTION

Co-op with class

As manufacturers pump more promotional dollars than ever into cooperative advertising, retailers are devising better ways to spend them. A prime factor in strengthening this alliance: efforts by some manufacturers to simplify their co-op plans and improve their materials.

Co-op
with
class

To manufacturers and retailers, cooperative advertising means big bucks but little bliss. An exclusive S&MM survey shows how they profit from all the hassle.

Marrying for money [what else?]

By MARTIN EVERETT
Managing Editor

So persistent is the movement toward cooperative advertising—and so diverse—that even those in the business sometimes lose track of how vast the medium is and the extent to which it is winning converts among top management. Its grass-roots nature makes co-op difficult to measure, of course, but there is no doubt that this dynamic hybrid of sales promotion and advertising is assuming a more important part in the plans of marketers.

Frank Hennessey, vice president of the Newspaper Advertising Bureau, estimates that manufacturers make available no less than $6 billion in co-op funds each year, up from $4 billion in 1978, and results of an exclusive S&MM survey bear him out. The survey, conducted by S&MM research director Elizabeth G. Diederichs, shows that 46% of the respondents are budgeting $500,000 or more for co-op this year. Even allowing for the impact of inflation, this marks a steady increase from 38% in 1979, 32% in 1978, and 26.8% in 1977.

Many marketers, formerly wedded to national advertising, recognize that with the computer it is now possible to monitor the effectiveness of co-op, which is basically a local promotion. Under the typical co-op program, the manufacturer and the retailer share the cost of advertising the product, with the store accruing co-op dollars from the manufacturer based on its purchases of the product. At the Consumer Products Div. of Deere & Co., for example, whenever any of its 3,300 dealers places an ad promoting such things as its garden tractors, chain saws, and snowmobiles the division pays 50% of the total cost. (Although some manufacturers limit the total dollars a dealer may spend, Deere does not.) Of Deere's total budget, it spends 65% in newspapers, 30% in radio, and 5% in TV.

S&MM's survey, based on responses from 134 readers with co-op programs, shows that the percentage of manufacturer co-op dollars actually used by retailers has held remarkably stable since the last survey taken in 1978. Seventy-one percent of the respondents said they spent 50% or more of their budgets last year. One reason that the figure isn't higher may be that some manufacturers really don't want to spend the entire amount. *The Sporting Goods Dealer* recently quoted a marketer as saying that his company had developed a co-op program "to pacify large accounts who put pressure on us for special prices. It's a form of discount. But we don't want everyone to use it, so our conditions are pretty tight."

Co-op money also has a way of getting lost in the recesses of large retail organizations. Ed Crimmins, a well-known authority on co-op and an S&MM contributing editor, recalls one retailer that had accrued over $6 million in co-op funds from various manufacturers yet spent only $900,000. It turned out that buyers at the store rarely told the ad manager about the co-op funds available from suppliers. Instead they

Highlights of S&MM's survey on cooperative advertising

What is the purpose of your co-op advertising program?

	1980	1979	1978	1977
ld sales for our most profitable product or line	70.9%	66.4%	65.9%	59.5%
unch a new product	44.0	39.6	47.4	37.0
et competitors' efforts	40.3	38.8	42.2	38.2
cede to requests of retailers	40.3	37.3	45.1	43.4
ild sales in a particular region	38.1	32.1	28.9	23.7
ild sales for a weaker product or line	29.9	27.6	30.6	28.9
cede to requests of wholesalers, distributors, etc	26.1	23.9	19.7	18.5
en out peaks and valleys of demand	12.7	13.4	14.5	13.3
and awareness	2.2	2.2	—	—
her	8.2	7.5	23.7	21.4
answer	4.5	9.0	3.5	12.1

2. What amount of money is made available for co-op advertising?

	% of Respondents			
	1980	1979	1978	1977
$3,000,000 and over	6.7%	5.2%	3.6%	2.3%
$1,000,000–$2,999,999	17.2	15.7	9.5	7.0
$500,000–$999,999	21.7	17.2	18.9	17.5
$200,000–$499,999	20.9	25.4	23.7	19.9
$100,000–$199,999	15.7	14.9	14.8	11.1
Under $100,000	13.4	13.4	26.0	24.0
None	0.7	1.5	0.6	—
No answer	3.7	6.7	2.9	18.2
	100.0%	100.0%	100.0%	100.0%

◀ Multiple answers make totals more than 100%

3. Of the money available, what percentage was used?

% Used	% of Respondents	
	1979	1977
100%	10.4%	13.5%
75%–99%	33.7	28.7
50%–74%	26.9	28.1
25%–49%	13.4	14.6
10%–24%	8.2	9.4
1%–9%	2.2	4.7
None	0.7	—
No answer	4.5	1.0
	100.0%	100.0%

5. What share of the cost of the cooperative ad do you pay?

	Manufacturer Pays About				
	25%	50%	75%	100%	No Answer
	% of Respondents				
Newspapers	0.7%	57.5%	10.4%	15.7%	15.7%
Catalogues and promotional flyers	3.0	34.3	9.7	14.9	38.1
Radio	0.7	55.2	9.7	11.9	22.4
TV	0.7	47.8	9.7	11.2	30.6
Magazines	1.5	37.3	7.5	12.7	41.0
Other	0.7	14.9	3.0	3.7	77.6

In which media did you spend your co-op funds?

	Avg. Budget of Companies Reporting	
	1979	1977
wspapers	55.8%	60.6%
talogues and promotional flyers	14.9	13.2
dio	13.6	11.9
	6.8	5.4
igazines	3.1	4.7
her	5.8	4.2
	100.0%	100.0%

If you used catalogues, what percent (calling catalogue expenditures 100%) was in:

	1979	1977
tail catalogues or flyers distributed by mail	37.6%	53.3%
tail catalogues or flyers distributed in newspapers	34.2	20.1
rect market catalogues or flyers	25.7	24.7
her	2.5	1.9

se: 88 companies that use catalogues

6. Indicate how strict your company's control is in the following areas, and show whether there has been any change.

	Amount of control				In last two years, control has:			
	Strict	Some	Little or none	No answer	Increased	Decreased	Stayed the same	No answer
Selecting the type of media	50.7%	27.6%	17.9%	3.7%	30.6%	3.7%	60.4%	5.2%
Selecting a specific publication or station	6.7	17.2	54.5	21.6	11.2	2.2	63.4	23.1
Determining the creative content of ads	33.6	36.6	19.4	10.4	35.1	1.5	49.3	14.2
Determining the timing of ads	9.0	33.6	48.5	9.0	23.1	0.7	61.9	14.2
Other	1.5	—	0.7	97.8	0.7	—	3.7	95.6

7. Does your company provide training to your field sales representatives in the use of cooperative advertising?

	1979	1977
Yes	73.2%	68.8%
No	26.1	28.9
No answer	0.7	2.3
	100.0%	100.0%

If Yes, is it

Part of training at time of hire	53.1%	64.7%
Special training program for	55.1	45.4
No answer	5.1	11.8
Carried out by your staff	89.8%	90.8%
Done with outside help	3.1	5.0
No answer	10.2	6.7

Base: 98 companies in 1979 that provide training; 119 in 1977 Multiple answers make totals more than 100%

Co-op with class

preferred to convert the allowances into price reductions from manufactuters and add the money to the profit column of the buying department, making that operation look better than it deserved. "Part of the problem with co-op," says Crimmins, "is that it's largely in the hands of two people who traditionally haven't had much use for advertising: the manufacturer's salesperson and a buyer from the store."

Although most manufacturers profess to train their field

8. Do your field sales representatives contact wholesalers, dealers, and retailers about your cooperative advertising programs?

	1979	*1977*
Yes	91.8%	91.9%
No	6.7	6.4
No answer	1.5	1.7
	100.0%	100.0%

9. Do your field sales representatives work with any media or media groups in connection with your co-op programs?

	1979	*1977*
Yes	45.5%	43.9%
No	54.5	54.3
No answer	—	1.8
	100.0%	100.0%

10. Has any medium, service organization, or media group helped you set up a co-op advertising program?

	1979	*1977*
Yes	29.1%	28.3%
No	70.9	71.1
No answer	—	0.6
	100.0%	100.0%

11. How do you feel about your co-op program?

	1979	*1977*
Fairly well satisfied	61.8%	38.5%
Needs improving	36.4	53.8
We have a long way to go	—	7.7
No answer	1.8	—
	100.0%	100.0%

Base: 55 replies in 1979, 65 in 1977

Copies of S&MM's Survey

While supplies last, readers may obtain a free copy of the complete 1980 Survey of Cooperative Advertising by writing, "Co-Op" on a business card and mailing it to:

CO-OP SURVEY —
c/o Elizabeth G. Diederichs
Research Director
Sales & Marketing Management
633 Third Ave.
New York, NY 10017

Topic A

Do you try to get retailers in an area to pool their co-op allowances?

	1979	*1977*
Yes	41.0%	35.3%
No	56.8	61.8
No answer	2.2	2.9
	100.0%	100.0%

If Yes, why?

"Low level of accruals often prohibits individual use."

"To afford larger, more dominant ads."

"Better exposure for the $."

"Useful in magazines which cover areas that include several dealers."

"Enables small retailers to use our TV spots with multiple taglines."

"Helps to establish identity of statewide organizations."

If No, why not?

"Dealers prefer exclusive ads to meet specific needs and objectives."

"We seem to sell only to *prima donnas*."

"We leave pooling to the wholesaler or field representative. It's too massive a job for the manufacturer."

"We want control of the program to benefit individual accounts."

"We try not to sell the same merchandise to clients in competitive markets."

"Group advertising is cluttered, confusing, and, because of our unit selling price requirement, probably illegal."

"Too much administrative hassle."

Topic B

Do you have a program to evaluate the effectiveness of your cooperative advertising program?

	1979	*1977*
Yes	41.0%	37.6%
No	57.5	60.1
No answer	1.5	2.3
	100.0%	100.0%

If Yes, please describe it briefly.

"Very crude."

"Compare sales in co-op vs. non-co-op markets during media-supported promotional activity."

"We survey dealers to whom the program is offered."

"We test market most campaigns and use such techniques as focus groups."

"Our program is tied into our computer system; summary reports are generated monthly, quarterly, and annually."

"The only feedback we get is from our salespeople. They generally know when an ad pulled."

force in the art of co-op, the survey indicates only slight progress in this area. About 73% of those responding have some sort of training program, compared to 69% in 1977. It's worth noting, however, that over 55% of the companies have special programs for the entire sales force, up from 45%.

Much of co-op education these days is done by the media, which feel that such consciousness raising ultimately leads to more ad dollars for them. In the forefront are such groups as the Newspaper Advertising Bureau, Television Bureau of Advertising, Radio Advertising Bureau (RAB), Newspaper Advertising Cooperative Network (NACON), and the Institute of Outdoor Advertising. Individual newspapers and stations also have their own promotional programs. Example: WNCN, a classical music station in New York City, makes it a point to air RAB commercials promoting the use of co-op, presumably because it has a high listenership among advertising and marketing people.

Their efforts seem to be having some effect because an increasing number of manufacturers are building cooperative advertising into their marketing programs. Of the companies responding to the survey, 71% said they used the medium to increase sales of their most profitable product or line, up from 66% a year earlier. There are still many instances where co-op's prime purpose is to meet the requests of retailers, wholesalers, and distributors, and, given the nature of the medium, this is always likely to be so.

However, the survey points up one area where the interests of a manufacturer and his cus-

Number 1 in New Jersey

Circulation: 407,844 daily. 574,966 Sunday.

No one else even comes close.

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A Newhouse Newspaper

Source: ABC Fas Fax 3/31/80

For further information circle No. 109 on Reader Service Card

tomers are likely to coincide: Fully 38% of those responding say they use co-op to build sales in a particular region. Such programs, often done via ads in regional magazines or informal groupings of newspapers, can be tailor-made to the needs of statewide distributors or the regional merchandising offices of major retailers.

In some cases, of course, manufacturers join forces with local media to pool the co-op funds built by small dealers so that ads can be bigger or run longer. There appears to be a slight increase in this practice, with 41% of the survey respondents indicating that they try to get retailers to pool their co-op allowances, up from 35.3% in 1977. Why do marketers go to the trouble to encourage group efforts of this sort? "It enables small retailers to use our TV spots with multiple taglines," says one respondent. From another: "It helps to establish the identity of our statewide organizations." On the negative side, one respondent noted, "We want control of the program to benefit individual accounts." Said another, "Our dealers prefer exclusive ads to meet specific needs and objectives." There was also this thundering comment: "Group advertising is cluttered, confusing, and, because of our unit selling requirement, probably illegal."

For some companies and their dealers, pooling provides a level of notoriety that might otherwise be impossible. For example, over 3,000 agents for New York Life Insurance get their pictures in newspapers, magazines, and on TV by pooling the co-op funds provided by the company. Not only do

WHAT SELLS IN THE NORTHWEST?

Fisher Broadcasting knows. For two years, we've been tracking retail buying and selling in the Northwest. Brand names. Share of market. Chief shoppers. Where purchased. Media habits. And more. For all the product categories shown below. And, because the Northwest's leading retailers help us select the categories measured, we know the most about what they want to sell too.

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AUTOMOTIVE
Motor oil
Mufflers
Batteries
Shocks
Tires
General accessories
Tune up parts
Engine parts
Specialized equipment

CHILDREN'S APPAREL
Infant/toddlers
Boys clothing
Girls clothing
Boys/girls shoes

COSMETICS
Facial or skin treatments
Color makeups
Perfume/cologne

DOMESTICS AND LINENS
HOME FURNISHINGS
Furniture
Rugs/carpeting
Floor covering
Draperies/curtains

HOME IMPROVEMENTS
Construction items
Paint
Electrical supplies
Shop tools
Hardware accessories
Wallpaper
Insulation/weatherstripping

JEWELRY
Watches
Fine jewelry
Costume/fashion jewelry

LAWN AND GARDEN
Plants
Outdoor power tools
Fertilizer/chemicals

MAJOR HOUSEHOLD APPLIANCES
MATTRESSES/WATERBEDS
MEN'S APPAREL
Suits
Sport coats
Dress slacks
Top coat/rainwear
Shoes
Active sportswear
Dress shirts
Basic furnishings
Casual pants/jeans
Casual shirt/top
Sweaters

PHOTOGRAPHIC EQUIPMENT
35mm camera
Pocket camera
Photographic accessories
Film
Film processing

SMALL ELECTRIC APPLIANCES
STEREO AND TAPE EQUIPMENT
TELEVISION SETS
WOMEN'S APPAREL
Active sportswear
Sportswear separates
Tops and blouses
Dresses
Jeans
Pants
Shoes/boots
Lingerie and foundations
Coat/jacket
Fashion accessories
Hosiery
Sweaters
Loungewear/sleepwear

Seattle
KOMO
WASHINGTON
OREGON
Portland
KATU

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Type of business________ Address________ City________

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abc

KOMO Radio and Television
(206) 223-4000

KATU Television
(503) 231-4222

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ROAD TO RUIN
EASY STREET

"Don't you wish all decisions in life were as easy as this?"

Copyright, Sales & Marketing Management

agents get an ego boost from seeing their faces in the pages of *Time, Newsweek, U.S. News & World Report*, and *Sports Illustrated*, but the home office puts together an unusual followup promotion for them. For a modest fee, it prints up a brochure in the likeness of *Newsweek* with the agent's picture on the cover.

The perpetual struggle for control of co-op is a prime issue between manufacturers and retailers as the medium develops into a sophisticated marketing tool. The survey shows that over half of manufacturers exercise strict control in selecting the type of media for a campaign and 34% keep close tabs on the creative content of the ads as well. About a third of respondents say they have increased control in these areas during the past two years. Some manufacturers are trying to keep a firmer hand on the timing of ads and the selection of specific publications or stations, but these clearly remain

LOOK WHO Speaks Up IN The New York Times

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The New York Times
229 West 43d Street / New York, N.Y. 10036 / (212) 556-1361

DICK SMITH, Manager Cooperative Advertising
The New York Times

For further information circle No. 150 on Reader Service Card

Co-op with class

areas where the retailer calls the shots according to his own merchandising objectives.

With the computerization of much co-op data, both retailers and manufacturers are operating less in the dark than before. Manufacturers can monitor co-op accruals at hundreds of dealerships and keep track of how much each one has spent in specific media. Often this is done with the help of third-party auditing firms such as the Advertising Checking Bureau, Pinpoint Marketing, and Advertising Audit & Analysis. The latter, in Indianapolis, specializes in auditing co-op programs in the hardware and home-center business.

S&MM's survey also shows that retailers are capitalizing on co-op in many cases simply by taking it more seriously. Within the past year such chains as Gray Drug and Dart Drug have appointed co-op ad managers to plow through the piles of manufactuer co-op programs and figure out how to take advantage of them. Gray says it now can determine six weeks in advance how much co-op money will be available for an ad.

Dart is now able to pay more attention to merchandise that's backed by co-op money, with the result that this year such funds will cover 50% of its media costs in radio and TV and 35% in print. To make sure that it gets all the money it is entitled to, the company affixes to every purchase order a contract showing the co-op dollars accrued.

For their part, manufacturers are taking steps to eliminate the lapse in co-op programs that often occurs from one year to another. At NACON's business meeting in Clearwater, FL, earlier this year, Ralph D'Onofrio, general marketing manager for Pennzoil's Gumout Div., told how on the first of this year the company presented some 2,000 dealers with checks based on their previous year's co-op advertising. In this way, dealers could continue to promote Gumout's line of carburetor cleaners without waiting for co-op dollars to accrue. If a store's sales exceed this "Ad-vance," it is reimbursed with additional funds at the rate of 50¢ per case. Eastman Kodak also provided dealers with up-front funds for 1980 and, in addition, sends monthly reports to keep each store up to date on the status of its co-op allowance throughout the year.

One area where manufacturers have no choice but to get on better terms with retailers is the controversy over using co-

Naples Daily News

NAPLES, FLORIDA

95% Sunday*

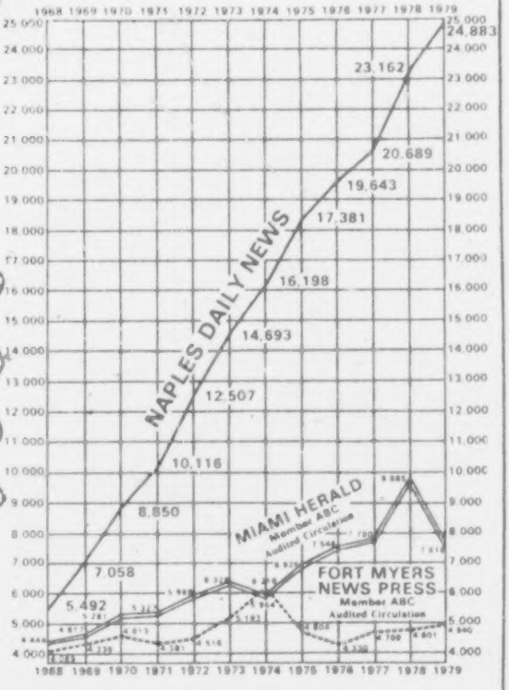
84% Daily*

City Zone Coverage

Call Bob Groff, Nat'l Adver. Mgr. 813-262-3161
1075 Central Avenue, Naples, FL 33940

* Audit Bureau of Circulations, March 31, 1979

Circulation Comparison*
Collier County, Florida



For further information circle No. 133 on Reader Service Card

Co-op with class

op as a club to enforce "suggested" retail prices. The Justice Dept.'s newly appointed antitrust chief, Sanford M. Litvack, lists as one of his major concerns retail price maintenance, and he mentions the possibility of strong action against manufacturers that try to influence price levels by threatening to withhold a retailers' accrued co-op dollars.

The Federal Trade Commission reportedly is preparing a formal warning on the same subject. The agency has already signalled its concern in recent consent orders against Clinique Laboratories, a New York City cosmetics marketer, and Darvel, Inc., a jeans maker in Bellgarden, CA. Both, while admitting no violations, pledged to keep hands off retail pricing. Indeed, Darvel agreed to refrain for a year from suggesting resale prices at all. After that, any of its communications containing suggested retail prices must also state that, "you are free to determine your own prices."

Despite the increasing sophistication of co-op techniques, marketers still have a long way to go in measuring the effectiveness of the medium. Only 41% of those responding to S&MM's survey have an evaluation program. That's a slight increase from 38% in 1977 but still casual in view of the large number of dollars involved. Marketers who have evaluation programs were asked to evaluate them. Their replies ranged all the way from "very crude" to, "Our program is tied into our computer system; summary reports are generated monthly, quarterly, and annually."

Although evaluation of co-op hasn't caught on in a big way, something else seems to be working. For, among those that evaluate their programs, there is a marked improvement in how they feel about the results. Nearly 62% say they are "Fairly well satisfied," com-

Tampa Bay...
Third Fastest Growing
Major Metro Market
In The U.S.

PHOENIX
HOUSTON
☆ TAMPA BAY

☆ THE TAMPA BAY MARKET . . .
is comprised of Hillsborough, Pasco and Pinellas Counties, the heart of Florida's Gulf Coast.

☐ Tampa Bay is the fastest growing metro market in Florida!

☐ Tampa Bay is the fastest growing metro market in the Southeast ... ahead of Miami and Atlanta!

☐ Tampa Bay is the third fastest growing major metro market in the U.S. . . . behind Phoenix and Houston! Not bad company!

The Quality Buy

Advertisers reach this "hot" Tampa Bay Market in The Tampa Tribune and Times at the lowest national line rate of all Florida major metro newspapers.

THE TAMPA TRIBUNE
Morning and Sunday

The Tampa Times
Evening and Sunday

Contact:
Byron Taggart, General Advertising Manager
Tampa Tribune-Times, P.O. Box 191,
Tampa, Florida 33601 (813) 272-7447

Source:
S&MM Survey of Buying Power, July, 1979

Media General Newspapers
Represented by Sawyer-Ferguson-Walker

For further information circle No. 129 on Reader Service Card

CO-OP AUDITING

"We never had a co-op claim processed so quickly. We are very pleased."
Dealer, Hackensack, NJ

"Try to get more photo industry vendors to switch over to your service."
Dealer, Glastonbury, CT

PMi

Pinpoint Marketing, Inc. 1790 Broadway, New York 10019
The only 100% computerized audit & payment service
Call Art Scherwin (212) 245-6600

Circle No. 152 on Reader Service Card

It's a great Co-op Program. Next question is, how do we get our dealers to use it?

Call Al Larranaga at the San Diego Union-Tribune. If it takes dealer explanations, he'll make them. If it takes dealer seminars he'll run them. If it takes dealer layouts and copy, he'll furnish them. The point is, he's close to the market and he has the time and staff to work with your dealers to make co-op easy. His free book: **The Joy of Co-op** explains how far the Union-Tribune is willing to go to make your program a towering success. Ask for it today.

NACON

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The Evening Tribune
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Represented Nationally by
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For further information circle No. 137 on Reader Service Card

Q: What can you give that most everyone will appreciate?

A: The VISE-GRIP GIFT SET.

Your customers should recognize and value the VISE-GRIP Gift Set. Network television commercials and national magazine ads have shown just how useful these versatile locking pliers can be.

So write for our Premium Price List. Get the facts on the Gift Set and all our other locking hand tools.

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The secret is quality.

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P-80-1

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VISE-GRIP
GIFT SET

Co-op with class

pared to 39% in 1977. The proportion who checked "Needs improving" dropped to 36% from 54%.

Such trends reflect an increasing acceptance of cooperative advertising that is taking place on a number of fronts. Examples: Thanks to airline deregulation (S&MM, Dec. 10, 1979), Pan Am has taken the lead in putting together co-op programs for travel agents. In consumer electronics, Texas Instruments, a relative newcomer to co-op, has separate programs for its calculators, watches, and personal computers. With high-spending marketers of this sort in the picture, co-op clearly is going places. S&MM

S&MM QUOTES

We're gonna go on the air June 1 and we're gonna stay on until the end of the world. When that comes, we'll cover it, play 'Nearer My God to Thee,' and sign off.

—Ted Turner (winner of S&MM's Special Citation award this year) quoted in the *Wall St. Journal* in an article on his 24-hour-a-day, all-news Cable News Network.

CO-OP AUDITING

"My claim was paid faster than any other watch company"
Dealer, Topeka, KS

"Your efficiency is rare"
Dealer, Orlando, FL

PMi

Pinpoint Marketing, Inc. 1790 Broadway, New York, 10019
The only 100% computerized audit & payment service
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S&MM
SALES & MARKETING MANAGEMENT

JULY 28 1980
A BILL PUBLICATION
FIFTY DOLLARS

1980 SURVEY OF BUYING POWER

8/6/80 C 1200-1 U

Featuring Population, Effective Buying Income, And Retail Sales of U.S. Markets

Section A. S&MM's Markets Guide

A new format that helps the marketer plan more efficiently

DEMOMARKET

Part 1 deals with the demographic markets that are the focal points of the marketer's objectives

GEOMARKET

Part 2 shows how the Survey's information helps build successful sales strategies in geographic markets

Section B. National and Regional Summaries, Market Rankings

Section C. Metro Area, County, and City Data Listed by States

Section D. Canada

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S&MM
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COMING OCT. 27
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BUYING POWER—PART II

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Five-year projections of U.S., Canadian metropolitan markets.
Newspaper markets.
TV markets.
Merchandise line sales.
Errata: Corrections of mistakes, if any, in the *Survey of Buying Power*.

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A different kind of discount from a different kind of magazine.

Ladies' Home Journal's Bonus Page Discount

When we say Ladies' Home Journal is a different kind of magazine, we're referring to what's in it. And to what's in it for you.

In addition to all the other good reasons to advertise in the Journal, we're now offering a unique, new Bonus Page Discount. Here's how it works: When you buy three or more pages in a contract year, you earn our Volume Discount. If you decide to convert those earnings into space that contract year instead of taking it in cash, we'll give you 25% more on the discount you've earned, in space, as a bonus. For instance:

EXAMPLE:

12 Page Advertiser

Open Page Rate
$44,600

M.I.D.* Discount
10%

$4,460
(Discounted Dollars per page)

$40,140
(Net Page Rate)

Total Discounted Dollars Earned
(12 x $4,460) = $53,520

Our Bonus (+25%) on Discounted Dollars Earned
($53,520 X 1.25) $66,900
equals 1.66 four color pages

*Multiple Impression Discount

Of course, we still have our Loyalty Discount, which is progressive as space purchased grows, and a Seasonal Discount for those who advertise in January, July and/or August. Ask your Journal Representative for details.

It's the Bonus Page Discount we wanted to explain, because we believe there's nothing like it in publishing in this country today. Where do you find it? Only in Ladies' Home Journal.

Ladies' Home Journal.

Once again, it's a different kind of magazine.

LHJ Publishing Inc. A Member of the Charter Media Publishing Group

Data in this *Survey of Buying Power* are organized into four sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

Section A

A new look brightens this Survey's usefulness

Change, the eternal verity of the marketplace, has as much meaning for Sales & Marketing Management's annual *Survey of Buying Power* as it does for the marketer who relies on the *Survey* to keep abreast of the changes that impact his planning, decision-making, and evaluating. Just as the markets that serve as the focal points of sales strategies are in a constant state of flux, so do the marketers' own informational needs shift from time to time. Recognizing this never-ending pattern, the *Survey* always seeks new ways to tailor its relevant, timely, and actionable data to the decision-making and problem-solving needs of its users.

Along that line, Section A in the *1980 Survey* has been redesigned to answer the marketers' greater need for market information in two distinct categories. The first part is devoted to national-level demographic and socioeconomic markets that must be considered in the formulation of short- and long-term goals. The second part pivots around geographic markets—counties, metros, states, and regions—which influence the selection of selling tactics that will convert those goals into bottom-line results as well as match specific products or services to particular markets.

The first part of Section A, culling information from outside sources, brings an added dimension to the *Survey*'s basic data by pinpointing markets that may be appropriate sales targets for particular products or services. The tables and charts summarize the salient characteristics of such markets, their size, and, where possible, potential for future growth. Among the markets so discussed are: (1) age segments, (2) income classes, (3) household types, and (4) ethnic groups.

Section A's second part, focussing on the geographical factors that are integral elements of sales strategies, zeroes in on the *Survey*'s three basic dynamics—population (who will buy), Effective Buying Income (what they have to spend), and retail store sales (where they buy). Included are *GeoMarket Highlights*, which rank metropolitan markets and states for such factors as population gains or losses, household income, retail store sales, and local and regional trends.

Together, the two segments of Section A heighten the usefulness of the statistics that appear in Sections B and C. By bringing additional insights to bear, Section A gives the marketer the opportunity to employ the statistics with greater finesse, expand their applications into more areas, and augment the payoff that ensues when the distance between information and action is successfully bridged.

THE EDITORS

The U.S. market: 1979

	Totals 1979	% Change 1977–79	Annual % Change 1970–79
Population	221,582,400	+ 1.7%	+ 1.0%
Households	78,253,200	+ 4.0	+ 2.6
			1971–79[1]
Effective Buying Income ($000)	$1,618,642,884	+24.2	+10.3
Median EBI per household	17,924	+19.4	+ 9.8
Average EBI per household	20,685	+19.4	+ 7.8
			1977–79[2]
Total retail store sales ($000)	887,518,635	+22.7	+10.8
Food stores ($000)	195,710,430	+23.9	+11.3
Automotive ($000)	175,507,794	+17.0	+ 8.2
General merchandise ($000)	112,400,231	+19.6	+ 9.4
Eating & drinking places ($000)	76,750,667	+21.3	+10.1
Furniture–home furnishings–appliances ($000)	40,823,402	+23.0	+10.9
Drugstores ($000)	28,667,734	+23.0	+11.2

[1] 1971 is used as the base period for Effective Buying Income because that is the year new income data from the 1970 Census were included in the *Survey of Buying Power* statistics.

[2] 1977 is used as the base period for retail store sales because the Census of Retail Trade was conducted in that year.

Source: Sales & Marketing Management's *1980 Survey of Buying Power*. Further reproduction strictly prohibited.

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Markets that marketers pursue are a changin'

The proliferation of demographic segments gives marketers a bewildering array of sales targets. But failure can come quickly unless planning keeps the marketer one step ahead of important trends, such as a changing age-mix, fragmented households, population movement, and the "new woman."

By THAYER C. TAYLOR
Editorial Director
Survey of Buying Power

"Sometime in the 1970s, the longest period of continuity in economic history came to an end," says Peter Drucker, "and we moved into turbulence." Marketers, however, have been caught up in turbulence for the past 30 years as the postwar baby boom created challenge after challenge. Mass markets were created for playpens, tricycles, and books on "how to raise baby" in the 1950s; hot rods and hi-fi sets in the 1960s; and, in the 1970s, big-ticket durables and leisure-time products. At the same time, new life-styles surfaced, creating entirely new consumer needs and desires.

The postwar generation, as it created mass markets, helped by the new electronic media and a vastly expanded, affluent middle class, was not a homogenous, monolithic market but, instead, a mosaic of individual segments, each with its own distinctive demographic traits. As a result, market planning and strategy became precision-oriented so that marketers could reach specific demographic markets—such as age groups, household types, or income classes.

Monitoring demographic markets is an essential first step in market planning if a company's products and services are to be geared to those markets. Also, because demographic markets grow at widely disparate rates, the marketer wants to be positioned to exploit the fast-steppers and avoid the laggards. The number of demographic markets that a marketer can set his sights on can be limitless, depending upon how fine he wants to dissect the national population. Here are today's key demographic markets that a marketer should focus his planning on:

- **Changing age mix**, with middle-agers moving to center stage, ending an era of youth-oriented marketing.
- **Population mobility**, with nonmetro areas outpacing metro markets for the first time, the Sunbelt becoming the new focal point of population growth, and the suburbs' "whites only" image beginning to change.
- **Fragmentation of household types**, reflecting new social values and interpersonal relationships.
- **Working women**, considered by many to be the most "transforming phenomenon" to hit the marketplace in this century.

Two premier postwar trends—first a record number of births through the late 1950s, peaking at 4.3 million in 1959; second, the subsequent downslide in fertility rates (live births per 1,000 women aged 18–44) to record lows—skewed the population's age-mix. In the 1970s, the number of children under 14 tumbled

Household income groups by locality

The U.S. market . . .

Households by EBI Groups	*1979*	*% Change 1975–79*
Total	**78,253,200**	**+ 7.9%**
Under $3,000	5,763,115	– 26.9
$3,000–$4,999	4,483,435	– 20.3
$5,000–$7,999	6,361,413	– 21.9
$8,000–$9,999	4,181,042	– 28.3
$10,000–$14,999	11,261,631	– 27.4
$15,000–$24,999	23,111,814	+ 11.7
$25,000–$49,999	20,097,097	+ 156.9
$50,000 and over	2,993,653	+ 194.8

Note: Details may not add to totals due to rounding.
Source: *1980 Survey of Buying Power Data Service.*

. . . Metro vs. nonmetro . . .

	Metro 1979	*Nonmetro 1979*
Total households	**58,944,400**	**19,308,800**
	— % of Total —	
Under $3,000	6.44%	10.18%
$3,000–$4,999	4.99	8.00
$5,000–$7,999	7.28	10.72
$8,000–$9,999	4.90	6.71
$10,000–$14,999	13.60	16.81
$15,000–$24,999	30.00	28.11
$25,000–$49,999	28.40	17.40
$50,000 and over	4.40	2.07

. . . and central city vs. suburb

	Central City 1979	*Suburb 1979*
Total households	**25,909,900**	**33,034,500**
	— % of Total —	
Under $3,000	7.91%	5.29%
$3,000–$4,999	6.04	4.16
$5,000–$7,999	8.69	6.17
$8,000–$9,999	5.77	4.21
$10,000–$14,999	15.22	12.33
$15,000–$24,999	28.77	30.96
$25,000–$49,999	23.89	31.93
$50,000 and over	3.71	4.95

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14% while 25–34 year olds exploded by 39%. As a result, the median age of the population rose more than two full years, to 30.2, an ironic epilogue to the once often heard "Don't trust anyone over 30."

This makes the 1980s a spectrum of sales opportunities for marketers because the middle-aged group, 35–54, will be the fastest growing demographic market (see the S&MM Special Report, *The Marketer's Complete Guide to the 1980s*, Dec. 10, 1979). Reasons: most Americans reach the peak of their earning capabilities during this age span, and many 35–54 year olds are part of a new demographic phenomenon: the two-paycheck couple. Considering that middle-aged households spend about one-third more than the typical family, marketers who sell to them should enjoy faster rising sales in this decade even though the overall economy is generally expected to grow at a slower pace than in the last decade.

Another age market to watch is senior citizens, 65 and older, whose numbers grew 24% in the last decade and will increase another 20% in the current one. While many flee to sunny climes and a life of leisure, that may change. As George Brown, secretary of the Conference Board notes, the speed with which Congress passed legislation last year prohibiting mandatory retirement at 65 "signals the start of a new trend, creating new sources of economic growth and new markets for products and services."

The knottiest demographic issue in the 1980s is whether another—but smaller—baby boom will develop. Many point to the large number of women born between 1947 and 1959; they argue that as these potential mothers move into their prime child-bearing years an "echo" effect of the earlier baby boom will happen. Indeed, the Census Bureau expects births to average 3,945,000 each year of this decade, about 20% high-

Two ways of looking at household buying power

Median EBI per household

	1974	1975	1976	1977	1978	1979
Current $	$11,890	$12,824	$13,781	$15,016	$16,231	$17,924
1972 $	$10,171	$10,146	$10,377	$10,695	$10,821	$10,976

Sources: *Sales & Marketing Management's 1980 Survey of Buying Power;* Bureau of Economic Analysis, *Survey of Current Business;* Joint Economic Committee, *Monthly Economic Indicators;* Council of Economic Advisers, *1980 Economic Report of the President.*
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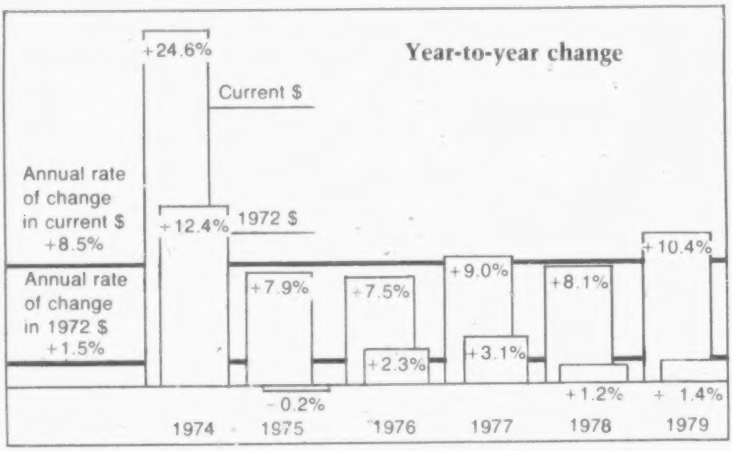

Record employment helped lift median Effective Buying Income per household a robust 10.4% in 1979, the best year-to-year improvement since 1974. However, the gain was an illusory one. When inflated dollars are washed out of the EBI figure, the real gain—in terms of 1972 $—was a wispy 1.4%. That was slightly better than the previous year's increase, but, nevertheless, below the long-term trend.

In calculating "real" EBI, Sales & Marketing Management eschews using the Consumer Price Index that most economists generally rely on to get a fix on deflated income levels; instead, S&MM uses the current and 1972 dollar estimates the Bureau of Economic Analysis develops for per capita disposable income as part of its National Income and Product Accounts system. Here, S&MM divides the current dollar figure by the 1972 dollar equivalent to arrive at an income deflator. In turn, the EBI estimate is divided by the deflator to generate a 1972 dollar equivalent.

One-parent families: More than 10 million strong

Totals by sex . . .

	1979 (000)	% Increase 1970–79
Men	1,655	+33.6%
Women	8,458	+51.3

. . . and how the mix has changed

	Men		Women	
	1979	1970	1979	1970
	—% of total by sex—			
Married, spouse absent	15.2%	16.0%	20.9%	23.7%
Never married	33.8	34.3	16.7	10.9
Widowed	23.2	34.1	29.1	42.9
Divorced	27.8	15.7	33.2	22.5
With own children under 18	34.4	27.8	62.5	52.3

Note: Details may not add to 100% due to rounding.
Source: Census Bureau, *Marital Status and Living Arrangements*, Series P-20, No. 349.
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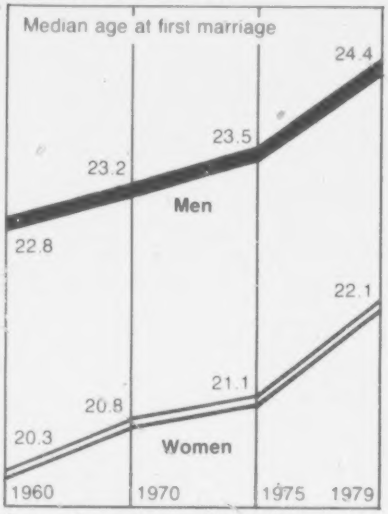
er than in the 1970s.

However, today's adult woman has different motivations compared to her mother; thus, it's questionable if past behavioral trends can be a weathervane for future patterns. Richard F. Hokenson, vice president at Donaldson, Lufkin & Jenrette, believes that an increasing number of women will remain unmarried and that the proportion of wives in the labor force will rise sharply (from just under 50% in 1979 to nearly 58% by 1990). As a result, he says, "we see the legitimate fertility rate declining in the 1980s." Two Rand Corp. researchers, William Butz and Michael P. Ward, agree: "As the dollar value placed on a working woman's time increases, having a child becomes more costly in terms of her foregone wages. Many couples are reacting to this economic fact of life by having smaller families"—or remaining childless.

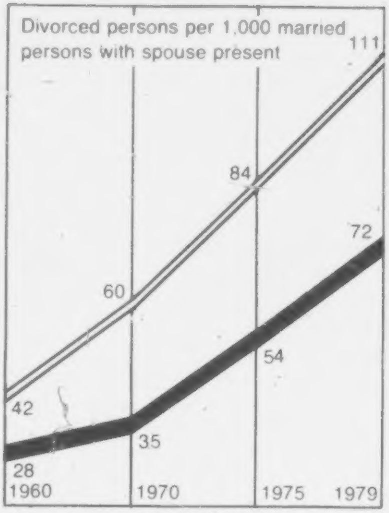
Whether or not a baby boom materializes has strong implications for marketers. Management Horizons, a highly respected consulting firm, notes that outlays during the first three years of a first-born child's life top $2,200. Adds Hokenson: "With fewer children, the growth in discretionary income will be even greater. Demand for goods and services that children use will be replaced by demand for adult services—recreation, travel, eating out, and so on."

Shifting preferences on where people want to live will continue to confront marketers. Some observers think the cost of gasoline and the inflationary economy generally will sharply curb population mobility in the future. Considering that Americans-on-the-move has been a dominant social leitmotif as far back as the days of Daniel Boone, it's likely that consumers will make the

Marrying later . . .



. . . splitting faster



Source: Census Bureau. *Marital Status and Living Arrangements*. Series P-20. No. 349.
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Marital status by age and sex

Marital Status	*1979 Total 18 & Older (000)*	*18-24*	*25-34*	*35-44*	*45-54*	*55 & Older*
		% by Age Group				
Single						
Male	16,970	61.0%	22.6%	5.8%	4.5%	6.0%
Female	13,644	62.1	18.8	5.5	3.8	9.8
Married, spouse present						
Male	48,233	6.2	23.3	20.0	18.8	31.7
Female	48,129	10.3	25.4	20.1	18.5	25.7
Married, spouse absent						
Male	2,096	11.2	26.6	19.8	17.4	25.0
Female	3,052	16.6	29.0	21.2	16.6	16.6
Divorced						
Male	3,471	4.9	30.5	23.9	18.2	22.4
Female	5,355	6.8	28.9	24.5	18.2	21.6
Widowed						
Male	1,945	0.0	1.6	2.1	10.0	86.3
Female	10,449	0.1	1.0	2.6	8.6	87.6

Note: Details may not add to totals due to rounding.
Sources: S&MM calculations; Census Bureau. *Marital Status and Living Arrangements: March 1979*. Series P-20. No. 349.
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Marital status by race and sex

	White		*Black*		*Spanish Origin*	
	Male	*Female*	*Male*	*Female*	*Male*	*Female*
1979 Total 18 & Older (000)	**64,370**	**70,412**	**6,987**	**8,741**	**3,367**	**3,701**
Marital Status			**% of Total**			
Single	22.3%	15.6%	32.7%	27.3%	25.1%	18.8%
Married, spouse present	68.5	62.5	47.3	36.7	63.6	59.5
Married, spouse absent	2.2	2.7	8.5	12.3	5.5	7.7
Separated	1.5	2.0	7.6	11.0	2.4	6.3
Other	0.7	0.7	0.8	1.3	3.1	1.5
Divorced	4.5	6.4	7.2	8.9	4.0	6.9
Widowed	2.5	12.8	4.4	14.7	1.7	7.0

Note: Details may not add to totals due to rounding.
Sources: S&MM calculations; *Census Bureau. Marital Status and Living Arrangements: March 1979*. Series P-20. No. 349.
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All that glitters is gold. The rest is real wood.

In this case, the wood is Brazilian rosewood. It could just as well be a deeply grained cordia from the East Indies. Or classic American black walnut.

In any case, the glittering trim is 23kt. gold plate.

Together, they create what are obviously some of the handsomest pens on earth. And, not surprisingly, some of the best-performing.

Hallmark's long-lasting, pressurized cartridge makes sure each one writes with a smooth, flawless line.

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Hallmark

When you care enough to send the very best.

Mom and Pop just bought a used car.

Back when our readers were raising the kids and paying off the mortgage, Detroit eagerly went after their money. The family car was a basic necessity.

Now that Mom and Pop have passed 50, automakers don't focus much attention on them.

A serious mistake, per the special Simmons reader study on Modern Maturity released in December, 1979. It shows that 86.6% own cars—and that a remarkable 24.5% have second cars. Including classics, RVs and even OTRs.

Most important, 67.2% bought new cars during the previous year vs. only 48.4% of readers of other magazines studied by Simmons.

Our 18.5 million Moms and Pops are excellent prospects for automobiles. Also tires, insurance, batteries, lodging, car-care products, repair services. Also soup, soap and sportswear.

Because Americans 50 and over have *$355 billion* to spend. And the Maturity Magazines Group will give you *the* dominant depth and penetration in this vital market at remarkable cost efficiency. E.g.: your CPM for a 4/c page in Modern Maturity is only $2.91.

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necessary economic adjustments to maintain their cherished mobility.

The 1970s saw some surprising twists in long-standing mobility trends. Nonmetro areas grew faster than metro areas—1.18% a year vs. 0.73%. However, in terms of the actual numbers of people involved, metro gains dwarfed nonmetro increases, 9.4 million vs. 5.4 million. Still, the nonmetro phenomenon proved that there was a strong desire to move from bigger communities to smaller ones. Metros with more than three million people hardly grew at all, and those from 500,000 to 3,000,000 increased less than 1% a year. In contrast, metros with less than 250,000 and those from 250,000 to 500,000 enjoyed annual increments of 1.37% and 1.26% respectively, which significantly eclipsed the nonmetro growth rate.

The suburbs continued to be the fastest-growing geographical unit, with an annual 1.5% growth rate. However, this was a noticeable slowdown from their 1960s' pace.

Striking changes altered the suburbs' racial composition in the 1970s. Blacks increased 4.1% a year (vs. 1.0% in the central cities), Latinos by 4.4% (vs. 2.9% in the core cities). In striking contrast, whites gained only 1.2% a year (vs. a 1.0% decline the the central cities).

Despite their rapid growth, minorities still comprise a small portion of the suburban population: 5.8% for blacks, 4.8% for Latinos. The critical element here is that a beachhead has been established by upwardly mobile minorities and more of them will join the mainstream dream of a home in the suburbs in the years ahead.

Caution on retail sales comparisons

Like any private research firm, Market Statistics, the Bill Communications subsidiary that prepares the *Survey* statistics, relies upon federal government censuses for benchmark data in developing its own estimates. In preparation for the *1980 Survey*, Market Statistics revised its own basic data and growth rates for individual store types and local geographic areas in line with the results of the 1977 Census of Retail Trade. Consequently, the retail sales estimates in the *1980 Survey* are not directly comparable with those in the *1979 Survey*, which had been based upon the 1972 Census of Retail Trade. As any marketer knows, the further one moves from a census year, the less reliable a benchmark becomes. Also arguing against such comparisons, although to a much lesser degree, is that, previously, sales taxes and finance charges were included in *Survey* estimates. The *1980 Survey* excludes such factors in line with the Census Bureau's new policy, adopted at the time of the 1977 Census.

Marketers who want to compare the growth rates of individual markets can use the 1977 Census results as their base point, just as the *Survey* has done for several of its *Highlight* tables. Also, the *1980 Survey of Buying Power Data Service* will include 1977 totals for 12 store categories and all counties.

Where are the children living?

	1979 (000)	*1970 (000)*
Children under 18	**62,389**	**69,162**
Living with:	**100.0%**	**100.0%**
Two parents	77.4%	85.2%
One parent	18.5	11.9
Mother only	16.9	10.8
Divorced	6.8	3.3
Single (never married)	2.5	0.8
Father only	1.6	1.1
Divorced	0.8	0.3
Single (never married)	0.1	—
Other relatives only	3.4	2.2
Nonrelatives only	0.7	0.7

Note: — represents zero.
Source: Census Bureau, *Marital Status and Living Arrangements*, Series P-20, No. 349.
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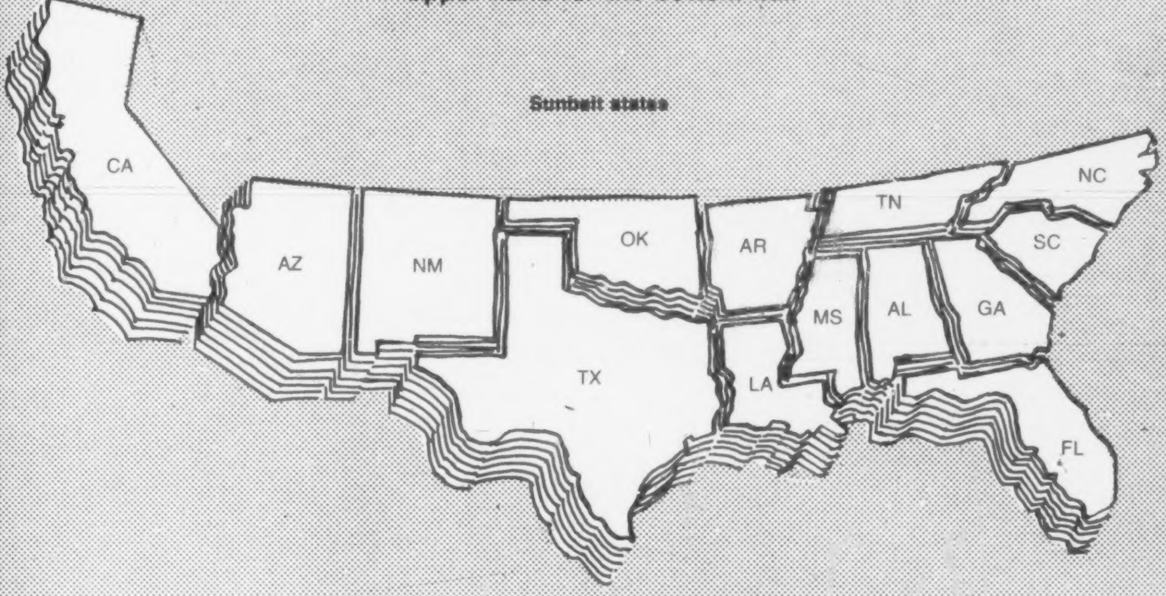
Meanwhile, job mobility enhanced the suburbs importance to marketers in the 1970s. The Bureau of Labor Statistics' annual report, *Employment and Unemployment: 1979*, reports that 41.5% of employed workers now live in suburbs compared to 27.6% in central cities and 30.9% outside metro areas. Those who are predicting that the energy crisis will force in-

S&MM MARKETGRAPH

Sunbelt: Setting the pace in industrial growth, too

Post-war population trends that triggered rapid growth in the Sunbelt states are having an economic spin-off. The southern perimeter of states that stretches from North Carolina to California is chalking up better-than-average growth rates in various industrial sectors. The 1977 Economic Censuses, for example, reveal that Sunbelt growth eclipsed the rest of the country in three key indicators: value added in manufacturing, 81% vs. 59%; retail sales, 66% vs. 54%; and selected services, 82% vs. 64%. However, not all the Sunbelt states are equally blessed, as can be seen from the wide variation in growth rates—from 61% to 122% in value added, and 41% to 109% in selected services.

Upper hand for the bottom half



State	Value Added In Mfg. 1977 (Mil. $)	% Increase 1972–77	Retail Store Sales 1977 (Mil. $)	% Increase 1972–77	Selected Services Receipts 1977 (Mil. $)	% Increase 1972–77
U.S.	$596,023	+ **66%**	$723,134	+ **58%**	$179,515	+ **70%**
Sunbelt	186,187	**81**	270,215	**66**	67,945	**82**
Rest of U.S.	399,837	**59**	452,919	**54**	111,570	**64**
Alabama	$ 8,349	**65%**	$ 10,705	**63%**	$ 1,696	**54%**
Arizona	3,388	**80**	8,170	**72**	1,853	**72**
Arkansas	4,865	**74**	6,383	**64**	922	**63**
California	55,452	**78**	81,058	**66**	26,617	**87**
Florida	9,332	**61**	31,413	**62**	8,549	**69**
Georgia	12,500	**69**	15,916	**53**	3,454	**69**
Louisiana	9,503	**122**	12,417	**73**	2,941	**102**
Mississippi	5,599	**98**	6,184	**57**	888	**66**
New Mexico	790	**121**	4,022	**75**	1,059	**41**
North Carolina	18,106	**64**	16,842	**59**	2,752	**63**
Oklahoma	4,651	**105**	9,228	**68**	1,661	**72**
South Carolina	8,095	**63**	8,350	**62**	1,420	**78**
Tennessee	12,635	**65**	13,710	**62**	2,729	**74**
Texas	32,923	**116**	45,816	**78**	11,404	**109**

Note: Value added is, roughly, the difference between the cost of supplies, materials, and labor and the price of the finished product; it is often considered an indicator of manufacturing sophistication. The selected services included in the Census represent only 29% of total spending on services.

Sources: S&MM calculations; Census Bureau, *1977 Census of Manufactures: Selected Statistics for States*, MC77-S-2(P); *1977 Census of Retail Trade: U.S. Summary*, RC77-A-52; *1977 Census of Service Industries:* U.S. Summary, SC77-A-52.

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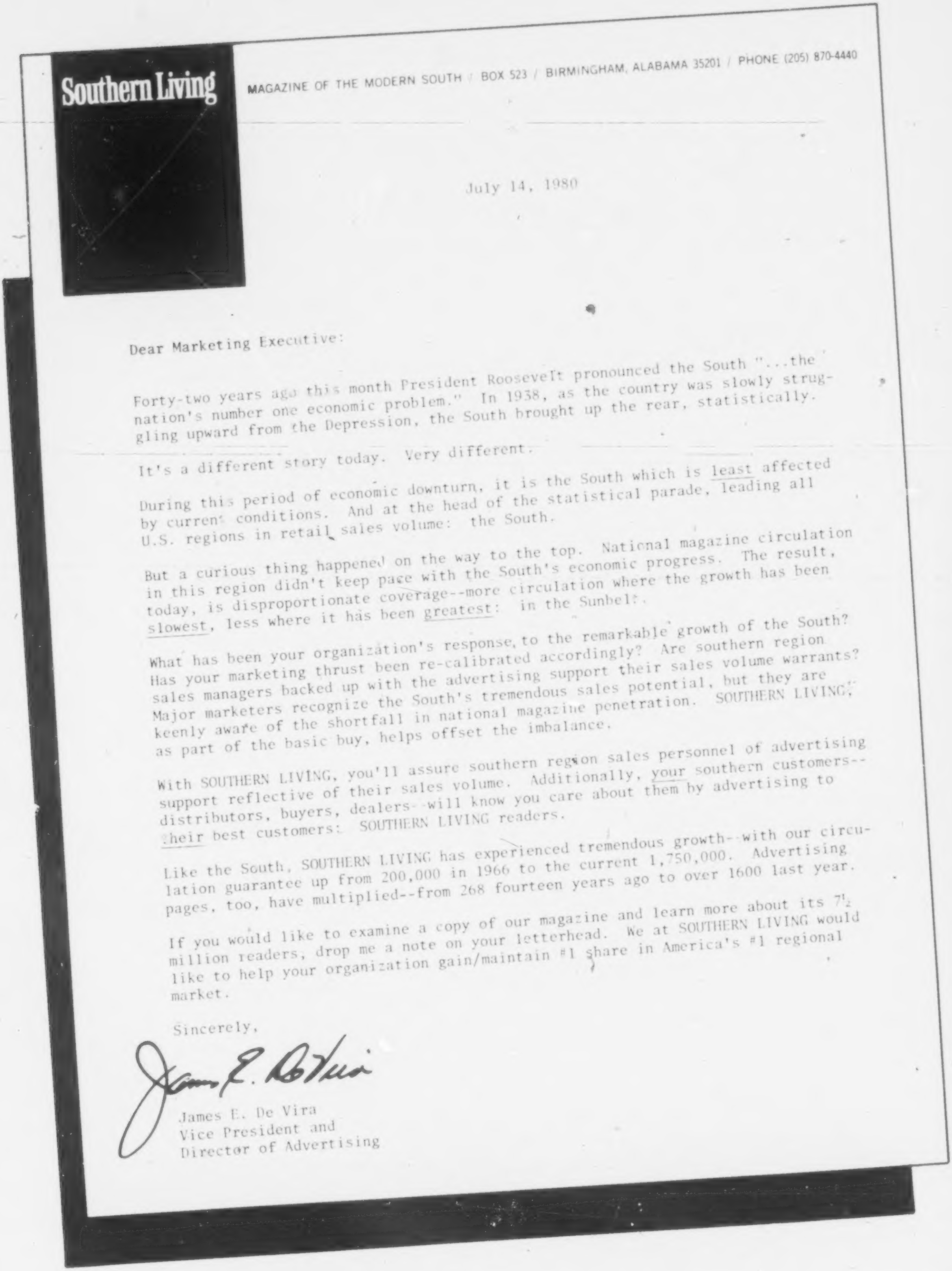

Southern Living
MAGAZINE OF THE MODERN SOUTH / BOX 523 / BIRMINGHAM, ALABAMA 35201 / PHONE (205) 870-4440

July 14, 1980

Dear Marketing Executive:

Forty-two years ago this month President Roosevelt pronounced the South "...the nation's number one economic problem." In 1938, as the country was slowly struggling upward from the Depression, the South brought up the rear, statistically.

It's a different story today. Very different.

During this period of economic downturn, it is the South which is least affected by current conditions. And at the head of the statistical parade, leading all U.S. regions in retail sales volume: the South.

But a curious thing happened on the way to the top. National magazine circulation in this region didn't keep pace with the South's economic progress. The result, today, is disproportionate coverage--more circulation where the growth has been slowest, less where it has been greatest: in the Sunbelt.

What has been your organization's response to the remarkable growth of the South? Has your marketing thrust been re-calibrated accordingly? Are southern region sales managers backed up with the advertising support their sales volume warrants? Major marketers recognize the South's tremendous sales potential, but they are keenly aware of the shortfall in national magazine penetration. SOUTHERN LIVING, as part of the basic buy, helps offset the imbalance.

With SOUTHERN LIVING, you'll assure southern region sales personnel of advertising support reflective of their sales volume. Additionally, your southern customers--distributors, buyers, dealers--will know you care about them by advertising to their best customers: SOUTHERN LIVING readers.

Like the South, SOUTHERN LIVING has experienced tremendous growth--with our circulation guarantee up from 200,000 in 1966 to the current 1,750,000. Advertising pages, too, have multiplied--from 268 fourteen years ago to over 1600 last year.

If you would like to examine a copy of our magazine and learn more about its 7½ million readers, drop me a note on your letterhead. We at SOUTHERN LIVING would like to help your organization gain/maintain #1 share in America's #1 regional market.

Sincerely,

James E. DeVira

James E. De Vira
Vice President and
Director of Advertising

dustry to relocate in the core cities miss the obvious: where the bulk of today's workers live. If rising energy costs render commuting uneconomic, it makes more sense to accelerate the industry trend to the suburbs.

The 1970s saw a dramatic recontouring of the marketing map. A phenomenal two-thirds of the decade's 16.8 million increase in resident population occured in the Sunbelt. However, the Sunbelt's growth was highly imbalanced: just three states—Florida, Texas, and California—accounted for 42% of the U.S. gain.

The 1980s are expected to bring population shifts from the Sunbelt to the Rocky Mountain states. The energy-related industries of that region, Donald McLagan, senior vice president, and Christopher Caton, director of long-term studies, Data Resources, Inc., agree, will be a major source of new jobs, income, and population growth. They say that the development of the small industrial base will contribute new jobs with the highest gains in technology firms.

The cause of the turbulent demographics that have buffeted marketers since the 1960s is the emergence of new social values. These values, as senior vice president Jane Fitzgibbon, of Yankelovich, Skelly & White, told a recent American Assn. of Advertising Agencies meeting, "pivot around self-fulfillment and psychic rewards, as opposed to the accumulation of material possessions; focus-on-self as opposed to conformity and self-denial." These values, which started with women's groups and college students in the early 1960s, she says, "are now subscribed to by over 80% of the population."

Some of the striking changes

The Survey and the Census Bureau: A close match on retail sales

Store Type	1979 Totals ($Mil.) Survey of Buying Power	Census Bureau	% Increase 1978–79 Survey of Buying Power	Census Bureau	Survey vs. Census 1979
TOTAL RETAIL SALES	**$887,519**	**$886,047**	**+ 8.6%**	**+10.6%**	**+ 0.2%**
Durable Goods					
Automotive	175,508	177,714	4.5	5.8	− 1.2
Building materials & hardware	50,506	52,239	13.7	13.8	− 3.3
Furniture–home furnishings–appliances	40,823	41,868	5.7	14.0	− 2.5
Furniture & home furnishings	25,049[1]	26,726	5.2	15.3	− 6.3
Nondurable Goods					
Food	195,710	191,326	10.2	11.2	+ 2.3
Grocery	183,860[1]	177,703	11.6	10.7	+ 3.5
General merchandise	112,400	110,233	3.2	8.9	+ 2.0
Department stores	93,620[1]	89,127	6.2	8.9	+ 5.0
Eating & drinking places	76,751	75,139	7.2	8.7	+ 2.1
Gas stations	72,122	71,894	24.2	21.3	+ 0.3
Apparel & accessories	43,103	43,028	10.4	9.2	+ 0.2
Drug	28,668	27,174	12.8	9.6	+ 5.5
Liquor	N.A.	15,595	N.A.	13.3	N.A.
Nonstore retailers	N.A.	22,628	N.A.	3.3	N.A.

[1] *Sales & Marketing Management's 1980 Survey of Buying Power* Data Service.

N.A. Not available.

Sources: *Sales & Marketing Management's 1980 Survey of Buying Power*, Census Bureau *Revised Monthly Retail Sales and Inventories*, BR-13-80S.

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Which government report do you believe?

Number of retail stores in 1977 reported by:

	Census of Retail Trade	County Business Patterns	Census vs. CBP
Total retail stores	1,303,621	1,263,377	+40,244
Eating & drinking places	308,614	287,382	+21,232
Food stores	171,592	167,088	+ 4,504
Gasoline service stations	146,523	139,509	+ 7,014
Apparel & accessories	114,813	117,835	− 3,022
Automotive dealers	94,800	90,403	+ 4,397
Furniture, home furnishings & appliances	91,742	87,462	+ 4,280
Building materials & hardware	65,788	62,787	+ 3,001
Drugstore	47,169	46,437	+ 732
General merchandise	38,353	41,128	− 2,775

[1] *Sales & Marketing Management's 1980 Survey of Buying Power*'s Data Service

N.A. Not available.

Sources: *Sales & Marketing Management's 1980 Survey of Buying Power*, Census Bureau, *Revised Monthly Retail Sales and Inventories*, BR-13-80S.

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Although all private market and economic research firms rely upon federal government reports as benchmarks for making their own estimates, they often find the same government agency issuing two different sets of figures on the same subject. A case in point is the Census Bureau's "1977 Census of Retail Trade" and its "1977 County Business Patterns (CBP)" series. Although both reports rely on the same 1972 Standard Industrial Classification codes in assigning retail establishments, they show a difference of 40,244 stores. The most glaring discrepancy is in the restaurant field, where there is a spread of 21,232 establishments.

The inability of the Bureau to develop a consistent set of store totals should be a source of concern to marketers. Because the census is done every five years, marketers use the annual CBP's store count to update their estimates of retail store sales in local markets.

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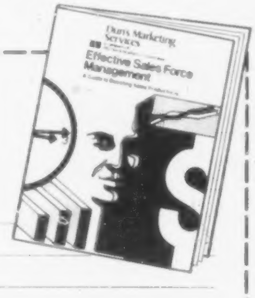

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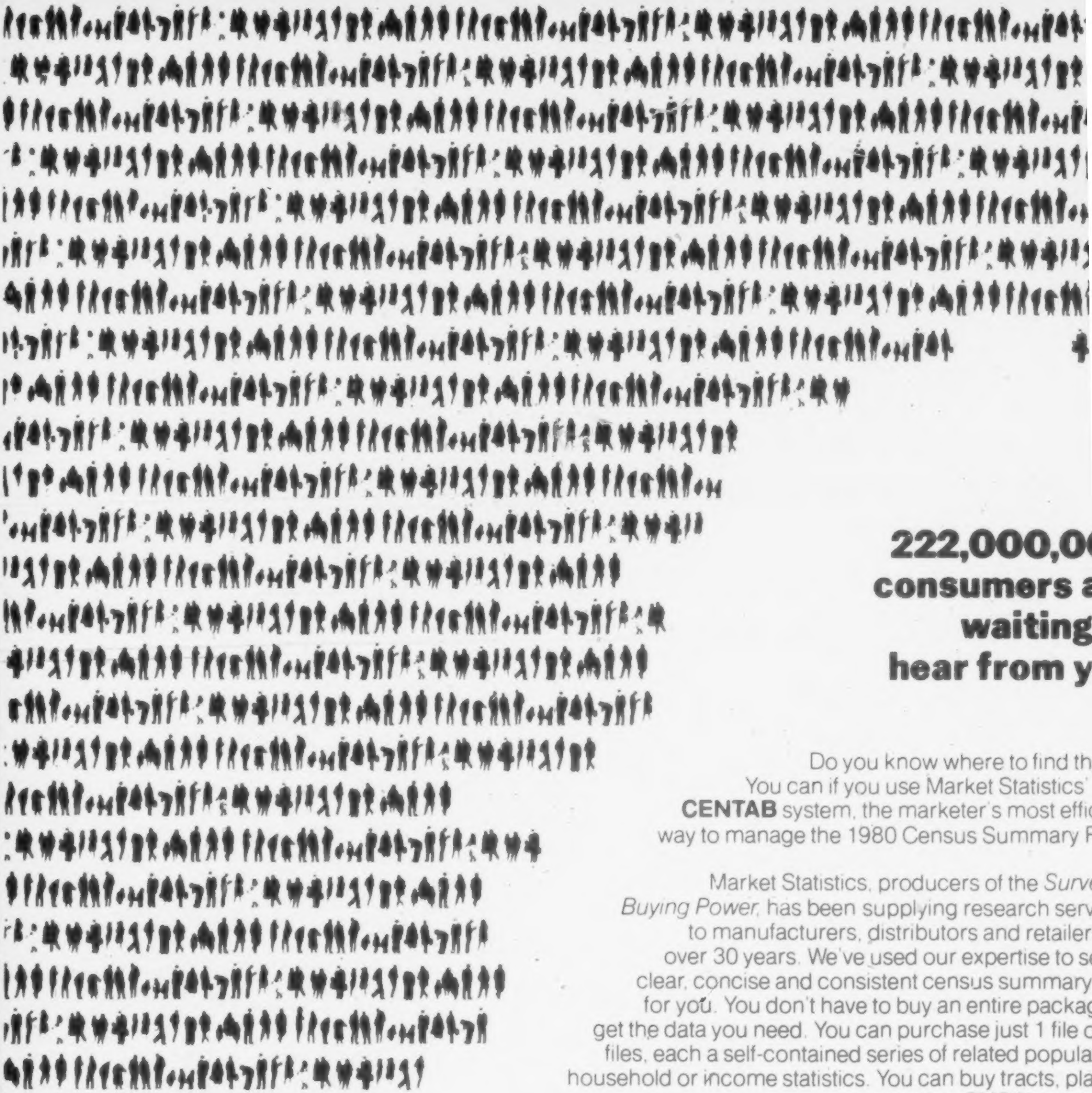

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The real and fancy of retail stores sales

Retail store category	Retail Sales in 1972 $ 1977 ($Mil.)	 1978 ($Mil.)	 1979 ($Mil.)	% Change, 1972 $ 1977–78	 1978–79	% Change Current $ 1978–1979
Total retail sales	**$514,340**	**$533,216**	**$538,958**	**+ 3.7%**	**+1.1%**	**+10.6%**
Durable Goods	**180,604**	**192,275**	**196,653**	**+ 6.5**	**+2.3**	**+ 9.5**
Automotive	106,727	111,874	109,632	+ 4.8	−2.0	+ 5.8
Furniture/home furnishings/appliances	26,776	28,442	30,695	+ 6.2	+7.9	+14.0
Building materials & hardware	26,011	28,647	30,301	+10.1	+5.8	+13.8
Nondurable goods	**333,703**	**340,813**	**342,555**	**+ 2.1**	**+0.5**	**+11.3**
Food	105,930	104,940	106,351	− 0.9	+1.3	+11.2
General merchandise	69,491	74,114	76,128	+ 6.7	+2.7	+ 8.9
Department stores	57,179	60,991	62,898	+ 6.7	+3.1	+ 8.9
Eating & drinking places	43,881	44,069	43,383	+ 0.4	−1.6	+ 8.7
Gas stations	33,572	33,657	31,285	+ 0.3	−7.0	+21.3
Apparel & accessories	28,821	31,058	32,771	+ 7.8	+5.5	+ 9.2
Drug	17,693	17,768	18,189	+ 0.4	+2.4	+ 9.6
GAF[1]	N.A.	148,485	159,320	N.A.	+7.3	+12.8

[1] Combination of general merchandise, apparel & accessories, and furniture/home furnishings/appliances; widely used as an indicator of consumer discretionary spending.
N.A. Not available.
Note: Real retail sales estimates, derived by S&MM, are based upon the retail sales deflators developed by the Bureau of Economic Analysis (BEA) as part of its responsibility for building the National Income and Product Account system. The deflators are superior to the Consumer Price Index (CPI) for deflating retail store sales because they are based upon the merchandise mix of individual store types; also, one-third of the CPI is made up of services, which have no relation to retail stores. S&MM gratefully acknowledges BEA's cooperation in making the deflators available.
Sources: S&MM calculations; Bureau of Economic Analysis, unpublished data; Census Bureau, *Monthly Retail Trade Report.*

© Sales & Marketing Management

How Survey compares with Census of Retail Trade

Store Category	SBP Estimate 1977 ($000)	Census of Retail Trade 1977 ($000)	SBP vs. Census
Total retail store sales	**$724,139,211**	**$723,134,221**	**+0.1%**
Food stores	159,014,469	157,940,457	+0.7
Automotive dealers	142,996,748	149,952,415	−4.6
General merchandise stores	100,700,424	93,947,773	+7.2
Eating & drinking places	64,046,872	63,275,673	+1.2
Gasoline service stations	55,068,407	56,468,144	−2.5
Building materials & hardware stores	38,027,439	38,859,865	−2.1
Apparel & accessories stores	36,719,434	35,564,433	+3.2
Furniture, home furnishings & appliance stores	36,318,401	33,176,312	+9.5
Drugstores	22,868,273	23,196,366	−1.4

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24-year-old women remain-
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960 to 49.4% in 1979, from
% to 19.6% among the
29 year olds. Those who did
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rocketed from 42 in 1960
to 111 in 1979 (the ratio also leaped for males, from 28 to 72).

More than half of all adult women were in the labor force last year, compared to 38% in 1960, and, to the surprise of many, the trend was strongest among married women with children under six years of age, from 19% to 43%. Some of the factors at work here, as noted in a Bureau of Labor Statistics report: Lowering of the birth rate, increase in age at first marriage, desire to maintain or increase household standard of living, and growing social acceptance. The trend is likely to continue in the current decade but with a different emphasis, an Ogilvy & Mather study notes. Women at work will be "less a matter of feminism, more one of inflation, high energy prices, and rising taxes."

An important demographic market to watch in the new decade will be the educated woman. For the first time in the postwar period, women outnumber men on college campuses—5.9 million vs. 5.5 million. Furthermore, they're entering college at a rate five times faster than men are. The implications for marketers are yet to be only guessed at. ■

Selling success starts with good geography

Just as "nothing happens until somebody sells something," no marketing plan will succeed until the marketer picks the right local markets for his selling emphasis. *Survey* data on metro areas, counties, and states point the marketer to where "sales opportunities" gleam the brightest.

By THAYER C. TAYLOR
Editorial Director
Survey of Buying Power

Once his overall sales objectives are decided upon, the marketer concerns himself with developing strategies for reaching those goals. This involves following up the vital demographics that are an important element in the creation of overall objectives with a parallel geographic segmentation that will underlie his local market selling tactics. Here, the marketer will select those geographic markets where the impact of his selling force and advertising support will produce the most profitable results.

Selecting appropriate markets is a critical decision because of the unique factors that differentiate one market from another. The more informed the marketer is about the distinctive qualities of local markets, the more knowledgeable will be his decisions on positioning his sales force and advertising strengths against markets that promise to deliver the greater return-on-investment.

The *Survey*'s rich lode of data on local market characteristics provides the marketer with helpful insights into the formulation of geographical sales strategy. The three basic dynamics of a local market—population (customers/prospects), Effective Buying Income (their

Fastest-growing metros in the 1970s

Growth Rank	*Metro Market*	% Gain 1970–79	*1979 Pop. (Thous.)*
1.	Fort Myers-Cape Coral, FL	**89.8%**	199.7
2.	Olympia, WA*	**54.6**	118.7
3.	Fort Collins, CO	**52.1**	136.7
4.	Fort Lauderdale-Hollywood	**49.6**	927.6
5.	Sarasota	**49.4**	179.9
6.	Anchorage	**48.6**	187.7
7.	West Palm Beach-Boca Raton	**48.3**	517.5
8.	Las Vegas	**46.5**	400.3
9.	Santa Cruz, CA	**45.5**	180.0
10.	Reno	**45.4**	175.9
11.	Richland-Kennewick-Pasco, WA	**43.2**	133.6
12.	Phoenix	**43.1**	1,389.6
13.	Boise	**42.7**	160.1
14.	Bryan-College Station, TX	**41.8**	82.1
15.	Provo-Orem, UT	**41.5**	194.9
16.	Austin	**40.4**	506.1
16.	Bradenton	**40.4**	136.3
18.	Houston	**39.0**	2,779.4
19.	Orlando	**38.4**	627.0
20.	Santa Rosa, CA	**37.9**	282.5
20.	Tucson	**37.9**	485.0
22.	Brownsville-Harlingen-San Benito, TX	**35.6**	190.2
22.	San Diego	**35.6**	1,841.2
24.	Tampa-St. Petersburg	**35.5**	1,474.6
25.	McCallen-Pharr-Edinburg, TX	**34.8**	244.7

*Potential metro market as defined by Sales & Marketing Management.
Source: *Sales & Marketing Management's 1980 Survey of Buying Power Data Service.*
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Metropolitan losers in the 1970s

Growth Rank	*Metro Market*	% Decline 1970–79	*1979 Pop. (Thous.)*
300.	Jersey City	**−9.5%**	550.4
299.	New York	**−7.1**	9,266.3
297.	Pittsburgh	**−6.3**	2,249.7
297.	Cleveland	**−6.3**	1,934.4
296.	Newark, NJ	**−5.8**	1,938.7
295.	Utica-Rome, NY	**−5.3**	322.5
292.	Pittsfield, MA	**−5.2**	141.6
292.	Elmira, NY	**−5.2**	96.2
292.	Buffalo	**−5.2**	1,278.8
291.	Columbus, GA	**−4.7**	227.1
290.	Jamestown, NY*	**−4.2**	141.2
288.	Steubenville-Weirton, OH-WV	**−2.9**	161.4
288.	Akron	**−2.9**	659.5
287.	Springfield, OH	**−2.7**	182.5
285.	Paterson-Clifton-Passaic	**−2.5**	449.4
285.	Muncie	**−2.5**	126.0
283.	Terre Haute	**−1.7**	172.0
283.	Dayton	**−1.7**	838.1
282.	Detroit	**−1.4**	4,371.9
281.	Quincy, IL*	**−1.3**	69.9
280.	Philadelphia	**−1.1**	4,771.5
278.	Pine Bluff, AR	**−0.9**	84.5
278.	Anderson, IN	**−0.9**	137.2
277.	St. Louis	**−0.8**	2,390.3
275.	Providence-Warwick-Pawtucket	**−0.7**	849.2
275.	Altoona	**−0.7**	134.4
273.	South Bend	**−0.3**	278.9
273.	Rockford, IL	**−0.3**	271.3
272.	Cincinnati	**−0.1**	1,385.8

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buying power), and retail sales (what they spend)—are presented in considerable detail, enabling the marketer to tailor his marketing program to geographic dimensions. For example, *Survey* data for each market include four population age segments, four household income groups, and six retail store types. These breakdowns allow the marketer to impart a high level of precision to his sales strategies.

Probably the most widely-used *Survey* figure is the Buying Power Index (BPI), which combines the market's population, Effective Buying Income (EBI), and retail sales into a handy measurement of U.S. potential. Chicago's BPI of 3.5542 means that the market's share of the U.S. potential sales of a mass-produced consumer good is equivalent to that figure. (The aggregate BPI total for all states will be 100.0000.)

"The BPI," comments Roy B. Unger, group vice president and marketing chief at Sealy, Inc., Chicago, "tells you where the sales opportunities are, provides an effective geographic standard, and shows you where improvements can be made."

Because it represents a share of U.S. potential, the BPI is a popular device for, first, estimating the distribution of a company's sales among its individual territories, and, second, setting quotas based upon each territory's estimated sales potential. Of course, relatively few companies have the personnel and financial resources for covering the entire U.S. One of the BPI's most popular appeals is that it can be adjusted to reflect the size of the marketer's universe, regardless of how small or large it may be.

William Tempest, sales vice president, Oral Systems, Inc., sells toothbrushes and toothpaste through the Southeast

Most affluent markets: Midwest leads the way

Rank	Metro Market	Median Household EBI	% Growth 1977–79	Growth Index U.S. = 100
1.	Anchorage	$27,279	16.1%	84
2.	San Jose	24,883	21.9	114
3.	Bridgeport-Stamford-Norwalk-Danbury	24,834	18.5	96
4.	New Brunswick-Perth Amboy-Sayreville	24,816	18.7	97
5.	Bremerton, WA*	24,620	28.3	148
6.	Nassau-Suffolk	24,592	16.7	87
7.	Honolulu	24,060	27.3	142
8.	Washington, DC	23,958	18.5	96
9.	Newark, NJ	23,665	17.9	93
10.	Detroit	23,473	15.3	80
11.	Saginaw	23,460	12.6	66
12.	Flint	23,369	14.9	78
13.	Gary-Hammond-East Chicago	23,218	23.0	120
14.	Kokomo, IN	23,077	19.7	103
15.	Ann Arbor	23,059	16.0	83
16.	Kenosha	22,906	20.5	107
17.	Chicago	22,597	16.1	84
18.	Houston	22,578	25.3	132
19.	Davenport-Rock Island-Moline	22,463	24.8	129
20.	Midland, TX	22,419	31.4	164
21.	Anaheim-Santa Ana-Garden Grove	22,350	21.8	114
22.	Dubuque	22,217	26.2	137
23.	Long Branch-Asbury Park, NJ	22,142	19.1	100
24.	Richland-Kennewick-Pasco, WA	22,140	24.7	129
25.	Janesville-Beloit, Wi	22,012	19.4	101
	U.S.	**$17,924**	**+19.4%**	**100**

Low-income markets: The South still trails

Rank	Metro Market	Median Household EBI	% Gain 1977–79	Growth Index U.S. = 100
300.	Laredo, TX	$10,622	21.4%	112
299.	McAllen-Pharr-Edinburg, TX	10,713	24.0	125
298.	Brownsville-Harlingen-San Benito, TX	11,623	20.2	105
297.	Daytona Beach, FL	11,667	26.8	140
296.	Joplin, MO*	11,918	19.5	102
295.	Sarasota	12,382	13.7	71
294.	Fort Smith, AR	12,587	18.7	97
293.	Bradenton	12,690	29.8	155
292.	Hattiesburg, MS*	12,758	12.1	63
291.	Meridian, MS*	13,178	16.0	83
290.	Athens, GA*	13,188	9.7	51
289.	Anniston, AL	13,281	15.2	79
288.	Gadsden, AL	13,328	17.6	92
287.	Tampa-St. Petersburg	13,622	27.3	142
286.	Panama City, FL	13,634	23.8	124
285.	Texarkana, AR-TX	13,702	24.0	125
284.	Alexandria, LA	13,783	22.1	115
283.	Johnson City-Kingsport-Bristol, TN	13,913	17.7	92
282.	Clarksville-Hopkinsville, TN-KY	14,059	19.9	104
281.	Florence	14,103	16.4	85
280.	Killeen-Temple, TX	14,280	19.9	104
279.	Lewiston-Auburn, ME	14,286	13.9	72
278.	Biloxi-Gulfport, MS	14,347	16.3	85
277.	Fayetteville, NC	14,382	19.6	102
276.	Columbus, GA	14,404	15.6	81
	U.S.	**$17,924**	**+19.4%**	**100**

*Potential metro market as defined by Sales & Marketing Management. Note: Median Household Effective Buying Income divides the market's households into two equal parts, with as many units above the figure as below it. 1977 is used as the base period for calculating % Gain because that is the year in which the most recent business census, Census of Retail Trade, was conducted. The Index is computed by dividing the all-U.S. % Gain, 19.4%, into the market's comparable figure.

Source: *Sales & Marketing Management's 1980 Survey of Buying Power.*

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and Southwest. To get a handle on where consumer buying is concentrated, he first lists the states he sells in and their relative BPIs. Then he adds up the BPIs and arrives at a total of 30.1630. Because this figure represents his total marketing universe, so to speak, it is equivalent to 100.0000. Dividing this figure into each state's BPI gives him an adjusted BPI that will suggest the share of company sales volume that each state should produce. Thus Alabama should contribute 4.8881% of his total sales rather than the 1.4744% credited to it in the *Survey*.

State	Survey BPI	Adjusted BPI
AL	1.4744	4.8881
AR	.8594	2.8492
FL	4.1940	13.9045
GA	2.1121	7.0023
KY	1.4537	4.8195
LA	1.6483	5.4646
MS	.8799	2.9172
NC	2.2869	7.5818
SC	1.1573	3.8368
TN	1.7961	5.9546
VA	2.3079	7.6514
WV	.7620	2.5263
AZ	1.1118	3.6860
NM	.5149	1.7071
OK	1.2549	4.1604
TX	6.3494	21.0503

Now that he has a firmer grasp of what each state should produce, Tempest next evaluates their actual performance. He enters the most recent quarterly sales totals for each state and calculates its relative share of his total business. To determine how effectively each state delivered on its sales potential, he divides its share of company sales by the BPI, which gives him a quality index. Arkansas, for example, fell 7% short of its indicated potential. He learns that only six states did better than was expected of them. (See table, page A-27.)

When use of the BPI turns up results like this, it acts as a catalyst for futher analysis. Here, Tempest will look into

How states compare in median EBI per household

Rank	State	Median Effective Buying Income Per Household	% Growth 1977–79
1.	Alaska	$26,107	+18.4
2.	Hawaii	22,991	+26.8
3.	New Jersey	21,771	+17.9
4.	Illinois	21,054	+16.4
5.	Connecticut	20,815	+17.8
6.	Michigan	20,091	+13.5
7.	Nevada	19,680	+19.1
8.	Washington	19,417	+23.4
9.	Ohio	19,274	+18.3
10.	Wyoming	19,199	+27.9
11.	Delaware	19,195	+17.4
12.	Maryland	19,179	+16.9
13.	Indiana	19,118	+20.6
14.	Minnesota	18,852	+27.6
15.	California	18,811	+20.4
16.	Iowa	18,779	+26.4
17.	Massachusetts	18,730	+18.7
18.	Wisconsin	18,617	+18.9
19.	Pennsylvania	18,265	+17.2
20.	Texas	18,135	+25.2
21.	Utah	18,126	+22.6
22.	New Hampshire	18,087	+19.9
23.	Colorado	18,060	+25.1
	U.S.	**17,924**	**+19.4**
24.	Kansas	17,829	+23.6
25.	Rhode Island	17,699	+14.1
26.	Arizona	17,691	+28.7
27.	New York	17,487	+14.3
28.	Nebraska	17,334	+22.9
29.	Dist. of Columbia	17,315	+14.7
30.	Virginia	17,288	+19.0
31.	Oregon	17,162	+23.3
32.	North Dakota	16,724	+30.3
33.	Missouri	16,416	+20.9
34.	Idaho	16,407	+18.5
35.	Louisiana	16,119	+22.5
36.	West Virginia	15,801	+23.3
37.	North Carolina	15,741	+18.9
38.	South Carolina	15,689	+20.5
39.	South Dakota	15,683	+40.7
40.	New Mexico	15,635	+25.6
41.	Georgia	15,608	+15.0
42.	Vermont	15,555	+19.4
43.	Maine	15,479	+15.6
44.	Kentucky	15,388	+21.4
45.	Florida	14,915	+23.2
46.	Tennessee	14,833	+16.8
47.	Montana	14,813	+17.4
48.	Oklahoma	14,634	+22.5
49.	Alabama	14,267	+16.8
50.	Arkansas	13,150	+17.7
51.	Mississippi	12,776	+15.7

Note: Median EBI per household means there are as many households above the stated income figure a below it. It is a more reliable indicator of buying power than average EBI per household because the latte includes income from nonhousehold sources, such as institutions and military barracks, hence will alway be a higher figure than the median one. The year 1977 was chosen for computing % growth because tha is the year in which the most recent Census of Retail Trade was taken.
Source: *Sales & Marketing Management's 1980 Survey of Buying Power.*

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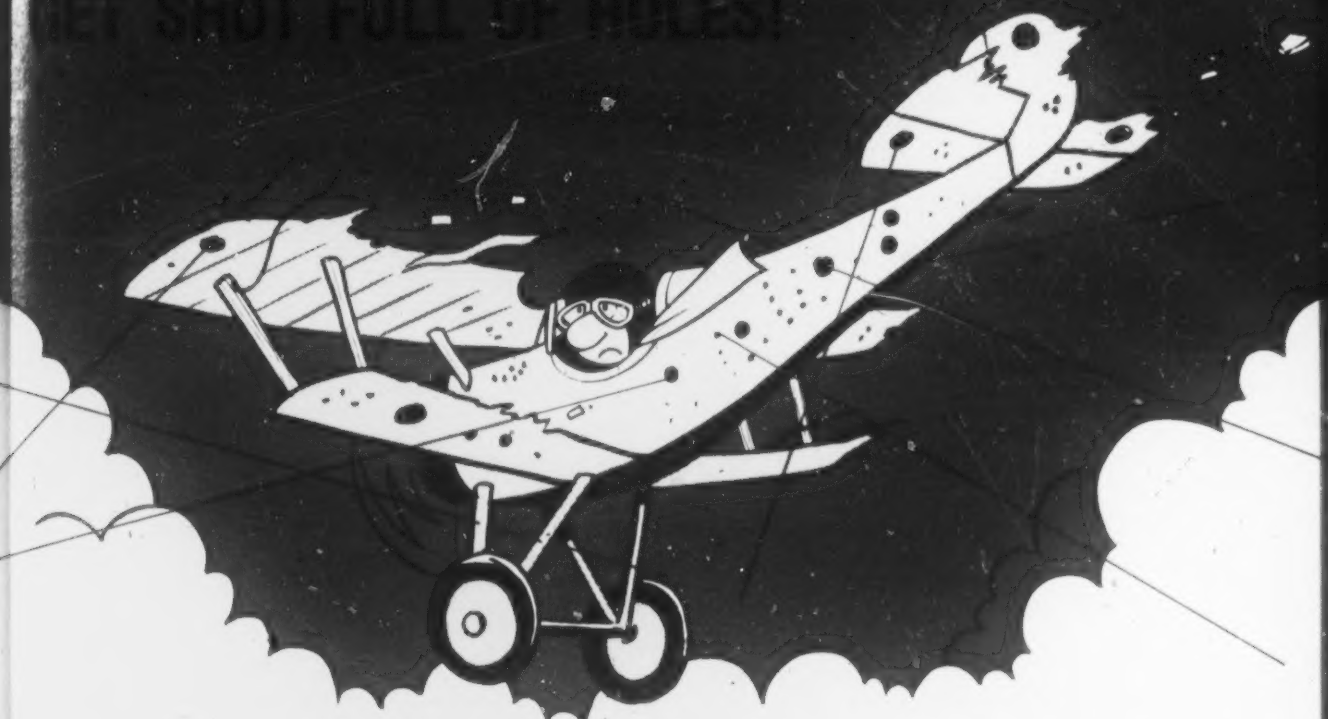

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1977–79 changes in regional markets

Region/States	1979 Population (Thous.)	% Change 1977–79	1979 Eff. Buy. Income ($000)	% Change 1977–79	1979 Retail Sales ($000)	% Change 1977–79	1979 Average EBI Per Household	Index U.S. =10
New England	**12,349.9**	**+0.2%**	**$91,932,021**	**+21.2%**	**$46,101,101**	**+14.2%**	**$21,291**	**103**
Connecticut	3,128.2	−0.4	26,151,222	+20.3	11,408,044	+ 9.4	23,917	116
Maine	1,106.0	+1.3	6,685,008	+19.4	4,206,303	+16.3	17,587	85
Massachusetts	5,787.5	−0.6	43,168,644	+21.4	21,839,723	+18.2	21,160	102
New Hampshire	897.8	+5.9	6,212,560	+29.6	3,790,024	+11.9	20,250	98
Rhode Island	933.1	−0.3	6,608,290	+16.2	3,058,066	+ 9.1	20,377	99
Vermont	497.3	+2.3	3,106,297	+25.1	1,798,941	+ 7.9	17,945	87
Mideast	**42,319.3**	**−1.1%**	**$323,306,581**	**+17.5%**	**$156,826,079**	**+19.9%**	**21,408**	**103**
Delaware	587.3	−0.5	4,477,759	+20.3	2,383,274	+11.4	21,982	106
District of Columbia	661.5	−4.6	6,203,867	+13.4	2,194,857	+ 5.3	22,284	108
Maryland	4,183.2	+0.1	31,329,279	+19.9	17,513,191	+21.8	21,802	105
New Jersey	7,341.8	−0.1	61,438,641	+20.3	29,923,898	+23.2	24,534	119
New York	17,776.0	−1.7	134,801,326	+15.5	60,959,809	+20.2	20,652	100
Pennsylvania	11,769.5	−0.9	85,055,709	+18.2	43,851,050	+17.7	20,489	99
Great Lakes	**41,418.9**	**+0.6%**	**$315,881,254**	**+20.4%**	**$170,793,653**	**+22.1%**	**22,020**	**106**
Illinois	11,259.3	−0.2	93,213,000	+19.1	47,413,145	+20.9	23,436	113
Indiana	5,386.4	+0.9	38,764,091	+23.4	21,458,728	+17.5	21,031	102
Michigan	9,223.1	+0.7	70,826,855	+17.1	40,460,676	+26.8	22,558	109
Ohio	10,811.6	+0.8	79,556,801	+22.1	42,767,014	+20.3	21,195	102
Wisconsin	4,738.5	+1.3	33,520,507	+23.7	18,694,090	+25.2	20,547	99
Plains	**17,246.7**	**+1.4%**	**$124,213,344**	**+28.8%**	**$70,892,046**	**+25.3%**	**$20,327**	**98**
Iowa	2,923.8	−0.1	21,950,997	+27.9	11,969,556	+21.7	21,279	103
Kansas	2,390.9	+2.2	18,235,029	+29.2	9,651,758	+25.4	20,924	101
Minnesota	4,071.8	+1.4	29,653,788	+31.8	17,266,654	+27.3	21,100	102
Missouri	4,899.3	+2.0	33,951,884	+24.9	20,165,638	+26.7	19,187	93
Nebraska	1,590.4	+0.7	11,398,181	+26.7	6,153,762	+19.6	19,993	97
North Dakota	668.1	+2.1	4,426,484	+34.6	2,847,922	+26.6	19,993	97
South Dakota	702.4	+0.1	4,596,981	+44.0	2,836,756	+29.9	19,043	92
Southeast	**50,385.7**	**+2.5%**	**$320,885,735**	**+25.3%**	**$191,464,431**	**+23.8%**	**$18,396**	**89**
Alabama	3,815.4	+2.4	22,213,753	+23.6	13,128,052	+22.6	16,962	82
Arkansas	2,221.8	+2.9	12,898,141	+23.2	7,702,117	+20.7	16,362	79
Florida	8,956.8	+3.5	63,889,652	+29.8	41,774,816	+33.0	18,613	90
Georgia	5,166.2	+2.8	31,980,353	+21.5	19,464,083	+22.3	18,429	89
Kentucky	3,554.3	+1.4	22,379,199	+25.7	13,066,768	+24.5	18,638	90
Louisiana	4,028.1	+2.5	25,337,118	+26.6	14,854,561	+19.6	19,363	94
Mississippi	2,433.6	+1.9	12,630,511	+19.7	7,988,953	+29.2	16,189	78
North Carolina	5,670.3	+1.8	35,755,229	+24.2	19,839,930	+17.8	18,487	89
South Carolina	2,967.9	+2.4	17,680,008	+26.9	10,155,390	+21.6	18,442	89
Tennessee	4,425.3	+3.0	27,292,954	+22.9	16,375,368	+19.4	17,570	85
Virginia	5,260.9	+2.2	36,924,599	+25.7	20,483,526	+23.9	20,673	100
West Virginia	1,885.1	+1.2	11,904,218	+27.6	6,6[illegible]0,867	+16.8	18,147	88
Southwest	**20,176.4**	**+4.8%**	**$144,681,198**	**+34.0%**	**$87,005,791**	**+29.4%**	**$20,589**	**100**
Arizona	2,495.5	+6.7	17,567,713	+39.2	10,175,459	+24.5	20,406	99
New Mexico	1,247.9	+2.7	7,750,223	+32.3	4,820,694	+19.9	18,431	89
Oklahoma	2,970.7	+4.9	19,834,715	+31.7	11,067,388	+19.9	17,762	86
Texas	13,462.3	+4.6	99,528,547	+33.7	60,942,250	+33.0	21,501	104
Rocky Mountain	**6,321.1**	**+5.4%**	**43,306,182**	**+31.1%**	**$26,269,354**	**+22.2%**	**$19,958**	**96**
Colorado	2,783.9	+4.8	20,628,204	+32.2	12,040,285	+22.6	20,730	100
Idaho	914.7	+5.1	5,820,723	+26.0	3,677,937	+21.9	18,777	91
Montana	800.9	+3.3	4,974,408	+25.0	3,490,057	+22.6	17,177	83
Utah	1,363.4	+6.6	8,338,805	+30.9	4,898,139	+18.1	20,196	98
Wyoming	458.2	+0.5	3,544,042	+43.9	2,162,936	+30.8	21,836	106
Far West	**31,364.4**	**+4.3%**	**$254,436,569**	**+29.3%**	**$138,166,180**	**+23.2%**	**$21,678**	**105**
Alaska	421.9	+0.2	3,879,806	+17.9	2,117,826	+15.7	31,906	154
Hawaii	917.9	+1.5	7,241,250	+30.8	3,831,635	+16.3	26,859	130
California	22,870.7	+3.9	188,288,064	+28.6	100,410,752	+23.9	21,625	105
Nevada	708.3	+0.4	5,793,774	+34.6	3,894,211	+26.9	22,080	107
Oregon	2,534.5	+5.4	18,153,771	+31.9	11,509,342	+23.1	19,319	93
Washington	3,911.1	+5.9	31,079,904	+32.6	16,402,414	+21.5	21,634	105
U.S.	**221,582.4**	**+1.7%**	**$1,618,642,884**	**+24.2%**	**$887,518,635**	**+22.7%**	**$20,685**	**100**

Note: Details may not add to totals due to rounding. EBI per household Index computed by dividing the state/region figure by the U.S. equivalent, $20,685.

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the reasons why the markets with an index below 100 did not measure up to their potentials. He will then be in a stronger position to take those corrective actions that will strengthen selling efforts in his weaker markets.

State	% of Sales	Quality Index
AL	4.4776	92
AR	2.6406	93
FL	16.6475	120
GA	7.2331	103
KY	4.9369	102
LA	5.3961	99
MS	2.8703	98
NC	7.6923	102
SC	3.7887	99
TN	5.6257	95
VA	7.9219	104
WV	2.2962	91
AZ	4.2480	115
NM	1.6073	94
OK	2.7555	66
TX	19.8622	94

This kind of analysis also tells Tempest the volume of additional sales he can expect if the deficient territories had delivered their potential. For example, if Alabama's share-of-sales had matched its share-of-BPI, the state's actual $390,000 of business would have increased to $426,000. All told, bringing the 10 lagging states up to par would have lifted total quarterly sales volume from $8,701,000 to $9,061,000.

Assigning quotas, or sales goals, to independent distributors is always a touchy chore. While they are usually paid commissions based on what

The format of this overview of regional markets is changed from the one in previous "Surveys." Because the "Survey" benchmarks were revised to reflect findings from the 1977 Census of Retail Trade, 1977 was chosen as the base year for computing changes in population, Effective Buying Income, and retail sales. Thus, the reader can get a better idea of how the three critical components of market dynamics are changing in relation to one another.

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they sell, which makes them attractive from a cost point of view, the marketer wants to make sure the distributors are realizing the potential that exists in their areas. Carol Denis, sales manager of Handy Aid Co., a maker of small appliances, knows from prior research that she can expect to gain $220 in product sales for every $1 million of total retail sales in a market. Using the *Survey*'s retail sales totals for the six New England states, she estimates she should derive approximately $10,142 in product sales in that region. She arrives at this estimate by multiplying each state's total retail sales by $220.

Because she is assigning sales targets on a factual basis—using ratios generated by market research and applying them to the most current statistics available, as provided by the *Survey*—she is in a stronger position to sell the distribu-

Retail sales: A scramble for first place

Rank	*Metro Market*	*1979 Retail Sales ($ Mil.)*	*% Increase 1977-79*	*Retail Sales Per Household*
1.	Los Angeles-Long Beach	$31,089	20.1%	$11,035
2.	Chicago	30,309	20.2	12,409
3.	New York	29,025	17.0	7,999
4.	Detroit	20,648	30.3	13,903
5.	Philadelphia	17,376	17.5	10,577
6.	San Francisco-Oakland	14,683	21.0	11,199
7.	Boston	14,664	15.1	10,732
8.	Houston	14,501	38.2	14,865
9.	Dallas-Fort Worth	13,700	33.0	13,848
10.	Washington, DC	13,637	19.5	12,562
11.	Nassau-Suffolk	11,144	21.6	13,390
12.	St. Louis	9,954	24.7	12,269
13.	Minneapolis-St. Paul	9,853	32.1	13,663
14.	Anaheim-Santa Ana-Garden Grove	9,550	29.4	13,342
15.	Pittsburgh	8,768	16.5	10,869
16.	Baltimore	8,415	22.7	11,252
17.	Atlanta	8,375	23.3	12,715
18.	Cleveland	8,326	24.5	12,155
19.	Newark, NJ	7,674	22.2	11,619
20.	San Diego	7,513	27.4	10,665
21.	Seattle-Everett	7,433	26.7	12,702
22.	Denver-Boulder	7,176	22.3	12,555
23.	Miami	7,170	28.9	12,615
24.	Tampa-St. Petersburg	6,522	34.5	10,499
25.	Kansas City	6,385	30.2	12,839

Notes: % increase calculated before rounding. 1977 is the base year for calculating % increase because the most recent Census of Retail Trade was conducted in that year.

Dramatic population shifts in the 1970s

States with the fastest population growth . . .

Growth Rank	*State*	*% Change 1970-79*	*Numerical Change (Thous.) 1970-79*	*1979 Population (Thous.)*
1.	Nevada	+45.2%	+ 220.6	708.3
2.	Arizona	+40.6	+ 720.7	2,495.5
3.	Alaska	+40.0	+ 120.6	421.9
4.	Wyoming	+38.3	+ 126.9	458.2
5.	Florida	+32.0	+ 2,168.8	8,956.8
6.	Utah	+28.9	+ 305.7	1,363.4
7.	Idaho	+28.7	+ 203.8	914.7
8.	Colorado	+26.2	+ 577.6	2,783.9
9.	New Mexico	+22.9	+ 232.6	1,247.9
10.	New Hampshire	+21.8	+ 160.6	897.8
	Ten-state Total	**+31.3%**	**+ 4,837.9**	**20,248.4**

. . . and the slowest or no growth

Growth Rank	*State*	*% Change 1970-79*	*Numerical Change (Thous.) 1970-79*	*1979 Population (Thous.)*
51.	Dist. of Columbia	-12.6%	- 95.1	661.5
50.	New York	- 2.5	- 462.8	17,776.0
49.	Rhode Island	- 1.7	- 16.4	933.1
48.	Pennsylvania	- 0.2	- 27.8	11,769.5
47.	Illinois	+ 1.4	+ 153.9	11,259.3
46.	Ohio	+ 1.5	+ 158.3	10,811.6
45.	Massachusetts	+ 1.7	+ 99.0	5,787.5
44.	New Jersey	+ 2.4	+ 171.7	7,341.8
43.	Connecticut	+ 3.2	+ 96.3	3,128.2
42.	Iowa	+ 3.7	+ 103.7	2,923.8
	Ten-state total	**+ 0.2**	**+ 180.8**	**72,392.3**
	U.S.	**+ 9.1**	**+18,439.4**	**221,582.4**

Source: *Sales & Marketing Management's 1980 Survey of Buying Power*
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Household income growth in the 1970s

States with the fastest growth . . .

Growth Rank	*State*	*% Growth Median EBI Per Household 1971-79*	*Growth Index U.S.=100*
1.	Wyoming	160%	143
2.	Alaska	151	135
3.	Delaware	137	122
3.	Texas	137	122
5.	West Virginia	135	121
6.	Mississippi	134	120
7.	Arkansas	133	119
8.	Utah	132	118
9.	Colorado	130	116
9.	Idaho	130	116
9.	Kentucky	130	116

. . . and the slowest

Growth Rank	*State*	*% Growth Median EBI Per Household 1971-79*	*Growth Index U.S.=100*
51.	Dist. of Columbia	71%	63
50.	New York	81	72
48.	South Dakota	98	88
48.	Montana	98	88
47.	Vermont	100	89
46.	Rhode Island	101	90
44.	Massachusetts	102	91
44.	Maine	102	91
43.	California	106	95
42.	Connecticut	108	96
	U.S.	**112%**	**100**

Note: Growth Index is calculated by dividing the U.S.'s 112% growth into the state's % growth. 1971 is the base period because that is the year new income data from the 1970 Census were included in *Survey of Buying Power* EBI estimates.

State	Retail Sales	Product Volume
CT	$11.4M	$2,508
ME	4.2	924
MA	21.8	4,796
NH	3.8	836
RI	3.1	682
VT	1.8	396

tors on their allocated goals. Also, as the selling season proceeds, she can use each state's expected share of sales as a measurement tool for evaluating the performance of individual distributors.

Allocating advertising dollars for his automotive tune-up kit is a prime concern of Luigi Naples, marketing manager of Cox Supplies Co. He sells in 10 Southern metro markets which are roughly similar in size, from Macon, GA, with a population of 248,400, to Lubbock, TX, 205,200. If he allocated the ad dollars on a population basis, the division among the 10 markets would be pretty even, from 11.1% for Macon down to 9.2% for Lubbock.

However, because the *Survey* data allow him to plan on a more sophisticated level, he decides to evaluate the markets from two vantage points: household spending and automotive sales. He divides the retail sales per household for each market by the all-U.S. average, $11,342, and gets indexes ranging from 140 for Lubbock, TX, which means 40% above average, down to 90 for Killeen-Temple, TX, or 10% below average.

Because of his product's close kinship with motor vehicle ownership, he totals the automotive dealer sales for the 10 markets and computes each market's relative share of the overall total. Again, Lubbock scores high, with a 14.8% share, while Fayetteville, NC, comes in low with an 8.1% share. Combining the two factors he has developed, Naples then multiplies the household index by the automotive percent share, and totals the resulting figures. He then computes each market's share of the total. This gives him a significantly different allocation picture from the one suggested by population, but one that is more closely linked to his marketing objectives.

As marketers scan S&MM's metro markets for the brightest sales opportunities, comparative market quality is always a critical consideration. Meal-Time Services, a vendor of cooking ingredients, is concerned about the decline in real sales suffered by restaurants

Market	Population Share	Advertising Share
Macon, GA	11.1%	9.9%
McAllen-Pharr-Edinburg, TX	10.9	10.4
Fayetteville, NC	10.6	7.4
Columbus, GA	10.1	9.4
Daytona Beach, FL	10.0	9.6
Savannah, GA	9.8	8.3
Roanoke, VA	9.7	10.5
Killeen-Temple, TX	9.4	7.0
Galveston-Texas City, TX	9.2	8.6
Lubbock, TX	9.2	18.9

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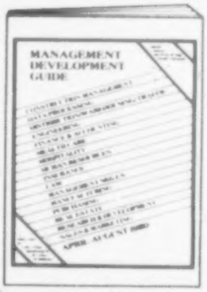

as a result of the recession and climbing gasoline prices. John Kearns, Midwestern regional sales manager, thinks the growing number of supermarket delicatessen sections may help lagging sales.

Interested in learning whether markets differ significantly in the way consumers spend their food dollar, he picks nine markets that cluster together as far as median EBI per household is concerned. He lists for each market its food store sales and eating and drinking places sales, then totals the two figures. Computing the share represented by food stores, he learns that the markets, indeed, show distinctive traits—from 76% in Hamilton-Middletown, OH, down to 60% in Madison,WI.

Market	Food Spending ($000)	Food Store Share
Decatur, IL	$174	72%
Wichita, KS	525	65
Indianapolis, IN	1,397	70
Hamilton-Middletown, OH	318	76
Dayton, OH	1,011	71
Elkhart, IN	177	70
Madison, WI	427	60
Marion, IN	87	75
Fargo-Moorhead, ND	189	61

As the preceeding diverse examples illustrate, the *Survey*'s informational resources will serve the marketer much the way Francis Bacon wrote about books: "Some books are to be tasted, others to be swallowed, and some few to be chewed and digested." The *Survey*'s data provide a broad menu of decision-making aids, which, when seasoned with the marketer's personal knowledge, can be combined in innovative recipes that blend successful selling strategies and profitable payoffs. S&MM

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Where household EBI is soaring and lagging

The fastest-growth states . . .

Growth Rank	State	% Growth In Median EBI Per Household 1977–79	Growth Index U.S.=100	Median EBI Per Household 1979	Household EBI Index U.S.=100
1.	South Dakota	+40.7%	210	$15,683	87
2.	North Dakota	+30.3	156	16,724	93
3.	Arizona	+28.7	148	17,691	99
4.	Wyoming	+27.9	144	19,199	107
5.	Minnesota	+27.6	142	18,852	105
6.	Hawaii	+26.8	138	22,991	128
7.	Iowa	+26.4	136	18,779	105
8.	New Mexico	+25.6	132	15,635	87
9.	Texas	+25.2	130	18,135	101
10.	Colorado	+25.1	129	18,060	101

. . . and states with slowest growth

Growth Rank	State	% Growth In Median EBI Per Household 1977–79	Growth Index U.S.=100	Median EBI Per Household 1979	Household EBI Index U.S.=100
51.	Michigan	+13.5%	70	$20,091	112
50.	Rhode Island	+14.1	73	17,699	99
49.	New York	+14.3	74	17,487	98
48.	Dist. of Columbia	+14.7	76	17,315	97
47.	Georgia	+15.0	77	15,608	87
46.	Maine	+15.6	80	15,479	86
45.	Mississippi	+15.7	81	12,776	71
44.	Illinois	+16.4	85	21,054	117
42.	Tennessee	+16.8	87	14,833	83
42.	Alabama	+16.8	87	14,267	80
	U.S.	**+19.4%**	**100**	**$17,924**	**100**

Note: Median Household Effective Buying Income divides the market's households into two equal parts, with as many units above the figure as below it. Indexes are calculated by dividing the U.S. equivalents—$17,924 for median household EBI and 19.4% for the 1977–79% change—into the state's comparative figures. 1977 was chosen as the base period because the most recent Census of Retail Trade was conducted in that year.
Source: *Sales & Marketing Management's 1980 Survey of Buying Power.*
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Supermetros: Slower growth, but still important

Consolidated Metro Market	1979 Population (Thous.)	% Change 1970–79	Average EBI Per Household	EBI Index U.S.=100	Buying Power Index
New York-Newark-Jersey City-Bridgeport	16,813.4	− 3.9%	$23,112	112	7.8802
Los Angeles-Long Beach-Anaheim	11,034.6	+10.6	21,796	105	5.4990
Chicago-Gary	7,646.7	+ 0.5	25,098	121	3.8591
Philadelphia-Wilmington-Trenton	5,611.9	− 0.3	23,041	111	2.5805
San Francisco-Oakland-San Jose	4,797.9	+ 8.4	24,176	117	2.5808
Detroit-Ann Arbor	4,630.5	− 0.8	25,750	124	2.4075
Cleveland-Akron-Lorain	2,868.8	− 4.4	22,945	111	1.3758
Houston-Galveston	2,985.5	+37.6	25,265	122	1.6054
Miami-Fort Lauderdale	2,422.5	+28.3	21,239	103	1.2617
Seattle-Tacoma	1,982.1	+ 7.9	22,278	108	.9963
Cincinnati-Hamilton	1,647.7	+ 2.1	21,802	105	.7559
Milwaukee-Racine	1,591.9	+ 1.1	22,570	109	.7615
Total	**64,033.5**	**+ 3.5%**	**$23,298**	**113**	**31.5637**

Note: The EBI Index is calculated by dividing the U.S. average, $20,685, into the market's comparative average EBI per household. The Buying Power Index is a weighted index that converts a market's population, Effective Buying Income, and retail sales into a share of the U.S. potential.
Source: *Sales & Marketing Management's 1980 Survey of Buying Power.*
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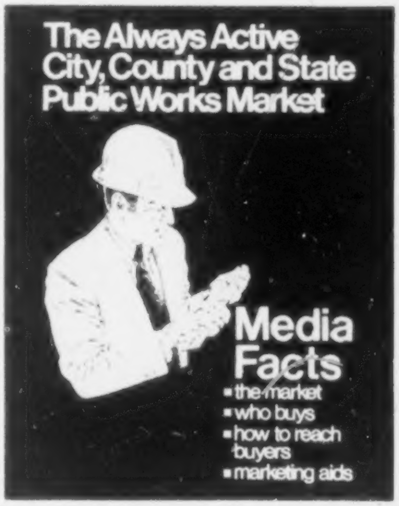

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Sample tables from the Survey

The numbers that appear beneath the individual column heads in the sample tables shown here are coded to the "Definition of Terms," which starts below. The definitions appear alphabetically in the Definition section, and each one is accompanied by the appropriate number that appears beneath the column headings on this page. Thus the definition for "Age Groups of Population" contains a reference to Columns 4-7. Using the code numbers in conjunction with the appropriate definition will make the individual column topics more intelligible to you and thus enhance your ability to profit from the *Survey* data.

Section C: U.S. Metro Areas, Counties, Cities

S&MM ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1979							S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1979						
			% of Hslds by EBI Group (A) $8,000-$9,999 (B) $10,000-$14,999 (C) $15,000-$24,999 (D) $25,000 & Over								% of Hslds by EBI Group (A) $8,000-$9,999 (B) $10,000-$14,999 (C) $15,000-$24,999 (D) $25,000 & Over				
METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index	**METRO AREA** County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
	16	17	18	19	20	21	22		16	17	18	19	20	21	22

Section D: Canada

S&MM ESTIMATES		POPULATION 12/31/79				RETAIL SALES BY STORE GROUP—1979											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41

S&MM ESTIMATES		EFFECTIVE BUYING INCOME—1979				% of Households by EBI Group (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over							EFFECTIVE BUYING INCOME—1979				% of Households by EBI Group (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E	**County** City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
	23	42	43	44	45	46	47	48	49	50		23	42	43	44	45	46	47	48	49	50

Definition of terms used in the Survey

The following definitions pertain to both U.S. and Canadian data. However, the Standard Industrial Classification (SIC) industry codes shown for retail store groups are those used in the U.S. Column numbers refer to the sample tables illustrated on this and facing page. When you use the Canadian statistics, substitute "Canada" for "U.S." in the definitions. Also, to facilitate usage of the two *Surveys* we publish each year, we indicate whether the data appear in the *Survey of Buying Power* (SBP) and/or *Survey of Buying Power—Part II* (SBP—II).

AGE GROUPS OF POPULATION (Columns 4-7). Population breakdowns for four age groups are useful for marketers because age groups are associated with lifestyle changes. Thus 18 to 24 year olds represent the household-forming stage. **SBP**

APPAREL & ACCESSORIES STORES (Column 33) (SIC Major Group 56). Establishments engaged primarily in selling new clothing and related articles. It is a broadly inclusive group, embracing—besides men's and women's clothing stores—custom tailors, tailor shops, corset and lingerie stores, furriers, millinery stores, hosiery shops, women's specialty stores, and shoe stores. However, apparel and accessories sales made in department and general merchandise stores are not included. **SBP, SBP—II**

AUTOMOTIVE DEALERS (Columns 14, 35) (SIC Major Group 55, except Subgroup 554). Included are retail outlets selling cars—domestic and imported, new and used. Motorcycle dealers, household trailer dealers, boat dealers, and "other" automotive dealers (such as tire, battery, and accessory dealers and auto and home supply stores) round out the group. **SBP, SBP—II**

AVERAGE HOUSEHOLD EFFECTIVE BUYING INCOME (Column 45, U.S. State Summary on EBI, B-5). Total Effective Buying Income (EBI) divided by the number of households. Often used as an indicator of market quality, but it can be misleading, particularly in areas where there is a disproportionate share of college, military, and other types of institutional population housed in group quarters not considered households. Because total EBI includes such income, a per household average credits households with income not properly theirs. (See also Median Household EBI). **SBP, SBP—II**

BLACK POPULATION. Updated from the Census Bureau's 1970 Census of Population and Housing, it is a head-count estimate of persons who consider themselves members of the Negro or black race and who lived in the area at the end of the year. **SBP—II**

BUILDING MATERIALS, HARDWARE DEALERS (Metro Ranking Table, B-37)(SIC Major Group 52). This mixed group includes retail establishments whose main business is selling lumber, building materials, paint, glass, wallpaper, and basic hardware to the general public even if sales to contractors account for a larger share of total sales. Retail nurseries, lawn-and-garden supply stores, and mobile home dealers are in this group. **SBP**

BUYING POWER INDEX (BPI) (Columns 22, 40). A weighted index that converts three basic elements—population, Effective Buying Income, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the U.S./Canada potential. It is calculated by giving a weight of 5 to the market's percent of U.S./Canada Effective Buying Income, 3 to its percent of retail sales, and 2 to its percent of population. The total of those weighted percents is then divided by 10 to arrive at the BPI.

The BPI, probably one of the *Survey of Buying Power*'s most widely used single market measures, is most useful in estimating the potential for mass products sold at popular prices. The further a product is removed from the mass market, the greater is the need for a BPI modified by more discriminating factors—income, age, sex, etc. **SBP, SBP—II**

CANADIAN METROPOLITAN AREA (CMA). Statistics Canada, Ottawa—the federal government's data-collection agency—defines metropolitan areas by labor markets, using the boundaries of minor civil divisions (below the county level). Each CMA comprises a continuous built-up area (the "urbanized core") together with adjoining areas with high levels of commuting to or from that core. Sales & Marketing Management defines metropolitan areas for Canada by counties because current data, especially sales data, are usually available on a county basis. (See County.) The U.S. used a system similar to Canada's prior to the 1950 census, when it switched over to county boundaries. **SBP, SBP—II**

CENTRAL CITY. A city whose name is included in the name of a metropolitan area. The title of a Standard Metropolitan Statistical Area (SMSA), or a potential metropolitan area as defined by Sales & Marketing Management, includes the name of the largest city and the names of no more than two other area cities with populations that meet certain criteria of absolute and relative size. There are two exceptions: (1) the Nassau-Suffolk SMSA, which has no central cities, and (2) the Northeast Pennsylvania SMSA, whose central cities are the same as those of the two former SMSAs from which it was formed. The title of a New England County Metropolitan Area contains the names of all the SMSA central cities in the area. **SBP**

CITY. An aggregation of people and retail outlets with corporate limits within which city government, as an incorporated state agency, can legally exercise authority. This year's *Survey* lists 662 U.S. cities that either (1) had 40,000 or more population in the 1970 census, (2) are central cities of metropolitan areas, or (3) function independently of counties. Kannapolis, NC, is the only nonincorporated central city. It is considered to lie within the limits delineated for Census Bureau purposes. (See Central City and Independent City.) **SBP**

CONSOLIDATED METROPOLITAN AREA. A large metropolitan complex comprising a metropolitan area of a million people or more together with other contiguous metropolitan areas, the population of each of which is at least 75% urban and meets certain minimum criteria of integration with the central metropolitan area. Under new federal criteria to be implemented with 1980 Census data, it's likely that several more consolidated areas will be named. **SBP, SBP—II**

COUNTY. The primary political administrative subdivision of a state, the county is widely used in marketing because: (1) Current available data below the state level is greatest at the county level. (2) Geographic boundaries are rarely altered. (3) Complete national coverage is achieved by adding all counties. (4) The U.S.'s 3,141 county units are manageable building blocks for alignment of sales territories. (5) County boundaries are readily indentifiable.

For Louisiana, parishes are used in lieu of counties; for Alaska, census divisions. The District of Columbia is treated as a single county unit. In Virginia, all cities are by law independent of counties; hence, the *Survey* treats them as county units. The cities of Baltimore, MD, St. Louis, MO, and Carson City, NV, are also independent cities. In addition, the county formerly known as Muscogee County, GA, is administered by the consolidated city-county government of Columbus; hence, that county is listed as Columbus. In the 1980 Survey, Jackson and Washabaugh counties, SD, are merged, retaining the Jackson name, in line with a state decision. **SBP, SBP—II**

DEPARTMENT STORES (SIC Subgroup 531). Establishments that employ 25 or more persons and have combined sales of soft goods and apparel representing at least 20% of total sales. Furthermore, the establishment must sell minimum amounts of (1) furniture, home furnishings, appliances, radios, and TV sets; (2) a general line of apparel; and (3) household linens and dry goods. So-called mass merchandisers and discount stores are included if they meet the above criteria. Department store sales are included in the General Merchandise Store sales totals. **SBP—II**

DRUGSTORES (Columns 15, 38) (SIC Subgroup 591). Includes both drugstores and proprietary stores. Drugstores fill and sell prescriptions; proprietary stores do not. Both sell drugs, proprietary medicines, and other health and first-aid products. Both may sell a number of related lines—cosmetics, toiletries, candy, tobacco products, magazines, toys, etc.—and may operate a soda fountain or lunch counter. **SBP, SBP—II**

EATING & DRINKING PLACES (Columns 11, 31) (SIC Major Group 58). Includes establishments selling prepared food and drinks for consumption on or near the premises or for takeout, as well as lunch counters and refreshments stands selling prepared foods and drinks for immediate consumption. Also included are caterers and in-plant food contractors, as well as leased eating and/or drinking concessions in theatres, hotels, amusement parks, etc. **SBP, SBP—II**

EFFECTIVE BUYING INCOME (EBI) (Columns 16, 42). A classification exclusively developed by Sales & Marketing Management, it is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Market Statistics, the research division of Bill Communications that prepares the *Survey* data, removes from this figure compensation paid to military and diplomatic personnel stationed overseas to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income group should be considered. **SBP, SBP—II**

EFFECTIVE BUYING INCOME, AVERAGE HOUSEHOLD. (See Average Household Effective Buying Income.)

EFFECTIVE BUYING INCOME, HOUSEHOLD GROUP. (See Households By Effective Buying Income Group.)

EFFECTIVE BUYING INCOME, MEDIAN HOUSEHOLD. (See Median Household Effective Buying Income.)

EFFECTIVE BUYING INCOME, PER CAPITA. (See Per Capita Effective Buying Income.)

FOOD STORES (Columns 10, 30) (SIC Major Group 54). Establishments selling food primarily for home consumption. **SBP, SBP—II**

FURNITURE, HOME FURNISHINGS & APPLIANCE STORES (Columns 13, 34) (SIC Major Group 57). A combination of several subgroups that sell goods for furnishing the home, including furniture, floor coverings, draperies, glass and chinaware, stoves, refrigerators, and other household appliances. **SBP, SBP—II**

GASOLINE SERVICE STATIONS (Column 36) (SIC Subgroup 554). Includes both "gas stations" and garages whose receipts come mostly from sales of gasoline and oil. Besides those main products they also sell tires, batteries, and accessories. **SBP**

GENERAL MERCHANDISE STORES (Columns 12, 32) (SIC Major Group 53). Includes department stores, limited-price variety stores ("5 & 10's"), and general merchandise stores. Establishments selling used general merchandise and those selling by mail, vending machine, or direct selling are classified by the Census Bureau as "miscellaneous retail stores" (SIC 59). **SBP, SBP—II**

HARDWARE STORES (Column 37) (SIC Subgroup 525). Primarily sell basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for more than 50% of total sales. *Note:* Usually included as part of Building Materials Group in U.S., Hardware Dealers are listed separately in Canadian Section because Statistics Canada treats them as wholesalers. **SBP**

HOUSEHOLD (Columns 8, 26). A household consists of all the people occupying a single housing unit under 1970 census rules—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household.

All persons who are not members of households are regarded as living in group quarters: institutions, college dormitories, military barracks, etc. Caution: Although a county's population total will include all the people in the area, the household total will not do so because it excludes group quarters. **SBP, SBP—II**

HOUSEHOLD HEAD. The person so regarded by members of the household. Because, under census rules, each household must have a head, the number of household heads is always the same as the number of households. Two types of household head are recognized by the Census Bureau. A family head is a household head living with one or more persons who are related to him or her by blood or marriage. A primary individual is a household head living alone or with nonrelatives only.

HOUSEHOLDS BY EFFECTIVE BUYING INCOME GROUP (Columns 18-21, 46-50). A household's available spending potential is also used by marketers who want to aim their efforts at those most likely to buy. **SBP**

INDEPENDENT CITY. Several cities in the U.S. that do not fall within official county boundaries are treated as independent entities by the Census Bureau. The *Survey* lists those independent cities as county entities. Except for St. Louis, MO; Baltimore, MD; and Carson City, NV, which replaced Ormsby County, all independent cities are in the state of Virginia. These are Alexandria, Bedford, Bristol, Buena Vista, Charlottesville, Chesapeake, Clifton Forge, Colonial Heights, Covington, Danville, Emporia, Fairfax, Falls Church, Franklin, Fredericksburg, Galax, Hampton, Harrisonburg, Hopewell, Lexington, Lynchburg, Manassas, Manassas Park, Martinsville, Newport News, Norfolk, Norton, Petersburg, Poquoson, Portsmouth, Radford, Richmond, Roanoke, Salem, South Boston, Staunton, Suffolk, Virginia Beach, Waynesboro, Williamsburg, and Winchester. **SBP, SBP—II**

MEDIAN AGE (Column 3). A calculation that divides the age distribution of the population into two equal groups, with one-half of the population younger, and one-half older, than the median figure. **SBP**

MEDIAN HOUSEHOLD EFFECTIVE BUYING INCOME (Column 17). This figure divides the income distribution into two equal parts, with one-half the households above it, the other half below it. It is a more reliable indicator of an area's relative income level than is Average Household Effective Buying Income because it is less likely to be skewed by statistical oddities. (See Average Household Effective Buying Income). **SBP**

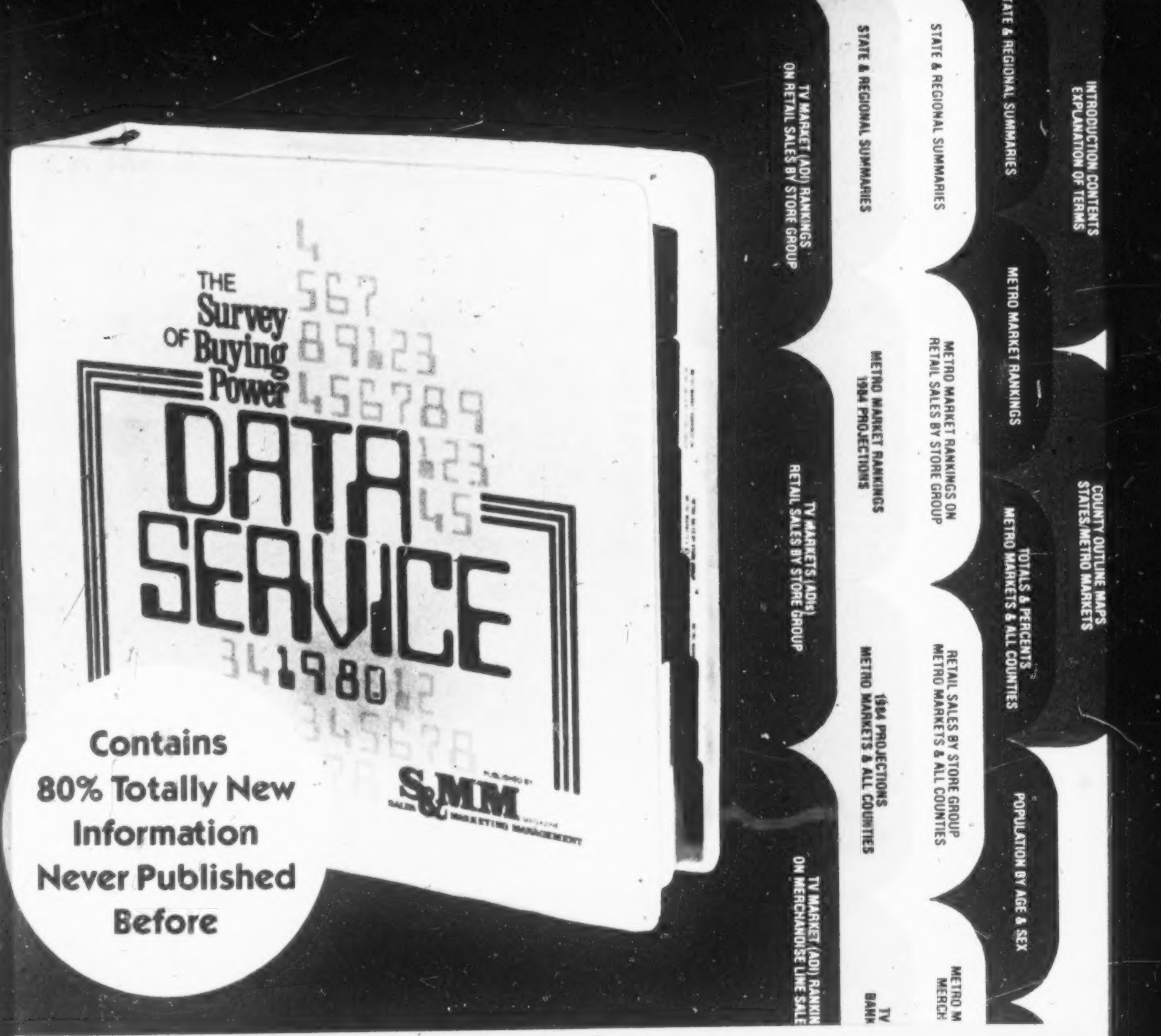
MERCHANDISE LINE SALES. These data show total sales of nine broad product categories, such as groceries and other food products, toiletries, footwear, and so on. Because merchandise line sales data were not available from the 1977 Census of Retail Trade, the 1980 *Survey* estimates are updated from the 1972 Census. If the Census Bureau releases its data on time, updates from the 1977 Census will be included in *Survey-II*. Merchandise line totals are becoming increasingly popular because they give a more realistic estimate of a product's area potential than is provided by store-type sales. **SBP—II**

METROPOLITAN AREA (See Standard Metropolitan Statistical Area.)

METROPOLITAN AREA CODE (Column 23). This is a numbering system to identify constituent metro counties in the *Survey*'s Canadian tables. Starting with the numeral 1 and following the alphabetic sequence of metropolitan areas, it assigns an identifying number to each metropolitan area and its member counties. **SBP, SBP—II**

NEW ENGLAND COUNTY METROPOLITAN AREA (NECMA). The U.S. Office of Federal Statistical Policy and Standards (OFSPS) defines these areas (intentionally not designated as "standard" metro areas) by applying to the New England counties the same criteria used in establishing Standard Metropolitan Statistical Areas (SMSAs) outside New England. **SBP, SBP—II**

(Continued on page A-39)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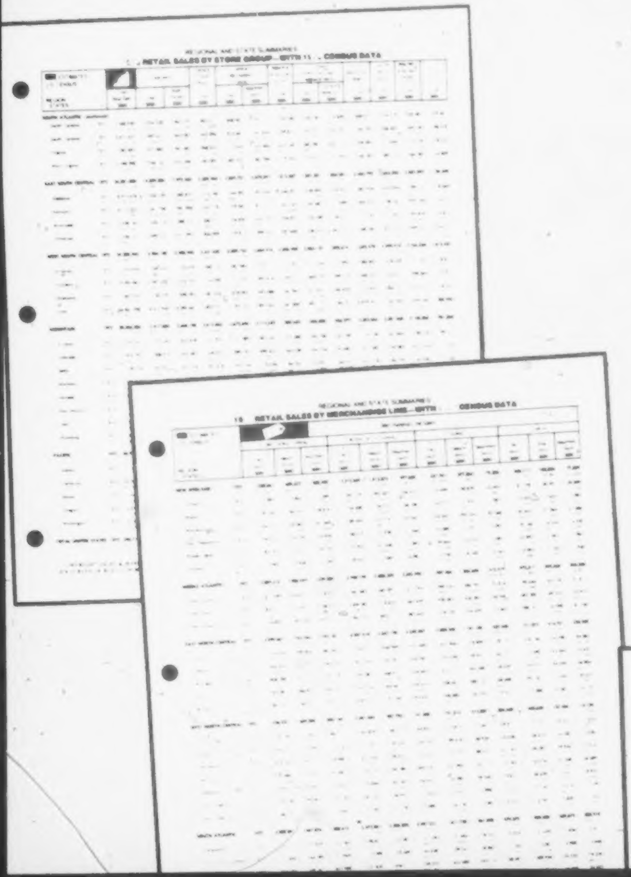

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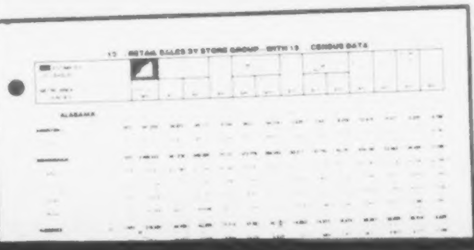

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1 MARKETING/PRODUCT MANAGEMENT

define market potential
evaluate sales performance
determine distribution pattern
examine weaknesses & strengths in relation to existing market
develop index of product demand
determine product potentials
select markets, strategy, & ad support for new products
create buying power indexes for special products

2 SALES MANAGEMENT

map sales territories
set quotas
set objectives for branches, dealers, distributors, wholesalers & retailers
analyze sales variations
route sales force—rate its efficiency
compare potentials/travel time
spot performance weaknesses
modernize sales organization

3 ADVERTISING/MEDIA

set budgets—allocate advertising dollars—spot media decisions
city, country, metro areas
analyze TV markets (ADI's)
compare media coverage/market size
select test markets
apply advertising pressure where needed
check ad results against potential sales

4 MARKET ANALYSIS

check year-to-year changes
spot high income concentrations
relate household incomes to price tags
trace population shifts—review market changes
choose market by demographics
forecast regional and national totals
differentiate markets by retail sales price
select quality markets

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Issued July 1980
AREAS COVERED: All Countries, Metropolitan Areas, Standard Consolidated Areas, States.

SECTION II
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Issued August 1980
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SECTION III
PROJECTIONS AND SUMMARIES FOR TV MARKETS
Issued October 1980
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Sales Builders Division

NEWSPAPER MARKET. To qualify, a city must have at least one daily newspaper with a minimum paid circulation of 25,000. If two or more qualifying cities are in the same county, they are combined into a multiple-newspaper market. For a newspaper city to be part of a multiple-newspaper market name, it must be at least one-third as large as the largest city in the market, or part of the metropolitan name. Each county in a newspaper market is one in which the combined qualified newspapers penetrate more than 20% of the households. **SBP—II**

PER CAPITA EFFECTIVE BUYING INCOME (Column 44; U.S. State Summary on Effective Buying Income, B-5). This is an arithmetic average obtained by dividing Total Effective Buying Income by Total Population. It measures an area's spending power by eliminating the impact of population size. However, because population is measured as of Dec. 31, whereas EBI is measured as a flow over the calendar year, a significant change in population during the year can distort the per capita figure. **SBP**

PERCENT OF U.S./CANADA (Columns 2, 25, 29, 43). A market's share of the total U.S./Canada population, Effective Buying Income, or retail sales, it shows the relative importance of the geographic area's demographic or socioeconomic factors. **SBP**

POPULATION (Columns 1, 24). Updated from the Census Bureau's 1970 Census of Population and Housing, and Statistics Canada's 1976 Census of Population and Housing, it is a headcount estimate of all the people living in an area at the end of the year. It includes people living in group quarters such as colleges and hospitals, and armed forces permanently assigned to the area, but excludes tourists and transients. **SBP, SBP—II**

POPULATION, AGE GROUPS OF. (See Age Groups of Population.)

POPULATION, BLACK. (See Black Population.)

POPULATION, MEDIAN AGE OF. (See Median Age.)

POTENTIAL METROPOLITAN AREA (indicated by an open triangle next to the name of the market). An area not officially designated as a Standard Metropolitan Statistical Area by the U.S. Office of Federal Statistical Policy and Standards (OFSPS), but that Market Statistics estimates comes closest to satisfying the qualifying criteria. Of the 300 metropolitan areas listed in the 1979 *Survey*, 29 are Sales & Marketing Management potential metropolitan areas. In the past, 80% of S&MM's potential areas have eventually received official status.

The OFSPS is revising its metropolitan area criteria. The new provisions can be expected to make most of S&MM's potential metros into official areas, together with a good many others. An equitable re-evaluation of potential metro areas will become feasible when preliminary 1980 Census data become available. **SBP, SBP—II**

QUALITY INDEX (QI) (Column 41; U.S. State Summary on Retail Sales, B-7). If a market's percent of the national population, which can be taken to represent par, is divided into the Buying Power Index, it yields the Quality Index. A high index could reflect either above-average resident buying power or a strong influx of shoppers from outside the area, or both. **SBP, SBP—II**

RETAIL SALES (Columns 9, 28). All net sales (minus refunds and allowances for returns) for establishments engaged primarily in retail trade. Receipts from repairs and other services are also included, but retail sales by such nonretailers as wholesalers and service establishments are not counted. Although retail sales are often used to gauge the purchasing power of the residents in a market, they may be affected by the movement of shoppers to and from adjacent areas.

Retail sales totals in the 1980 *Survey* are updates from 1977 Census of Retail Trade benchmarks. However, in line with new Census Bureau policy, they no longer include: 1) sales and other taxes collected from customers, and 2) carrying charges or other charges for credit. Therefore, retail sales estimates in the 1980 *Survey* will not be comparable with those in previous *Surveys*. **SBP, SBP—II**

RETAIL SALES BY STORE GROUP (Columns 10-15, 30-38). Individual retail store groups are considered as channels of distribution in local markets. The retail sales total of a store type represents the cumulative sales of all products and/or services handled by the store, and not just the type of products associated with the store type. **SBP, SBP—II**

SALES ACTIVITY INDEX (SAI) (Column 39; U.S. State Summary on Retail Sales, B-7). It is obtained by dividing an area's percentage of national retail sales by its percentage of national population. Because the numerator (the market's percentage of total retail sales) includes all sales made in the market, and the denominator (the market's percent of national population) includes only residents of the market, a high index may indicate a strong influx of nonresident shoppers. **SBP**

STANDARD INDUSTRIAL CLASSIFICATION (SIC). Federal government censuses classify individual business establishments by the type of primary activity in which they are engaged. Retail outlets are classified as two-digit major groups, such as Food Stores (SIC 54); three-digit subgroups, such as Grocery Stores (SIC 541); and four-digit detailed industry groups, such as Retail Bakeries (SIC 5462). **SBP**

STANDARD METROPOLITAN STATISTICAL AREA (SMSA). The areas currently recognized by the U.S. Office of Federal Statistical Policy and Standards (OFSPS) meet official criteria that include either (1) one city with a population of at least 50,000; or (2) one city with a population of at least 25,000, which, when combined with contiguous places having a density of 1,000 or more people per square mile, will have a population of at least 50,000 (provided that the city and contiguous places are in a county or counties with a population of at least 75,000).

A contiguous county is included in an SMSA if at least 75% of the resident labor force is nonagricultural, and at least 30% of the resident employed workers work in the area. A contiguous county that does not satisfy those requirements will be included if at least 75% of the resident labor force is nonagricultural and if it meets at least two criteria of metropolitan character and one criterion of metropolitan integration. Minimum criteria of character: (1) 25% of population is urban; (2) population gain of 15% between two most recent decennial censuses; and (3) density of 50 persons per square mile. Minimum criteria of integration: (1) 15% of resident employed workers work in the area; (2) 15% of the county's employed workers live in the area; and (3) sum of workers commuting to and from the central county or counties equals 20% of the employed workers living in the county.

The OFSPS recently published new criteria that will be used when appropriate 1980 Census data become available. These are expected to result in the designation of a considerable number of new areas, including some which are now parts of larger SMSAs, as well as in changes in the county composition of existing markets (notably the removal of outlying units with low population density).

SMSAs are defined by the government along county lines except in New England, where towns and cities are the units of definition. The federal government's alternative, but unofficial, New England County Metropolitan Areas, comprised of whole counties rather than cities and towns, are used by Sales & Marketing Management for those states. All 300 metropolitan areas in the 1980 *Survey*—SMSAs, potential metropolitan areas, and the realigned New England areas—are commonly referred to as Sales & Marketing Management Metropolitan Areas. **SBP, SBP—II**

SUBURBAN TOTAL. There is no official definition of a suburb, and the category will not be found in any Census Bureau statistical table. However, because the suburbs are the most important local market entities, they were introduced in the 1976 *Survey*. A "suburban total" is the arithmetic difference between the metropolitan market total and the related central city total. That is, deducting the central city population from the metro market population, for example, will give you the suburban population. **SBP**

TELEVISION MARKET. The *Survey*'s TV markets are the American Research Bureau's Areas of Dominant Influence (ADI). ARB studies each county for its measurable viewing patterns. The market of origin of the TV stations with the largest share of viewing hours becomes the ADI name of that market, and all counties whose largest viewing share is given to stations of that same market of origin are grouped within the ADI. All of the U.S. is covered except for Hawaii and part of Alaska. **SBP—II**

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Data in this *Survey of Buying Power* are organized into four sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

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1979 REGIONAL AND STATE SUMMARIES OF POPULATION

[illegible] ESTIMATES REGION State	12/31/79 Total Population (Thousands)	% Of U.S.	Median Age of Population	Population by Age Group					12/31/79 Households (Thousands)	% Of U.S.
				0–17 Years (Thousands)	18–24 Years (Thousands)	25–34 Years (Thousands)	35–49 Years (Thousands)	50 & Over (Thousands)		
NEW ENGLAND	**12,349.9**	**5.5734**	**31.3**	**3,296.2**	**1,658.0**	**1,946.4**	**2,053.1**	**3,396.2**	**4,317.8**	**5.5176**
Connecticut	3,128.2	1.4118	31.8	818.2	400.0	508.8	544.5	856.7	1,093.4	1.3973
Maine	1,106.0	.4991	30.8	318.7	140.7	161.7	177.8	307.1	380.1	.4857
Massachusetts	5,787.5	2.6119	31.3	1,517.5	801.3	909.8	952.3	1,606.6	2,040.1	2.6070
New Hampshire	897.8	.4051	30.1	253.6	118.8	148.9	147.0	229.5	306.8	.3920
Rhode Island	933.1	.4211	32.0	245.7	126.7	134.8	153.8	272.1	324.3	.4144
Vermont	497.3	.2244	29.3	142.5	70.5	82.4	77.7	124.2	173.1	.2212
MIDDLE ATLANTIC . . .	**36,887.3**	**16.6473**	**32.3**	**9,826.1**	**4,490.6**	**5,662.8**	**6,352.2**	**10,555.6**	**13,182.7**	**16.8463**
New Jersey	7,341.8	3.3134	32.3	1,990.7	856.5	1,134.7	1,309.1	2,050.8	2,504.2	3.2002
New York	17,776.0	8.0223	32.0	4,739.7	2,197.6	2,801.2	3,012.8	5,024.7	6,527.3	8.3413
Pennsylvania	11,769.5	5.3116	32.8	3,095.7	1,436.5	1,726.9	2,030.3	3,480.1	4,151.2	5.3048
EAST NORTH CENTRAL	**41,418.9**	**18.6924**	**29.9**	**11,975.8**	**5,484.8**	**6,691.7**	**6,847.7**	**10,418.9**	**14,345.3**	**18.3319**
Illinois	11,259.3	5.0814	30.3	3,215.9	1,442.3	1,829.0	1,855.2	2,916.9	3,977.4	5.0827
Indiana	5,386.4	2.4308	29.5	1,582.3	717.2	870.8	875.5	1,340.6	1,843.2	2.3554
Michigan	9,223.1	4.1624	29.1	2,736.6	1,257.2	1,517.2	1,539.4	2,172.7	3,139.8	4.0124
Ohio	10,811.6	4.8793	30.1	3,089.4	1,432.3	1,727.1	1,823.5	2,739.3	3,753.5	4.7966
Wisconsin	4,738.5	2.1385	30.1	1,351.6	635.8	747.6	754.1	1,249.4	1,631.4	2.0848
WEST NORTH CENTRAL	**17,246.7**	**7.7834**	**30.6**	**4,829.5**	**2,289.5**	**2,697.6**	**2,716.7**	**4,713.4**	**6,110.9**	**7.8091**
Iowa	2,923.8	1.3196	31.0	823.2	370.4	444.0	458.1	828.1	1,031.6	1.3183
Kansas	2,390.9	1.0790	30.9	648.1	330.5	366.5	383.6	662.2	871.5	1.1137
Minnesota	4,071.8	1.8376	29.6	1,166.9	557.5	679.9	633.5	1,034.0	1,405.4	1.7960
Missouri	4,899.3	2.2110	31.2	1,338.9	634.8	773.0	781.2	1,371.4	1,769.5	2.2612
Nebraska	1,590.4	.7177	30.5	448.9	212.5	241.8	249.3	437.9	570.1	.7286
North Dakota	668.1	.3015	29.7	196.6	92.6	96.0	101.8	181.1	221.4	.2829
South Dakota	702.4	.3170	30.5	206.9	91.2	96.4	109.2	198.7	241.4	.3084
SOUTH ATLANTIC	**35,339.2**	**15.9486**	**30.5**	**9,773.0**	**4,750.9**	**5,676.4**	**5,793.9**	**9,345.0**	**12,421.9**	**15.8741**
Delaware	587.3	.2650	30.0	163.5	80.5	99.2	102.8	141.3	203.7	.2603
District of Columbia .	661.5	.2985	29.8	167.0	106.4	120.0	100.7	167.4	278.4	.3557
Florida	8,956.8	4.0422	34.7	2,222.4	1,033.2	1,261.8	1,383.6	3,055.8	3,432.6	4.3866
Georgia	5,166.2	2.3315	28.3	1,556.9	732.0	881.8	816.0	1,179.5	1,735.3	2.2175
Maryland	4,183.2	1.8879	30.0	1,156.6	569.8	733.5	744.1	979.2	1,437.0	1.8364
North Carolina	5,670.3	2.5590	29.5	1,611.8	801.2	930.4	941.5	1,385.4	1,934.1	2.4716
South Carolina	2,967.9	1.3394	28.0	909.9	428.8	483.3	477.5	668.4	958.7	1.2252
Virginia	5,260.9	2.3743	29.5	1,457.0	772.9	892.5	912.8	1,225.7	1,786.1	2.2825
West Virginia	1,885.1	.8508	31.9	527.9	226.1	273.9	314.9	542.3	656.0	.8383
EAST SOUTH CENTRAL	**14,228.6**	**6.4214**	**29.6**	**4,214.6**	**1,876.5**	**2,231.7**	**2,249.0**	**3,656.8**	**4,843.9**	**6.1900**
Alabama	3,815.4	1.7219	29.7	1,129.2	500.7	594.8	611.8	978.9	1,309.6	1.6735
Kentucky	3,554.3	1.6040	29.7	1,038.6	473.6	560.7	564.8	916.6	1,200.7	1.5344
Mississippi	2,433.6	1.0983	27.8	795.7	322.1	358.8	352.5	604.5	780.2	.9970
Tennessee	4,425.3	1.9972	30.3	1,251.1	580.1	717.4	719.9	1,156.8	1,553.4	1.9851
WEST SOUTH CENTRAL	**22,682.9**	**10.2367**	**28.9**	**6,842.4**	**3,065.6**	**3,632.4**	**3,611.9**	**5,530.6**	**7,842.5**	**10.0220**
Arkansas	2,221.8	1.0027	30.7	645.0	275.1	333.4	331.8	636.5	788.3	1.0074
Louisiana	4,028.1	1.8179	27.8	1,286.2	552.6	637.3	630.6	921.4	1,308.5	1.6721
Oklahoma	2,970.7	1.3406	30.7	834.3	390.0	459.7	470.8	815.9	1,116.7	1.4270
Texas	13,462.3	6.0755	28.7	4,076.9	1,847.9	2,202.0	2,178.7	3,156.8	4,629.0	5.9155
MOUNTAIN	**10,772.8**	**4.8618**	**28.3**	**3,334.8**	**1,473.5**	**1,753.0**	**1,727.1**	**2,484.4**	**3,713.7**	**4.7457**
Arizona	2,495.5	1.1262	29.3	758.1	324.9	386.5	387.3	638.7	860.9	1.1002
Colorado	2,783.9	1.2564	28.7	798.4	408.3	495.0	477.5	604.7	995.1	1.2716
Idaho	914.7	.4128	28.3	292.6	117.4	142.9	140.4	221.4	310.0	.3962
Montana	800.9	.3615	29.7	237.8	104.1	125.2	128.6	205.2	289.6	.3701
Nevada	708.3	.3197	29.8	206.3	88.7	122.6	122.6	168.1	262.4	.3353
New Mexico	1,247.9	.5632	27.5	404.8	170.5	195.7	202.2	274.7	420.5	.5373
Utah	1,363.4	.6153	24.4	498.1	200.8	210.9	190.2	263.4	412.9	.5276
Wyoming	458.2	.2067	29.3	138.7	58.8	74.2	78.3	108.2	162.3	.2074
PACIFIC	**30,656.1**	**13.8350**	**30.1**	**8,405.1**	**4,228.1**	**5,246.7**	**5,207.4**	**7,568.8**	**11,474.5**	**14.6633**
Alaska	421.9	.1905	24.1	147.5	72.9	81.4	70.3	49.8	121.6	.1554
California	22,870.7	10.3215	30.3	6,207.0	3,129.3	3,924.8	3,932.2	5,677.4	8,707.0	11.1267
Hawaii	917.9	.4142	27.6	273.1	146.7	151.3	155.9	190.9	269.6	.3445
Oregon	2,534.5	1.1438	30.8	695.4	327.7	421.5	410.1	679.8	939.7	1.2009
Washington	3,911.1	1.7650	29.8	1,082.1	551.5	667.7	638.9	970.9	1,436.6	1.8358
TOTAL UNITED STATES	**221,582.4**	**100.0000**	**30.3**	**62,497.5**	**29,317.5**	**35,538.7**	**36,559.0**	**57,669.7**	**78,253.2**	**100.0000**

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1979 REGIONAL AND STATE SUMMARIES OF EFFECTIVE BUYING INCOME

ESTIMATES	$$					Households by Effective Buying Income Group				
REGION State	1979 Total EBI ($000)	% Of U.S.	Per Capita EBI	Average Household EBI	Median Household EBI	Under $8,000 (Thousands)	$8,000–$9,999 (Thousands)	$10,000–$14,999 (Thousands)	$15,000–$24,999 (Thousands)	$25,000 & Over (Thousands)
NEW ENGLAND	**91,932,021**	**5.6796**	**7,444**	**21,291**	**18,681**	**788.2**	**213.5**	**627.4**	**1,404.4**	**1,284.3**
Connecticut	26,151,222	1.6157	8,360	23,917	20,815	159.8	44.2	136.3	354.9	398.2
Maine	6,685,008	.4130	6,044	17,587	15,479	86.8	24.8	71.5	125.1	71.9
Massachusetts	43,168,644	2.6669	7,459	21,160	18,730	378.3	100.9	290.8	657.8	612.3
New Hampshire	6,212,560	.3838	6,720	20,250	18,087	56.7	16.0	47.3	104.6	82.2
Rhode Island	6,608,290	.4083	7,082	20,377	17,699	67.2	16.7	49.0	105.9	85.5
Vermont	3,106,297	.1919	6,246	17,945	15,555	39.4	10.9	32.5	56.1	34.2
MIDDLE ATLANTIC	**281,295,676**	**17.3785**	**7,436**	**21,338**	**18,487**	**2,528.3**	**664.1**	**1,912.1**	**4,073.8**	**4,004.4**
New Jersey	61,438,641	3.7957	8,368	24,534	21,771	371.5	101.8	292.1	726.0	1,012.8
New York	134,801,326	8.3281	7,583	20,652	17,487	1,358.8	357.8	1,016.9	1,974.0	1,819.8
Pennsylvania	85,055,709	5.2547	7,227	20,489	18,265	798.0	204.5	603.1	1,373.8	1,171.8
EAST NORTH CENTRAL	**315,881,254**	**19.5153**	**7,427**	**22,020**	**19,797**	**2,604.3**	**635.5**	**1,802.6**	**4,445.1**	**4,857.8**
Illinois	93,213,000	5.7588	8,279	23,436	21,054	684.0	165.2	464.6	1,142.6	1,521.0
Indiana	38,764,091	2.3948	7,197	21,031	19,118	338.7	87.4	250.2	591.3	575.6
Michigan	70,826,855	4.3757	7,679	22,558	20,091	559.0	135.9	389.2	941.7	1,114.0
Ohio	79,556,901	4.9151	7,358	21,195	19,274	698.8	166.4	482.5	1,231.1	1,174.7
Wisconsin	33,520,507	2.0709	7,074	20,547	18,617	323.8	80.6	216.1	538.4	472.5
WEST NORTH CENTRAL	**124,213,344**	**7.6739**	**7,202**	**20,327**	**17,650**	**1,365.4**	**337.2**	**862.4**	**1,787.8**	**1,758.1**
Iowa	21,950,997	1.3561	7,508	21,279	18,779	213.9	54.3	134.4	299.3	329.7
Kansas	18,235,029	1.1266	7,627	20,924	17,829	187.3	47.4	124.5	253.2	259.1
Minnesota	29,653,788	1.8320	7,283	21,100	18,852	281.3	72.0	184.4	433.2	434.5
Missouri	33,951,884	2.0976	6,930	19,187	16,416	448.2	101.6	259.3	500.4	460.0
Nebraska	11,398,181	.7042	7,167	19,993	17,334	125.3	32.1	85.0	170.8	156.9
North Dakota	4,426,484	.2734	6,625	19,993	16,724	47.9	14.3	36.2	64.6	58.4
South Dakota	4,596,981	.2840	6,545	19,043	15,683	61.5	15.5	38.6	66.3	59.5
SOUTH ATLANTIC	**240,144,964**	**14.8363**	**6,795**	**19,332**	**16,236**	**2,916.2**	**772.0**	**2,025.8**	**3,563.0**	**3,144.9**
Delaware	4,477,759	.2766	7,624	21,982	19,195	34.6	10.0	28.8	65.8	64.5
District of Columbia	6,203,867	.3833	9,378	22,284	17,315	54.0	15.6	47.3	77.1	84.4
Florida	63,889,652	3.9471	7,133	18,613	14,915	900.1	241.9	583.7	917.6	789.3
Georgia	31,980,353	1.9757	6,190	18,429	15,608	439.4	108.1	285.8	493.3	408.7
Maryland	31,329,279	1.9356	7,489	21,802	19,179	233.3	69.4	213.2	460.3	460.8
North Carolina	35,755,229	2.2090	6,306	18,487	15,741	466.4	124.2	329.1	570.6	443.8
South Carolina	17,680,008	1.0923	5,957	18,442	15,689	240.1	59.2	158.5	275.4	225.5
Virginia	36,924,599	2.2812	7,019	20,673	17,288	368.9	103.1	286.4	519.1	508.6
West Virginia	11,904,218	.7355	6,315	18,147	15,801	179.4	40.5	93.0	183.8	159.3
EAST SOUTH CENTRAL	**84,516,417**	**5.2214**	**5,940**	**17,448**	**14,483**	**1,418.4**	**314.6**	**767.0**	**1,283.9**	**1,060.0**
Alabama	22,213,753	1.3724	5,822	16,962	14,267	389.5	85.2	210.7	353.7	270.5
Kentucky	22,379,199	1.3826	6,296	18,638	15,388	335.1	74.6	177.3	313.4	300.3
Mississippi	12,630,511	.7803	5,190	16,189	12,776	269.6	52.6	120.2	184.4	153.4
Tennessee	27,292,954	1.6861	6,167	17,570	14,833	424.2	102.2	258.8	432.4	335.8
WEST SOUTH CENTRAL	**157,598,521**	**9.7364**	**6,948**	**20,095**	**16,734**	**1,947.3**	**455.6**	**1,127.6**	**2,070.8**	**2,241.2**
Arkansas	12,898,141	.7969	5,805	16,362	13,150	256.2	55.5	129.1	195.3	152.2
Louisiana	25,337,118	1.5653	6,290	19,363	16,119	360.5	74.9	179.4	333.7	360.0
Oklahoma	19,834,715	1.2253	6,677	17,762	14,634	323.8	71.4	176.0	300.7	244.8
Texas	99,528,547	6.1489	7,393	21,501	18,135	1,006.8	253.8	643.1	1,241.1	1,484.2
MOUNTAIN	**74,417,892**	**4.5974**	**6,908**	**20,039**	**17,432**	**781.8**	**208.0**	**569.0**	**1,128.9**	**1,026.0**
Arizona	17,567,713	1.0853	7,040	20,406	17,691	180.1	48.0	128.6	254.5	249.7
Colorado	20,628,204	1.2744	7,410	20,730	18,060	195.1	54.6	148.4	307.0	290.0
Idaho	5,820,723	.3596	6,364	18,777	16,407	70.6	18.2	50.7	97.6	72.9
Montana	4,974,408	.3073	6,211	17,177	14,813	75.2	18.5	53.2	89.1	53.6
Nevada	5,793,774	.3579	8,180	22,080	19,680	42.6	12.8	38.1	78.9	90.0
New Mexico	7,750,223	.4788	6,211	18,431	15,635	106.8	26.3	68.4	118.0	101.0
Utah	8,338,805	.5152	6,116	20,196	18,126	80.3	21.4	59.9	136.1	115.2
Wyoming	3,544,042	.2189	7,735	21,836	19,199	31.1	8.2	21.7	47.7	53.6
PACIFIC	**248,642,795**	**15.3612**	**8,111**	**21,669**	**18,879**	**2,257.9**	**580.7**	**1,567.5**	**3,354.4**	**3,714.0**
Alaska	3,879,806	.2397	9,196	31,906	26,107	14.8	3.8	11.9	27.2	63.9
California	188,288,064	11.6324	8,233	21,625	18,811	1,721.6	446.2	1,203.0	2,518.7	2,817.5
Hawaii	7,241,250	.4474	7,889	26,859	22,991	35.0	9.9	33.2	70.3	121.2
Oregon	18,153,771	1.1216	7,163	19,319	17,162	209.4	52.3	139.6	299.6	238.8
Washington	31,079,904	1.9201	7,947	21,634	19,417	277.1	68.5	179.8	438.6	472.6
TOTAL UNITED STATES	**1,618,642,884**	**100.0000**	**7,305**	**20,685**	**17,924**	**16,607.8**	**4,181.2**	**11,261.4**	**23,112.1**	**23,090.7**

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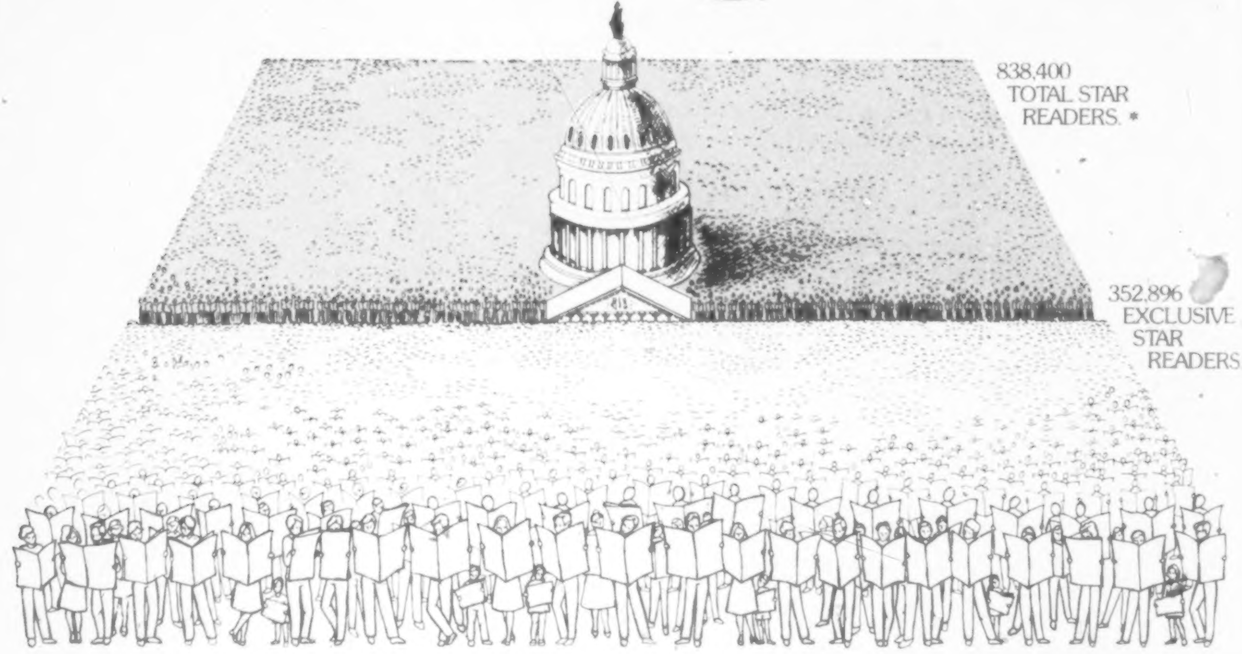

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The New Washington Star

1979 REGIONAL AND STATE SUMMARIES OF RETAIL SALES

ESTIMATES				Retail Sales by Store Group						Sales/Advertising Indexes		
REGION State	1979 Total Retail Sales ($000)	% Of U.S.	Per Household Retail Sales	Food ($000)	Eating & Drinking Places ($000)	General Merchandise ($000)	Furniture/ Home Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
NEW ENGLAND	**46,101,101**	**5.1946**	**10,677**	**10,533,330**	**4,028,699**	**5,387,183**	**1,749,711**	**7,512,870**	**1,356,502**	**93**	**5.5131**	**99**
Connecticut	11,408,044	1.2854	10,434	2,571,336	970,805	1,314,286	483,712	1,922,222	321,694	91	1.4759	105
Maine	4,206,303	.4740	11,066	988,032	298,215	438,284	131,664	815,226	121,562	95	.4486	90
Massachusetts	21,839,723	2.4608	10,705	4,961,963	2,066,152	2,764,994	823,317	3,243,089	683,624	94	2.5941	99
New Hampshire	3,790,024	.4271	12,353	906,820	288,042	373,574	140,980	706,445	88,309	105	.4010	99
Rhode Island	3,058,066	.3446	9,430	703,046	266,969	345,412	111,734	503,043	100,817	82	.3918	93
Vermont	1,798,941	.2027	10,392	402,133	138,516	150,633	58,304	322,845	40,496	90	.2017	90
MIDDLE ATLANTIC	**134,734,757**	**15.1809**	**10,221**	**31,795,076**	**11,685,002**	**17,260,649**	**5,828,594**	**22,115,890**	**3,956,171**	**91**	**16.5730**	**100**
New Jersey	29,923,898	3.3716	11,949	7,118,483	2,567,321	3,525,963	1,344,020	5,051,158	718,555	102	3.5720	108
New York	60,959,809	6.8685	9,339	14,992,460	5,679,444	7,904,849	2,638,303	8,646,199	1,974,645	86	7.8291	98
Pennsylvania	43,851,050	4.9408	10,563	9,684,133	3,438,237	5,829,837	1,846,271	8,418,533	1,262,971	93	5.1719	97
EAST NORTH CENTRAL	**170,793,653**	**19.2440**	**11,906**	**35,842,506**	**15,273,972**	**22,727,102**	**7,249,869**	**35,023,236**	**5,568,217**	**103**	**19.2691**	**103**
Illinois	47,413,145	5.3422	11,921	9,439,596	4,420,405	5,981,594	2,078,210	9,273,301	1,598,976	105	5.4984	108
Indiana	21,458,728	2.4179	11,642	4,374,542	1,787,514	2,672,507	818,797	4,634,793	787,549	99	2.4088	99
Michigan	40,460,676	4.5589	12,886	8,200,030	3,455,404	5,654,667	1,816,774	8,909,615	1,375,635	110	4.3879	105
Ohio	42,767,014	4.8187	11,394	9,852,141	3,720,823	6,113,939	1,730,135	8,679,824	1,308,746	99	4.8789	100
Wisconsin	18,694,090	2.1063	11,459	3,976,197	1,889,826	2,304,395	805,953	3,525,703	497,311	98	2.0951	98
WEST NORTH CENTRAL	**70,892,046**	**7.9876**	**11,601**	**14,006,857**	**5,935,594**	**8,848,181**	**2,943,455**	**14,680,110**	**2,000,608**	**103**	**7.7903**	**100**
Iowa	11,969,556	1.3486	11,603	2,438,546	981,248	1,372,844	531,472	2,535,335	348,314	102	1.3467	102
Kansas	9,651,758	1.0875	11,075	1,923,003	779,829	1,217,698	439,258	2,169,655	238,617	101	1.1054	102
Minnesota	17,266,654	1.9455	12,286	3,147,083	1,450,409	2,296,388	679,376	3,220,036	495,270	106	1.8672	102
Missouri	20,165,638	2.2721	11,396	4,302,817	1,665,207	2,699,811	780,343	4,275,540	556,900	103	2.1726	98
Nebraska	6,153,762	.6933	10,794	1,191,441	569,883	772,553	288,735	1,243,695	164,310	97	.7037	98
North Dakota	2,847,922	.3209	12,863	468,299	240,692	255,160	112,768	660,888	87,724	106	.2934	97
South Dakota	2,836,756	.3197	11,751	535,668	248,326	233,727	111,503	574,961	109,473	101	.3013	95
SOUTH ATLANTIC	**140,439,934**	**15.8238**	**11,306**	**31,913,693**	**11,584,661**	**18,070,490**	**6,961,026**	**27,930,313**	**4,793,783**	**99**	**15.3549**	**96**
Delaware	2,383,274	.2685	11,700	535,743	180,651	356,573	122,517	385,758	83,895	101	.2718	103
District of Columbia	2,194,857	.2473	7,884	376,646	409,101	182,612	132,126	196,220	98,769	83	.3256	109
Florida	41,774,816	4.7069	12,170	9,536,309	3,868,411	5,447,857	2,214,655	8,242,368	1,449,674	116	4.1940	104
Georgia	19,464,083	2.1931	11,217	4,336,086	1,550,136	2,592,543	825,294	4,007,861	632,540	94	2.1121	91
Maryland	17,513,191	1.9732	12,187	3,949,464	1,474,699	2,406,284	822,895	3,295,820	621,701	105	1.9373	103
North Carolina	19,839,930	2.2355	10,258	4,530,267	1,421,615	2,343,359	1,063,152	4,201,880	673,002	87	2.2869	89
South Carolina	10,155,390	1.1442	10,593	2,446,254	741,331	1,205,541	475,308	1,994,321	332,070	85	1.1573	86
Virginia	20,483,526	2.3080	11,468	4,604,205	1,538,520	2,643,160	984,812	4,179,246	694,579	97	2.3079	97
West Virginia	6,630,867	.7471	10,108	1,598,719	400,197	892,561	320,267	1,426,839	207,553	88	.7620	90
EAST SOUTH CENTRAL	**50,559,141**	**5.6966**	**10,438**	**11,835,488**	**3,478,971**	**6,086,427**	**2,336,680**	**11,346,999**	**1,568,363**	**89**	**5.6041**	**87**
Alabama	13,128,052	1.4792	10,024	2,958,753	866,534	1,592,369	613,052	3,035,300	393,032	86	1.4744	86
Kentucky	13,066,768	1.4723	10,883	3,156,760	939,456	1,424,705	620,506	2,727,881	428,353	92	1.4537	91
Mississippi	7,988,953	.9001	10,240	2,069,716	488,723	974,348	334,447	1,830,216	254,101	82	.8799	80
Tennessee	16,375,368	1.8450	10,542	3,650,259	1,184,258	2,095,005	768,675	3,753,602	492,877	92	1.7961	90
WEST SOUTH CENTRAL	**94,566,316**	**10.6551**	**12,058**	**21,294,812**	**7,423,270**	**11,911,696**	**4,520,079**	**21,606,376**	**2,687,766**	**104**	**10.1120**	**99**
Arkansas	7,702,117	.8678	9,771	1,793,351	472,896	942,111	322,738	1,719,285	237,241	87	.8594	86
Louisiana	14,854,561	1.6737	11,352	3,767,130	1,145,001	2,033,365	711,539	3,044,625	476,820	92	1.6483	91
Oklahoma	11,067,388	1.2470	9,911	2,589,718	844,441	1,298,691	561,141	2,569,378	242,777	93	1.2549	94
Texas	60,942,250	6.8666	13,165	13,144,613	4,960,932	7,637,529	2,924,661	14,273,088	1,730,928	113	6.3494	103
MOUNTAIN	**45,159,718**	**5.0885**	**12,160**	**9,637,630**	**4,042,966**	**5,082,804**	**2,213,472**	**9,424,871**	**1,491,723**	**105**	**4.7974**	**99**
Arizona	10,175,459	1.1465	11,820	2,432,129	956,480	1,220,003	550,289	2,066,729	375,382	102	1.1118	99
Colorado	12,040,285	1.3566	12,100	2,558,439	1,171,732	1,371,595	568,380	2,482,639	297,416	108	1.2953	103
Idaho	3,677,937	.4144	11,864	812,977	307,835	344,997	189,002	789,786	113,285	100	.3867	94
Montana	3,490,057	.3933	12,051	711,396	319,814	303,553	154,227	697,234	136,405	109	.3439	95
Nevada	3,894,211	.4388	14,841	715,918	351,363	460,405	163,159	799,535	229,977	137	.3746	117
New Mexico	4,820,694	.5432	11,464	1,015,152	413,622	521,088	221,757	1,084,240	140,174	96	.5149	91
Utah	4,898,139	.5519	11,863	975,910	344,201	701,244	276,273	1,077,145	135,923	90	.5462	89
Wyoming	2,162,936	.2438	13,327	415,709	177,919	159,919	90,385	427,563	63,161	118	.2240	108
PACIFIC	**134,271,969**	**15.1289**	**11,702**	**28,851,038**	**13,297,532**	**17,025,699**	**7,020,516**	**25,867,129**	**5,244,601**	**109**	**14.9861**	**108**
Alaska	2,117,826	.2386	17,416	513,451	327,247	246,687	65,605	252,239	99,812	125	.2295	120
California	100,410,752	11.3137	11,532	21,959,706	9,660,347	12,461,778	5,392,091	19,458,669	3,835,548	110	11.2746	109
Hawaii	3,831,635	.4317	14,212	750,964	536,776	762,528	103,137	495,683	225,299	104	.4360	105
Oregon	11,509,342	1.2968	12,248	2,155,611	1,101,219	1,675,243	624,636	2,434,666	401,645	113	1.1786	103
Washington	16,402,414	1.8481	11,418	3,471,306	1,671,943	1,879,463	835,047	3,225,872	682,297	105	1.8674	106
TOTAL UNITED STATES	**887,518,635**	**100.0000**	**11,342**	**195,710,430**	**76,750,667**	**112,400,231**	**40,823,402**	**175,507,794**	**28,667,734**	**100**	**100.0000**	**100**

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POPULATION

Area	(Thous.)	Rank
New York	9,266.3	1
Los Angeles - Long Beach	7,161.3	2
Chicago	6,998.4	3
Philadelphia	4,771.5	4
Detroit	4,371.9	5
Boston - Lowell - Brockton - Lawrence - Haverhill	3,901.6	6
San Francisco - Oakland	3,222.7	7
Washington	3,054.6	8
Dallas - Fort Worth	2,798.[illegible]	9
Houston	2,779.4	10
Nassau - Suffolk	2,699.9	11
St. Louis	2,390.3	12
Pittsburgh	2,249.7	13
Baltimore	2,158.2	14
Minneapolis - St. Paul	2,074.6	15
Newark, N.J.	1,938.7	16
Cleveland	1,934.4	17
Anaheim - Santa Ana - Garden Grove	1,913.2	18
Atlanta	1,906.7	19
San Diego	1,841.2	20
Denver - Boulder	1,584.0	21
Seattle - Everett	1,526.8	22
Miami	1,494.9	23
Tampa - St. Petersburg	1,474.6	24
Riverside - San Bernardino - Ontario	1,454.8	25
Milwaukee	1,413.4	26
Phoenix	1,389.6	27
Cincinnati	1,385.8	28
Kansas City	1,333.5	29
Buffalo	1,278.8	30
San Jose	1,262.7	31
Portland, Ore.	1,188.4	32
Indianapolis	1,168.1	33
New Orleans	1,163.8	34
Columbus, Ohio	1,110.2	35
Hartford - New Britain - Bristol	1,053.1	36
San Antonio	1,048.0	37
Sacramento	980.5	38
Rochester, N.Y.	967.1	39
Fort Lauderdale - Hollywood	927.6	40
Memphis	904.7	41
Louisville	893.4	42
Salt Lake City - Ogden	876.3	43
Providence - Warwick - Pawtucket	849.2	44
Dayton	838.1	45
Birmingham	829.1	46
Norfolk - Virginia Beach - Portsmouth	821.7	47
Bridgeport - Stamford - Norwalk - Danbury	816.6	48
Oklahoma City	809.1	49
Nashville-Davidson	803.0	50
Total Top 50	**103,079.5**	
Greensboro - Winston-Salem - High Point	791.1	51
Albany - Schenectady - Troy	787.1	52
Toledo	784.9	53
New Haven - West Haven - Waterbury - Meriden	759.5	54
Honolulu	740.1	55
Jacksonville	720.2	56
Akron	659.5	57
Gary - Hammond - East Chicago	648.3	58
Worcester - Fitchburg - Leominster	646.7	59
Syracuse	645.4	60
Tulsa	642.1	61
Northeast Pennsylvania	634.5	62
Allentown - Bethlehem - Easton	627.1	63
Orlando	627.0	64
Richmond	626.0	65
Charlotte - Gastonia	619.9	66
Omaha	593.3	67
New Brunswick - Perth Amboy - Sayreville	589.8	68
Springfield - Chicopee - Holyoke	588.3	69
Grand Rapids	587.7	70
Jersey City	550.4	71
Youngstown - Warren	547.1	72
Greenville - Spartanburg	546.8	73
Flint	522.5	74
Wilmington, Del.	519.9	75
West Palm Beach - Boca Raton	517.5	76
Raleigh - Durham	508.8	77
Austin	506.1	78
Oxnard - Simi Valley - Ventura	505.3	79
Long Branch - Asbury Park	502.3	80
Fresno	491.7	81
Tucson	485.0	82
New Bedford - Fall River	470.7	83
Lansing - East Lansing	464.2	84
Knoxville	460.4	85
Baton Rouge	457.2	86
Tacoma	455.3	87
El Paso	453.0	88
Paterson - Clifton - Passaic	449.4	89
Mobile	446.1	90
Harrisburg	435.6	91
Albuquerque	421.0	92
Johnson City - Kingsport - Bristol	417.3	93
Chattanooga	409.0	94
Canton	407.8	95
Wichita	402.0	96
Las Vegas	400.3	97
Charleston - North Charleston, S.C.	398.2	98
Little Rock - North Little Rock	388.3	99
Columbia, S.C.	388.2	100
Total Top 100	**130,325.4**	
Davenport - Rock Island - Moline	378.1	101
Bakersfield	376.0	102
Fort Wayne	374.6	103
Newport News - Hampton	368.4	104
Peoria	367.6	105
Beaumont - Port Arthur - Orange	366.8	106
Shreveport	363.6	107
York	359.9	108
Lancaster	354.1	109
Des Moines	337.6	110
Spokane	332.5	111
Madison	325.5	112
Utica - Rome	322.5	113
Stockton	322.1	114
Trenton	320.5	115
Vallejo - Fairfield - Napa	312.5	116
Lexington-Fayette	309.0	117
Jackson, Miss.	308.3	118
Reading	306.5	119
Corpus Christi	303.9	120
Binghamton	302.7	121
Huntington - Ashland	302.0	122
Colorado Springs	298.8	123
Santa Barbara - Santa Maria - Lompoc	297.2	124
Huntsville	297.0	125
Appleton - Oshkosh	295.9	126
Evansville	294.3	127
Augusta	292.9	128
Salinas - Seaside - Monterey	285.5	129
Lakeland - Winter Haven	284.4	130
Santa Rosa	282.5	131
Pensacola	281.8	132
South Bend	278.9	133
Kalamazoo - Portage	275.1	134
Lorain - Elyria	274.9	135
Rockford	271.3	136
Manchester - Nashua	268.8	137
Erie	268.3	138
Eugene - Springfield	267.9	139
Johnstown	267.3	140
Duluth - Superior	266.1	141
Montgomery	262.3	142
Hamilton - Middletown	261.9	143
Charleston, W. Va.	260.0	144
Ann Arbor	258.6	145
Melbourne - Titusville - Cocoa	257.3	146
△ Newburgh - Middletown	255.6	147
Modesto	251.1	148
Macon	248.4	149
New London - Norwich	245.7	150
Total Top 150	**145,389.9**	
McAllen - Pharr - Edinburg	244.7	151
Salem	237.1	152
Fayetteville, N.C.	236.8	153
Poughkeepsie	236.3	154
Portland, Me.	234.1	155
Saginaw	227.7	156
Columbus, Ga.	227.1	157
Daytona Beach	224.9	158
Savannah	219.9	159
Roanoke	217.3	160
△ Benton Harbor - St. Joseph	213.7	161
Lima	210.4	162
Killeen - Temple	210.2	163
Springfield, Mo.	210.1	164
Galveston - Texas City	206.1	165
Lubbock	205.2	166
Fort Myers - Cape Coral	199.7	167
Fort Smith	196.9	168
Provo - Orem	194.9	169
Atlantic City	191.5	170
Topeka	190.5	171
Brownsville - Harlingen - San Benito	190.2	172
Lincoln	189.4	173
Anchorage	187.7	174
Springfield, Ill.	186.8	175
Battle Creek	183.6	176
Wheeling	183.1	177
Springfield, Ohio	182.5	178
Biloxi - Gulfport	180.5	179
Green Bay	180.0	180
Santa Cruz	180.0	180
Sarasota	179.9	182
Muskegon - Norton Shores - Muskegon Heights	179.4	183
Racine	178.5	184
△ Kannapolis - Concord - Salisbury	176.0	185
Reno	175.9	186
Asheville	172.0	187
Terre Haute	172.0	187
Cedar Rapids	170.2	189
Champaign - Urbana - Rantoul	167.3	190
St. Cloud	165.3	191
Fayetteville - Springdale	164.8	192
Amarillo	161.9	193
Steubenville - Weirton	161.4	194
Waco	161.4	194
Yakima	160.3	196
Boise	160.1	197
Clarksville - Hopkinsville	159.6	198
Parkersburg - Marietta	159.0	199
Lake Charles	158.9	200
Total Top 200	**154,952.7**	
Jackson, Mich.	152.5	201
Lynchburg	150.8	202
Tallahassee	146.7	203
Pittsfield	141.6	204
△ Jamestown	141.2	205
△ Bangor	141.1	206
Alexandria, La.	140.7	207
Waterloo - Cedar Falls	139.1	208
Lafayette, La.	139.0	209
Fargo - Moorhead	138.5	210
Gainesville	137.6	211
Anderson, Ind.	137.2	212
Longview - Marshall	136.8	213
Fort Collins	136.7	214
Janesville - Beloit	136.4	215
Bradenton	136.3	216
Elkhart	136.2	217
Abilene	134.7	218
△ Bremerton	134.7	218
Altoona	134.4	220
Monroe	134.3	221
Wilmington, N.C.	133.8	222
Richland - Kennewick - Pasco	133.6	223
Vineland - Millville - Bridgeton	132.1	224
Tuscaloosa	131.8	225
Mansfield	130.0	226
Petersburg - Colonial Heights - Hopewell	130.0	226
Decatur	129.8	228
Florence	129.4	229
Wichita Falls	128.6	230
Kenosha	127.8	231
Eau Claire	126.4	232
Muncie	126.0	233
Lawton	123.9	234
Pueblo	123.4	235
△ Anderson, S.C.	122.8	236
△ Joplin	121.6	237
Bloomington - Normal	121.2	238
Bay City	120.7	239
Sioux City	120.7	239
Anniston	119.8	241
△ Newark, Ohio	119.7	242
Texarkana	119.3	243
△ Olympia	118.7	244
Pascagoula - Moss Point	117.7	245
Lafayette - West Lafayette	115.8	246
Tyler	115.6	247
△ Burlington, Vt.	115.5	248
Greeley	115.2	249
Williamsport	113.6	250
Total Top 250	**161,463.7**	
Odessa	111.3	251
△ Wausau	110.5	252
△ Hagerstown	109.8	253
△ Athens	108.5	254
Billings	107.8	255
Albany, Ga.	107.6	256
△ Danville, Va.	107.2	257
△ Michigan City - La Porte	106.0	258
Sioux Falls	105.5	259
Kokomo	104.8	260
Grand Forks	103.3	261
△ Sheboygan	102.3	262
St. Joseph	101.7	263
Burlington, N.C.	101.4	264
Gadsden	100.4	265
△ Danville, Ill.	98.3	266
Kankakee	98.1	267
Panama City	96.8	268
Elmira	96.2	269
Dubuque	96.1	270
Rapid City	96.0	271
Lewiston - Auburn	94.8	272
Bloomington, Ind.	94.5	273
Rochester, Minn.	94.0	274
Columbia, Mo.	93.8	275
Las Cruces	91.0	276
La Crosse	90.6	277
Laredo	89.4	278
Great Falls	86.6	279
Sherman - Denison	85.3	280
△ Manitowoc - Two Rivers	84.9	281
Pine Bluff	84.5	282
Owensboro	84.0	283
△ Marion	83.9	284
△ Hattiesburg	83.8	285
Bryan - College Station	82.1	286
Iowa City	81.1	287
Bismarck	79.1	288
San Angelo	78.8	289
Midland	76.7	290
△ Jackson, Tenn.	73.5	291
△ Meridian	72.3	292
△ Missoula	71.1	293
△ Pocatello	70.9	294
△ Quincy, Ill.	69.9	295
△ Cheyenne	69.6	296
Lawrence, Kans.	67.9	297
△ Santa Fe	66.3	298
Enid	66.2	299
△ Victoria	64.9	300
Total Above Areas	**165,964.8**	
Percent of U.S.	**74.8998**	
U.S. Total	**221,582.4**	

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Forbes	*37%*
Newsweek	*32%*
Reader's Digest	*27%*
Sports Illustrated	*26%*
Dun's Review	*24%*
U.S. News & World Report	*23%*
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E.N. Central	20%	19%	20%
W.N. Central	7%	8%	8%
South Atlantic	14%	16%	15%
E.S. Central	3%	6%	5%
W.S. Central	10%	10%	9%
Mountain	5%	5%	4%
Pacific	16%	14%	15%

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And we'll give you many more good reasons why every media planner should remember the words that have become an advertising dictum:

THE WALL STREET JOURNAL. IT WORKS.

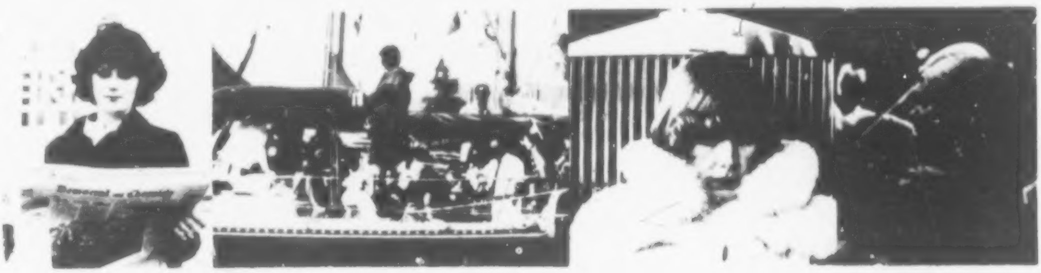
Sources: ORC Executive Caravan Survey, 1979; Official Washington Study, 1978; ORC Investment Community Survey, 1979; Survey of Active Investors, 1977; ABC Newspaper Publishers Statement, March 31, 1980; SRDS [illegible] Consumer Market Data Summary, March 1980.

What's good in Rochester, N.Y. is good for you.

Quality of life is made by quality of people. Rochester, N.Y. is blessed with both. Our 686,000 SMSA adults are well-educated. 41% have gone to college and 36% are high school graduates. 45% of household chief wage earners are in the professions; proprietors, managers, foremen and craftsmen. Median household EBI is $20,149, 67th highest in the nation. Compare to Buffalo's rank of 170 and Syracuse, 116.

Effective buying income is $7,726,250,000, ranking 39 in the nation, the same as the SMSA population. And retail sales are a lofty $3,956,519,000. The newspapers reach this quality market best, 69% daily, 73% Sunday. In households with incomes over $20,000 overall readership jumps to 83%. We're good and we can be good for you.

the class market in the northeast



Compare these numbers to Buffalo and Syracuse

		Rank
Population	967,100,000	39
Households	348,300,000	39
Effective Buying Income	$7,726,250,000	39
Total Retail Sales	$3,956,519,000	39
Food Sales	$896,270,000	38
General Merchandise	$479,925,000	44

Source of Figures:
S&MM "Survey of Buying Power" 1980
and Belden Continuing Market Study 1979-80

Rochester, New York rates #1 in quality of life

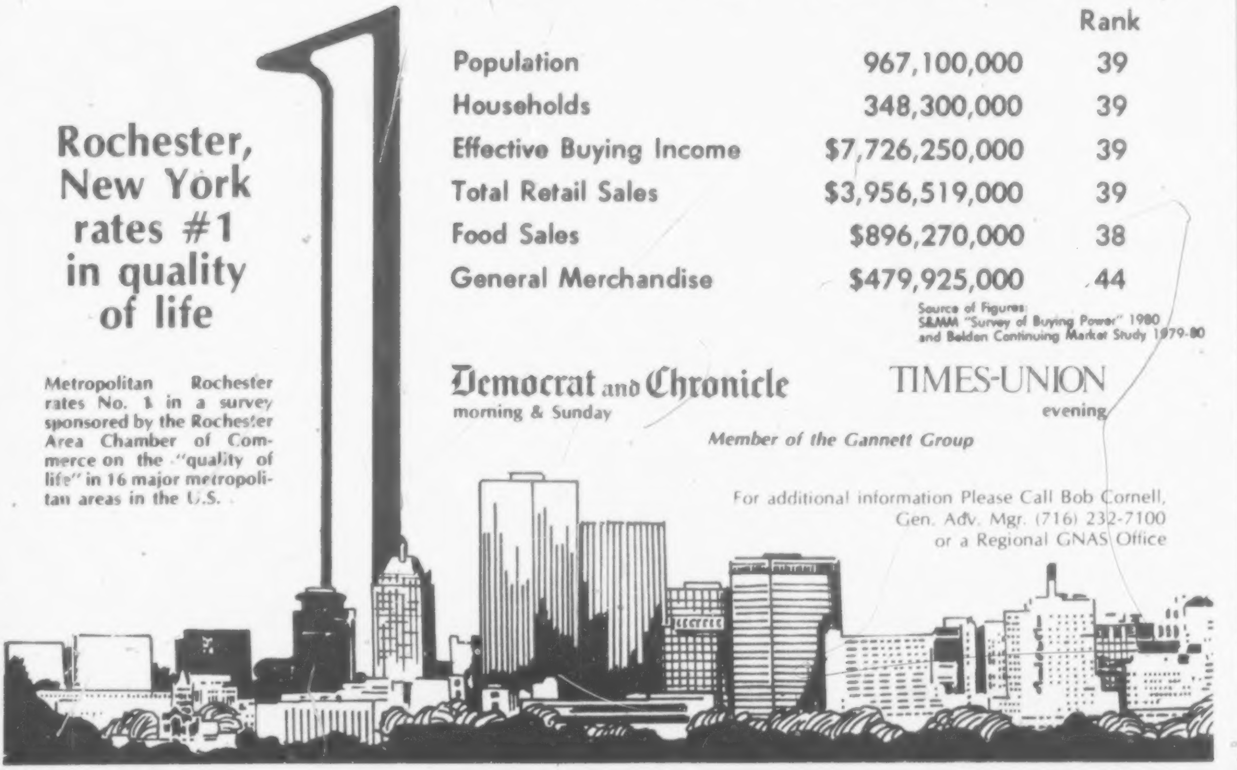
Metropolitan Rochester rates No. 1 in a survey sponsored by the Rochester Area Chamber of Commerce on the "quality of life" in 16 major metropolitan areas in the U.S.

Democrat and Chronicle
morning & Sunday

TIMES-UNION
evening

Member of the Gannett Group

For additional information Please Call Bob Cornell,
Gen. Adv. Mgr. (716) 232-7100
or a Regional GNAS Office



HOUSEHOLDS

Area	(Thous.)	Rank
New York	3,628.5	1
Los Angeles - Long Beach	2,817.2	2
Chicago	2,442.5	3
Philadelphia	1,642.8	4
Detroit	1,485.1	5
Boston - Lowell - Brockton - Lawrence - Haverhill	1,366.4	6
San Francisco - Oakland	1,311.1	7
Washington	1,085.6	8
Dallas - Fort Worth	989.3	9
Houston	975.5	10
Nassau - Suffolk	832.3	11
St. Louis	811.3	12
Pittsburgh	806.7	13
Baltimore	747.9	14
Minneapolis - St. Paul	721.1	15
Anaheim - Santa Ana - Garden Grove	715.8	16
San Diego	704.4	17
Cleveland	685.0	18
Newark, N.J.	660.5	19
Atlanta	658.7	20
Tampa - St. Petersburg	621.2	21
Seattle - Everett	585.2	22
Denver - Boulder	571.6	23
Miami	568.4	24
Riverside - San Bernardino - Ontario	546.8	25
Kansas City	497.3	26
Milwaukee	493.0	27
Phoenix	490.3	28
Cincinnati	485.1	29
Buffalo	464.8	30
San Jose	454.4	31
Portland, Ore.	446.0	32
Indianapolis	404.3	33
New Orleans	402.6	34
Columbus, Ohio	392.0	35
Fort Lauderdale - Hollywood	377.1	36
Hartford - New Britain - Bristol	367.0	37
Sacramento	361.3	38
Rochester, N.Y.	348.3	39
San Antonio	332.2	40
Louisville	310.1	41
Oklahoma City	302.0	42
Memphis	300.4	43
Providence - Warwick - Pawtucket	297.7	44
Birmingham	295.1	45
Dayton	292.3	46
Bridgeport - Stamford - Norwalk - Danbury	286.0	47
Nashville-Davidson	284.2	48
Greensboro - Winston-Salem - High Point	281.5	49
Albany - Schenectady - Troy	280.1	50
Total Top 50	**37,226.0**	
Toledo	280.1	50
New Haven - West Haven - Waterbury - Meriden	269.6	52
Salt Lake City - Ogden	269.1	53
Norfolk - Virginia Beach - Portsmouth	256.8	54
Jacksonville	250.0	55
Tulsa	244.8	56
Orlando	231.4	57
Northeast Pennsylvania	231.0	58
Akron	228.1	59
Allentown - Bethlehem - Easton	226.4	60
Worcester - Fitchburg - Leominster	222.2	61
Richmond	221.7	62
Syracuse	220.2	63
Honolulu	214.6	64
Charlotte - Gastonia	211.8	65
Jersey City	210.6	66
Gary - Hammond - East Chicago	210.1	67
Springfield - Chicopee - Holyoke	204.0	68
West Palm Beach - Boca Raton	200.9	69
Omaha	200.2	70
Grand Rapids	196.8	71
Greenville - Spartanburg	188.8	72
New Brunswick - Perth Amboy - Sayreville	181.5	73
Raleigh - Durham	180.4	74
Flint	179.6	75
Youngstown - Warren	178.0	76
Wilmington, Del.	177.9	77
Tucson	172.0	78
Oxnard - Simi Valley - Ventura	171.7	79
New Bedford - Fall River	170.2	80
Fresno	166.4	81
Austin	166.3	82
Paterson - Clifton - Passaic	162.4	83
Knoxville	162.3	84
Harrisburg	159.7	85
Lansing - East Lansing	158.0	86
Long Branch - Asbury Park	157.9	87
Chattanooga	156.2	88
Tacoma	155.5	89
Baton Rouge	151.1	90
Albuquerque	150.6	91
Las Vegas	145.9	92
Johnson City - Kingsport - Bristol	145.8	93
Mobile	145.5	94
Wichita	143.5	95
Canton	142.0	96
Little Rock - North Little Rock	137.4	97
El Paso	134.4	98
Davenport - Rock Island - Moline	134.3	99
Beaumont - Port Arthur - Orange	132.2	100
Total Top 100	**46,633.9**	
Peoria	130.9	101
York	127.2	102
Bakersfield	126.7	103
Fort Wayne	126.7	103
Lancaster	124.4	105
Charleston - North Charleston, S.C.	124.0	106
Shreveport	122.7	107
Spokane	122.2	108
Newport News - Hampton	121.6	109
Des Moines	120.4	110
Madison	118.3	111
Columbia, S.C.	117.9	112
Reading	116.9	113
Utica - Rome	116.3	114
Vallejo - Fairfield - Napa	112.9	115
Trenton	110.6	116
Binghamton	109.9	117
Stockton	109.2	118
Santa Rosa	108.7	119
Santa Barbara - Santa Maria - Lompoc	107.6	120
Huntington - Ashland	106.7	121
Lexington-Fayette	105.8	122
Evansville	103.7	123
Lakeland - Winter Haven	103.3	124
Colorado Springs	99.4	125
Rockford	98.1	126
Huntsville	98.0	127
Duluth - Superior	97.9	128
Jackson, Miss.	97.8	129
Eugene - Springfield	97.4	130
Corpus Christi	97.1	131
Appleton - Oshkosh	96.5	132
Johnstown	94.6	133
Charleston, W. Va.	94.1	134
Kalamazoo - Portage	94.0	135
Pensacola	94.0	135
South Bend	94.0	135
Daytona Beach	93.3	138
Modesto	93.3	138
Augusta	92.6	140
Manchester - Nashua	91.9	141
Erie	89.2	142
Lorain - Elyria	89.1	143
△ Newburgh - Middletown	87.1	144
Montgomery	87.0	145
Ann Arbor	86.7	146
Hamilton - Middletown	86.4	147
Melbourne - Titusville - Cocoa	86.3	148
Salem	85.5	149
Salinas - Seaside - Monterey	84.4	150
Total Top 150	**51,834.2**	
Portland, Me.	82.6	151
New London - Norwich	82.2	152
Roanoke	81.8	153
Fort Myers - Cape Coral	80.9	154
Sarasota	80.7	155
Macon	80.4	156
Poughkeepsie	78.2	157
Springfield, Mo.	76.5	158
△ Benton Harbor - St. Joseph	76.4	159
Atlantic City	74.9	160
Saginaw	74.4	161
Columbus, Ga.	73.1	162
Springfield, Ill.	72.3	163
Savannah	72.1	164
Galveston - Texas City	71.9	165
Lubbock	71.7	166
Fort Smith	71.4	167
Fayetteville, N.C.	71.2	168
Lima	71.1	169
Santa Cruz	70.8	170
Reno	69.0	171
Topeka	68.8	172
Lincoln	68.6	173
Wheeling	66.6	174
McAllen - Pharr - Edinburg	66.2	175
Killeen - Temple	65.4	176
Battle Creek	65.3	177
Asheville	64.7	178
△ Kannapolis - Concord - Salisbury	63.6	179
Springfield, Ohio	62.8	180
Terre Haute	62.8	180
Racine	62.5	182
Muskegon - Norton Shores - Muskegon Heights	61.3	183
Amarillo	60.7	184
Bradenton	59.9	185
Waco	59.2	186
Yakima	59.0	187
Fayetteville - Springdale	58.9	188
Anchorage	58.8	189
Cedar Rapids	58.8	189
Green Bay	57.1	191
Biloxi - Gulfport	56.6	192
Champaign - Urbana - Rantoul	56.1	193
Steubenville - Weirton	56.0	194
Boise	55.8	195
Parkersburg - Marietta	55.0	196
Brownsville - Harlingen - San Benito	54.8	197
△ Jamestown	54.0	198
Lake Charles	53.4	199
Provo - Orem	53.0	200
Total Top 200	**55,163.5**	
Lynchburg	52.0	201
Jackson, Mich.	51.8	202
Pittsfield	50.7	203
Tallahassee	50.5	204
Wilmington, N.C.	50.4	205
Abilene	49.7	206
Altoona	48.9	207
Decatur	48.8	208
Fort Collins	48.7	209
Anderson, Ind.	48.4	210
△ Bremerton	48.3	211
Longview - Marshall	48.3	211
St. Cloud	47.6	213
△ Joplin	47.3	214
Wichita Falls	46.9	215
Clarksville - Hopkinsville	46.7	216
Gainesville	46.7	216
Elkhart	46.5	218
Janesville - Beloit	46.4	219
Florence	46.3	220
Waterloo - Cedar Falls	45.9	221
△ Bangor	45.8	222
Monroe	45.8	222
Fargo - Moorhead	45.7	224
Vineland - Millville - Bridgeton	45.0	225
△ Anderson, S.C.	44.5	226
Mansfield	44.3	227
Texarkana	44.2	228
Kenosha	44.0	229
Alexandria, La.	43.8	230
Richland - Kennewick - Pasco	43.8	230
Lafayette, La.	43.7	232
Pueblo	43.7	232
△ Olympia	43.6	234
Tyler	42.3	235
Muncie	42.2	236
Petersburg - Colonial Heights - Hopewell	42.2	236
Sioux City	42.1	238
Eau Claire	42.0	239
Tuscaloosa	41.1	240
Bloomington - Normal	40.7	241
△ Newark, Ohio	40.6	242
Anniston	40.4	243
△ Hagerstown	39.7	244
Williamsport	39.7	244
Bay City	39.6	246
Billings	39.3	247
Greeley	39.1	248
Odessa	38.7	249
St. Joseph	38.5	250
Total Top 250	**57,406.4**	
Lawton	38.0	251
△ Burlington, Vt.	37.5	252
Lafayette - West Lafayette	37.5	252
△ Danville, Va.	37.3	254
△ Athens	37.1	255
Kokomo	36.6	256
Pascagoula - Moss Point	36.6	256
△ Wausau	36.6	256
△ Sheboygan	36.4	259
△ Danville, Ill.	36.3	260
Gadsden	35.9	261
Sioux Falls	35.8	262
Burlington, N.C.	35.6	263
△ Michigan City - La Porte	35.0	264
Elmira	34.9	265
Grand Forks	33.8	266
Lewiston - Auburn	33.8	266
Panama City	33.7	268
Sherman - Denison	33.5	269
Albany, Ga.	33.4	270
Rapid City	31.8	271
Bloomington, Ind.	31.7	272
Rochester, Minn.	31.7	272
Kankakee	31.5	274
Columbia, Mo.	31.2	275
La Crosse	31.2	275
Great Falls	30.9	277
San Angelo	29.5	278
△ Manitowoc - Two Rivers	28.8	279
Dubuque	28.5	280
△ Hattiesburg	28.4	281
Pine Bluff	28.3	282
△ Marion	28.2	283
Bryan - College Station	28.0	284
Iowa City	28.0	284
Las Cruces	27.7	286
Owensboro	27.6	287
Midland	26.8	288
Bismarck	26.5	289
Enid	25.6	290
△ Jackson, Tenn.	25.5	291
△ Quincy, Ill.	25.5	291
△ Cheyenne	25.4	293
Laredo	25.3	294
△ Meridian	25.2	295
△ Missoula	25.2	295
Lawrence, Kans.	22.9	297
△ Pocatello	22.9	297
△ Santa Fe	22.2	299
△ Victoria	20.7	300
Total Above Areas	**58,944.4**	
Percent of U.S.	**75.3252**	
U.S. Total	**78,253.2**	

You'll get a big kick out of our circulation lead.

Yahoo! The Dallas Morning News continues to be Dallas' largest and fastest growing newspaper — seven days a week. This time we really set the competition back on their heels. So you get a jump on reaching more readers.

We lead the other paper by 39,152 more copies daily and 9,694 more copies Sunday. A total circulation of 286,781 daily and 350,820 Sunday. That's a gain of 12,901 and 14,014, respectively. In Dallas County we more than doubled their gain on Sunday. And, to boot, we increased by 9,535 daily while the competition lost 1,107.

Try as they might, they just can't seem to keep pace.

The Dallas Morning News
That extra edge

Source: Computed from ABC Publisher's Statements 9/30/79 and 9/30/78 by Dallas Morning News Research Department. Six-day average computed for Times Herald Publisher's Statement 9/30/78 to compare to six-day average in Publisher's Statement 9/30/79. Represented: by Cresmer, Woodward, O'Mara & Ormsbee, Inc., National; The Leonard Co., Florida, Mexico, Caribbean; Lenha Hawaii, Hawaii. A Member of Metropolitan Sunday Newspapers, Inc.

EFFECTIVE BUYING INCOME (EBI)

Area	($000)	Rank
New York	75,109,800	1
Chicago	61,441,498	2
Los Angeles - Long Beach	61,425,789	3
Detroit	38,144,053	4
Philadelphia	37,585,628	5
San Francisco - Oakland	30,883,788	6
Boston - Lowell - Brockton - Lawrence - Haverhill	30,256,753	7
Washington	29,528,528	8
Houston	24,964,200	9
Dallas - Fort Worth	24,030,255	10
Nassau - Suffolk	23,341,944	11
St. Louis	17,998,739	12
Newark, N.J.	17,742,297	13
Anaheim - Santa Ana - Garden Grove	17,500,110	14
Minneapolis - St. Paul	17,029,402	15
Pittsburgh	16,718,077	16
Cleveland	16,079,692	17
Baltimore	15,053,484	18
Atlanta	14,773,277	19
San Diego	14,125,990	20
Seattle - Everett	13,095,355	21
Denver - Boulder	13,022,633	22
San Jose	12,269,228	23
Miami	12,194,349	24
Kansas City	11,573,706	25
Milwaukee	11,187,697	26
Phoenix	10,742,859	27
Tampa - St. Petersburg	10,623,252	28
Cincinnati	10,557,764	29
Riverside - San Bernardino - Ontario	10,175,776	30
Portland, Ore.	9,533,120	31
Buffalo	9,196,155	32
Indianapolis	9,117,620	33
New Orleans	8,764,377	34
Bridgeport - Stamford - Norwalk - Danbury	8,597,141	35
Columbus, Ohio	8,556,037	36
Hartford - New Britain - Bristol	8,365,610	37
Fort Lauderdale - Hollywood	7,886,777	38
Rochester, N.Y.	7,726,250	39
Sacramento	7,638,407	40
Louisville	7,076,996	41
San Antonio	6,913,900	42
Toledo	6,485,561	43
Dayton	6,464,168	44
Oklahoma City	6,282,856	45
Providence - Warwick - Pawtucket	6,032,293	46
Honolulu	6,013,156	47
Memphis	6,007,079	48
Nashville-Davidson	5,889,490	49
Greensboro - Winston-Salem - High Point	5,853,043	50
Total Top 50	**847,575,959**	
Salt Lake City - Ogden	5,749,442	51
Birmingham	5,727,469	52
New Haven - West Haven - Waterbury - Meriden	5,657,973	53
Albany - Schenectady - Troy	5,648,524	54
Norfolk - Virginia Beach - Portsmouth	5,173,735	55
Gary - Hammond - East Chicago	5,132,182	56
Allentown - Bethlehem - Easton	4,901,696	57
Richmond	4,870,261	58
Akron	4,833,482	59
Tulsa	4,794,883	60
New Brunswick - Perth Amboy - Sayreville	4,791,365	61
Charlotte - Gastonia	4,744,692	62
Syracuse	4,640,784	63
Worcester - Fitchburg - Leominster	4,630,721	64
West Palm Beach - Boca Raton	4,624,150	65
Jacksonville	4,570,889	66
Orlando	4,555,470	67
Flint	4,537,770	68
Omaha	4,463,853	69
Wilmington, Del.	4,154,939	70
Jersey City	4,142,158	71
Springfield - Chicopee - Holyoke	4,041,954	72
Northeast Pennsylvania	4,034,531	73
Long Branch - Asbury Park	3,989,970	74
Youngstown - Warren	3,933,525	75
Raleigh - Durham	3,871,487	76
Grand Rapids	3,864,288	77
Lansing - East Lansing	3,812,099	78
Paterson - Clifton - Passaic	3,722,330	79
Austin	3,713,692	80
rrisburg	3,667,704	81
reenville - Spartanburg	3,659,282	82
nard - Simi Valley - Ventura	3,564,208	83
son	3,469,314	84
coma	3,405,873	85
ton Rouge	3,368,527	86
chita	3,326,179	87
venport - Rock Island - Moline	3,243,269	88
Vegas	3,148,932	89
xville	3,112,853	90
ria	3,079,271	91
sno	3,017,316	92
w Bedford - Fall River	3,012,150	93
nton	2,961,735	94
aumont - Port Arthur - Orange	2,906,718	95
buquerque	2,890,475	96
Wayne	2,890,323	97
e Rock - North Little Rock	2,862,950	98
Moines	2,770,913	99
nton	2,758,310	100
al Top 100	**1,048,022,575**	
Chattanooga	2,686,616	101
Madison	2,667,694	102
Lancaster	2,663,312	103
El Paso	2,649,864	104
York	2,593,419	105
Columbia, S.C.	2,545,816	106
Mobile	2,544,572	107
Santa Barbara - Santa Maria - Lompoc	2,486,056	108
Reading	2,479,994	109
Spokane	2,461,526	110
Ann Arbor	2,330,414	111
Johnson City - Kingsport - Bristol	2,330,108	112
Newport News - Hampton	2,325,404	113
Shreveport	2,314,538	114
Bakersfield	2,313,027	115
Charleston - North Charleston, S.C.	2,302,424	116
Rockford	2,275,968	117
Vallejo - Fairfield - Napa	2,260,166	118
Lexington-Fayette	2,211,130	119
Stockton	2,167,187	120
Santa Rosa	2,130,485	121
Lorain - Elyria	2,082,248	122
Charleston, W. Va.	2,049,904	123
Appleton - Oshkosh	2,047,910	124
Jackson, Miss.	2,023,205	125
Utica - Rome	1,996,330	126
Huntington - Ashland	1,994,607	127
Corpus Chrisri	1,953,230	128
Evansville	1,950,763	129
Modesto	1,949,321	130
South Bend	1,940,703	131
Huntsville	1,937,417	132
Manchester - Nashua	1,932,007	133
Duluth - Superior	1,911,412	134
Hamilton - Middletown	1,902,375	135
Salinas - Seaside - Monterey	1,886,774	136
Johnstown	1,877,661	137
Saginaw	1,869,956	138
Eugene - Springfield	1,868,625	139
Lakeland - Winter Haven	1,865,895	140
Colorado Springs	1,865,088	141
Binghamton	1,836,553	142
Anchorage	1,832,970	143
Kalamazoo - Portage	1,798,921	144
Augusta	1,797,707	145
Erie	1,730,177	146
Montgomery	1,702,353	147
New London - Norwich	1,691,306	148
Poughkeepsie	1,668,145	149
Reno	1,664,960	150
Total Top 150	**1,153,390,818**	
△ Newburgh - Middletown	1,662,012	151
Pensacola	1,645,618	152
Lubbock	1,606,509	153
Portland, Me.	1,596,533	154
Salem	1,544,272	155
Roanoke	1,524,370	156
Galveston - Texas City	1,498,487	157
Melbourne - Titusville - Cocoa	1,455,583	158
Lima	1,448,635	159
Springfield, Ill.	1,448,572	160
Fort Myers - Cape Coral	1,440,034	161
Macon	1,436,840	162
Topeka	1,427,379	163
Fayetteville, N.C.	1,422,553	164
Daytona Beach	1,415,261	165
Lincoln	1,413,835	166
Atlantic City	1,383,385	167
Springfield, Mo.	1,371,863	168
Amarillo	1,366,991	169
Racine	1,349,714	170
Sarasota	1,327,450	171
Cedar Rapids	1,318,850	172
Savannah	1,304,340	173
Wheeling	1,302,271	174
Santa Cruz	1,294,758	175
Columbus, Ga.	1,286,306	176
Killeen - Temple	1,285,614	177
Battle Creek	1,285,434	178
△ Bremerton	1,279,452	179
Champaign - Urbana - Rantoul	1,255,818	180
Springfield, Ohio	1,238,415	181
Steubenville - Weirton	1,238,395	182
△ Benton Harbor - St. Joseph	1,230,571	183
Green Bay	1,194,276	184
Asheville	1,161,736	185
Terre Haute	1,134,393	186
△ Kannapolis - Concord - Salisbury	1,122,661	187
Anderson, Ind.	1,118,835	188
Fort Smith	1,104,071	189
Decatur	1,083,809	190
Parkersburg - Marietta	1,078,522	191
Waco	1,076,889	192
Janesville - Beloit	1,075,761	193
Boise	1,075,541	194
Waterloo - Cedar Falls	1,067,025	195
Kenosha	1,065,325	196
Provo - Orem	1,063,710	197
Yakima	1,063,672	198
Lake Charles	1,062,020	199
Pittsfield	1,045,492	200
Total Top 200	**1,218,090,676**	
△ Olympia	1,041,647	201
Fayetteville - Springdale	1,039,744	202
Elkhart	1,037,434	203
Fargo - Moorhead	1,032,926	204
Tallahassee	1,032,228	205
Richland - Kennewick - Pasco	1,029,367	206
Fort Collins	1,018,456	207
Biloxi - Gulfport	1,008,299	208
Muskegon - Norton Shores - Muskegon Heights	1,005,347	209
McAllen - Pharr - Edinburg	995,579	210
Jackson, Mich.	990,918	211
Bradenton	987,772	212
Lafayette, La.	964,365	213
Bloomington - Normal	959,366	214
Abilene	942,026	215
Longview - Marshall	933,247	216
Wichita Falls	932,257	217
Muncie	920,704	218
Wilmington, N.C.	916,980	219
Kokomo	913,541	220
Sioux City	905,238	221
St. Cloud	903,492	222
Mansfield	897,230	223
Pascagoula - Moss Point	890,514	224
Clarksville - Hopkinsville	890,410	225
Lynchburg	884,993	226
Odessa	877,980	227
Monroe	876,250	228
Tyler	873,107	229
△ Jamestown	869,380	230
Vineland - Millville - Bridgeton	869,152	231
Brownsville - Harlingen - San Benito	855,116	232
△ Danville, Ill.	849,854	233
Altoona	848,013	234
Gainesville	843,209	235
△ Bangor	839,385	236
Sioux Falls	825,734	237
Bay City	824,807	238
Pueblo	814,098	239
Petersburg - Colonial Heights - Hopewell	811,152	240
Lawton	809,310	241
△ Anderson, S.C.	793,100	242
Tuscaloosa	787,615	243
Lafayette - West Lafayette	786,259	244
△ Burlington, Vt.	781,195	245
△ Wausau	780,408	246
△ Michigan City - La Porte	756,448	247
Greeley	738,430	248
Alexandria, La.	736,573	249
Florence	732,319	250
Total Top 250	**1,262 743,650**	
△ Sheboygan	722,530	251
Rochester, Minn.	721,809	252
△ Newark, Ohio	718,171	253
Eau Claire	714,622	254
△ Hagerstown	710,337	255
Billings	709,653	256
Midland	699,015	257
Kankakee	696,347	258
Sherman - Denison	691,617	259
Texarkana	689,950	260
Albany, Ga.	689,849	261
Williamsport	686,952	262
Grand Forks	685,042	263
Dubuque	684,047	264
△ Joplin	665,795	265
St. Joseph	656,000	266
△ Danville, Va.	649,853	267
Burlington, N.C.	649,596	268
Rapid City	639,873	269
Anniston	631,390	270
△ Marion	615,611	271
Bloomington, Ind.	608,818	272
△ Athens	607,825	273
Columbia, Mo.	602,226	274
Elmira	600,900	275
△ Cheyenne	576,356	276
Owensboro	572,251	277
Bryan - College Station	569,999	278
Great Falls	557,653	279
San Angelo	552,841	280
Lewiston - Auburn	540,148	281
△ Manitowoc - Two Rivers	538,905	282
Panama City	537,956	283
La Crosse	536,562	284
Iowa City	535,652	285
Bismarck	530,990	286
Gadsden	528,340	287
Pine Bluff	525,134	288
△ Quincy, Ill.	514,111	289
Las Cruces	498,450	290
△ Missoula	491,603	291
△ Jackson, Tenn.	473,448	292
△ Hattiesburg	453,327	293
Enid	446,781	294
Lawrence, Kans.	434,236	295
△ Santa Fe	433,003	296
△ Victoria	432,638	297
△ Pocatello	428,614	298
△ Meridian	424,825	299
Laredo	376,663	300
Total Above Areas	**1,292,001,964**	
Percent of U.S.	**79.8201**	
U.S. Total	**1,618,642,884**	

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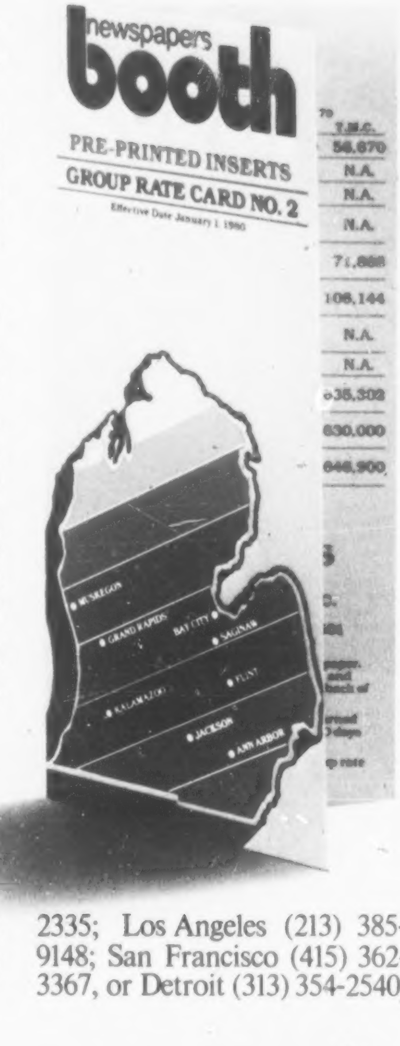
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America's most overlooked market.

MEDIAN HOUSEHOLD EBI

Area	($)	Rank
Anchorage	27,279	1
San Jose	24,883	2
Bridgeport - Stamford - Norwalk - Danbury	24,834	3
New Brunswick - Perth Amboy - Sayreville	24,816	4
△ Bremerton	24,620	5
Nassau - Suffolk	24,592	6
Honolulu	24,060	7
Washington	23,958	8
Newark, N.J.	23,665	9
Detroit	23,473	10
Saginaw	23,460	11
Flint	23,369	12
Gary - Hammond - East Chicago	23,218	13
Kokomo	23,077	14
Ann Arbor	23,059	15
Kenosha	22,906	16
Chicago	22,597	17
Houston	22,578	18
Davenport - Rock Island - Moline	22,463	19
Midland	22,419	20
Anaheim - Santa Ana - Garden Grove	22,350	21
Dubuque	22,217	22
Long Branch - Asbury Park	22,142	23
Richland - Kennewick - Pasco	22,140	24
Janesville - Beloit	22,012	25
Trenton	21,992	26
Pascagoula - Moss Point	21,949	27
△ Olympia	21,836	28
Peoria	21,809	29
Rockford	21,794	30
Lorain - Elyria	21,648	31
Cedar Rapids	21,461	32
Minneapolis - St. Paul	21,450	33
Lansing - East Lansing	21,428	34
Cleveland	21,374	35
Waterloo - Cedar Falls	21,341	36
Sioux Falls	21,286	37
Dallas - Fort Worth	21,187	38
Fort Wayne	21,172	39
Anderson, Ind.	21,111	40
Toledo	21,102	41
△ Danville, Ill.	21,072	42
Steubenville - Weirton	21,070	43
Reno	21,066	44
Des Moines	20,966	45
Hartford - New Britain - Bristol	20,903	46
Kansas City	20,901	47
Rochester, Minn.	20,857	48
Milwaukee	20,835	49
San Francisco - Oakland	20,827	50
Kankakee	20,805	51
Odessa	20,749	52
Paterson - Clifton - Passaic	20,682	53
Youngstown - Warren	20,590	54
Harrisburg	20,584	55
Bloomington - Normal	20,569	56
Wilmington, Del.	20,537	57
Decatur	20,483	58
Wichita	20,473	59
Indianapolis	20,441	60
Philadelphia	20,386	61
Hamilton - Middletown	20,383	62
Seattle - Everett	20,370	63
Denver - Boulder	20,369	64
Dayton	20,296	65
Elkhart	20,270	66
Rochester, N.Y.	20,149	67
Beaumont - Port Arthur - Orange	20,085	68
Louisville	20,072	69
Madison	20,051	70
Santa Barbara - Santa Maria - Lompoc	20,036	71
△ Marion	20,025	72
Fargo - Moorhead	20,018	73
St. Louis	19,997	74
△ Cheyenne	19,994	75
Omaha	19,942	76
Amarillo	19,882	77
△ Michigan City - La Porte	19,852	78
Racine	19,821	79
Reading	19,786	80
Charleston, W. Va.	19,782	81
Atlanta	19,749	82
Baton Rouge	19,734	83
Poughkeepsie	19,733	84
Charlotte - Gastonia	19,668	85
Las Vegas	19,662	86
△ Wausau	19,652	87
Cincinnati	19,647	88
Akron	19,627	89
Allentown - Bethlehem - Easton	19,599	90
Boston - Lowell - Brockton - Lawrence - Haverhill	19,569	91
Muncie	19,511	92
Lancaster	19,508	93
Bay City	19,481	94
Green Bay	19,468	95
Richmond	19,447	96
Canton	19,429	97
Manchester - Nashua	19,412	98
Salt Lake City - Ogden	19,390	99
Portland, Ore.	19,320	100
Appleton - Oshkosh	19,312	101
Columbus, Ohio	19,307	102
Phoenix	19,273	103
New Haven - West Haven - Waterbury - Meriden	19,208	104
Oxnard - Simi Valley - Ventura	19,202	105
Sacramento	18,943	106
Galveston - Texas City	18,925	107
Sioux City	18,877	108
Mansfield	18,867	109
Lima	18,836	110
South Bend	18,836	110
Worcester - Fitchburg - Leominster	18,833	112
Pittsfield	18,817	113
York	18,777	114
△ Burlington, Vt.	18,712	115
Syracuse	18,699	116
Los Angeles - Long Beach	18,680	117
New Orleans	18,675	118
△ Sheboygan	18,572	119
Pittsburgh	18,569	120
Tacoma	18,559	121
△ Victoria	18,518	122
Lubbock	18,488	123
Greensboro - Winston-Salem - High Point	18,459	124
Owensboro	18,394	125
Topeka	18,393	126
Springfield, Ohio	18,325	127
Raleigh - Durham	18,249	128
Austin	18,173	129
Champaign - Urbana - Rantoul	18,171	130
Battle Creek	18,165	131
Lafayette - West Lafayette	18,108	132
Johnstown	18,069	133
Bismarck	18,057	134
Lafayette, La.	18,040	135
Springfield, Ill.	18,033	136
Parkersburg - Marietta	18,026	137
Lincoln	18,013	138
Lake Charles	17,976	139
Fort Collins	17,973	140
Lexington-Fayette	17,955	141
New London - Norwich	17,949	142
Providence - Warwick - Pawtucket	17,940	143
△ Quincy, Ill.	17,937	144
Sherman - Denison	17,927	145
Baltimore	17,924	146
Salinas - Seaside - Monterey	17,923	147
Nashville-Davidson	17,917	148
Little Rock - North Little Rock	17,899	149
Grand Rapids	17,897	150
Modesto	17,877	151
Oklahoma City	17,868	152
Vallejo - Fairfield - Napa	17,865	153
Duluth - Superior	17,855	154
Wheeling	17,849	155
Columbia, S.C.	17,820	156
Albany - Schenectady - Troy	17,812	157
Spokane	17,785	158
Erie	17,744	159
Springfield - Chicopee - Holyoke	17,718	160
Jersey City	17,714	161
Provo - Orem	17,622	162
Vineland - Millville - Bridgeton	17,621	163
Jackson, Mich.	17,594	164
Stockton	17,558	165
Tyler	17,526	166
West Palm Beach - Boca Raton	17,441	167
Huntsville	17,421	168
Miami	17,403	169
Buffalo	17,326	170
Jackson, Miss.	17,289	171
Eugene - Springfield	17,270	172
Boise	17,257	173
Evansville	17,233	174
Tucson	17,221	175
Portland, Me.	17,209	176
Tulsa	17,171	177
Greenville - Spartanburg	17,117	178
Corpus Christi	17,107	179
Memphis	17,095	180
Santa Rosa	17,078	181
San Antonio	17,072	182
Rapid City	17,070	183
△ Newburgh - Middletown	17,067	184
△ Manitowoc - Two Rivers	17,059	185
Grand Forks	17,036	186
Kalamazoo - Portage	17,015	187
Fort Lauderdale - Hollywood	16,977	188
△ Pocatello	16,927	189
New York	16,918	190
Burlington, N.C.	16,883	191
Pueblo	16,801	192
Birmingham	16,792	193
Longview - Marshall	16,765	194
San Diego	16,763	195
St. Cloud	16,751	196
△ Newark, Ohio	16,720	197
Albany, Ga.	16,663	198
Knoxville	16,619	199
Norfolk - Virginia Beach - Portsmouth	16,597	200
Albuquerque	16,521	201
△ Missoula	16,512	202
Tallahassee	16,503	203
Orlando	16,496	204
Roanoke	16,471	205
El Paso	16,460	206
Montgomery	16,415	207
Iowa City	16,403	208
Newport News - Hampton	16,348	209
Petersburg - Colonial Heights - Hopewell	16,347	210
Greeley	16,315	211
△ Anderson, S.C.	16,254	212
Wichita Falls	16,246	213
△ Hagerstown	16,240	214
Augusta	16,218	215
△ Bangor	16,212	216
Huntington - Ashland	16,212	216
Bakersfield	16,209	218
Riverside - San Bernardino - Ontario	16,209	218
Billings	16,181	220
△ Kannapolis - Concord - Salisbury	16,163	221
New Bedford - Fall River	16,159	222
Shreveport	16,118	223
Melbourne - Titusville - Cocoa	16,019	224
Salem	15,999	225
Williamsport	15,937	226
△ Santa Fe	15,836	227
Great Falls	15,824	228
Columbia, Mo.	15,778	229
Abilene	15,755	230
Tuscaloosa	15,711	231
Yakima	15,677	232
Northeast Pennsylvania	15,657	233
Altoona	15,653	234
Savannah	15,648	235
Lawrence, Kans.	15,645	236
Monroe	15,628	237
Bloomington, Ind.	15,616	238
Terre Haute	15,576	239
Eau Claire	15,571	240
Colorado Springs	15,538	241
△ Jackson, Tenn.	15,530	242
Waco	15,528	243
Atlantic City	15,526	244
Macon	15,519	245
Fresno	15,474	246
Bryan - College Station	15,459	247
Utica - Rome	15,451	248
Elmira	15,448	249
La Crosse	15,444	250
Springfield, Mo.	15,428	251
Wilmington, N.C.	15,426	252
Lawton	15,396	253
Chattanooga	15,385	254
Binghamton	15,382	255
Jacksonville	15,308	256
Muskegon - Norton Shores - Muskegon Heights	15,286	257
Lakeland - Winter Haven	15,200	258
Asheville	15,194	259
Mobile	15,161	260
San Angelo	15,144	261
Charleston - North Charleston, S.C.	15,113	262
Enid	15,078	263
△ Benton Harbor - St. Joseph	15,066	264
Lynchburg	15,051	265
Pine Bluff	15,047	266
Santa Cruz	15,044	267
△ Danville, Va.	15,020	268
St. Joseph	15,010	269
Pensacola	14,892	270
Fayetteville - Springdale	14,682	271
Las Cruces	14,646	272
Fort Myers - Cape Coral	14,588	273
△ Jamestown	14,579	274
Gainesville	14,503	275
Columbus, Ga.	14,404	276
Fayetteville, N.C.	14,382	277
Biloxi - Gulfport	14,347	278
Lewiston - Auburn	14,286	279
Killeen - Temple	14,280	280
Florence	14,103	281
Clarksville - Hopkinsville	14,059	282
Johnson City - Kingsport - Bristol	13,913	283
Alexandria, La.	13,783	284
Texarkana	13,702	285
Panama City	13,634	286
Tampa - St. Petersburg	13,622	287
Gadsden	13,328	288
Anniston	13,281	289
△ Athens	13,188	290
△ Meridian	13,178	291
△ Hattiesburg	12,758	292
Bradenton	12,690	293
Fort Smith	12,587	294
Sarasota	12,382	295
△ Joplin	11,918	296
Daytona Beach	11,667	297
Brownsville - Harlingen - San Benito	11,623	298
McAllen - Pharr - Edinburg	10,713	299
Laredo	10,622	300
Median Above Areas	19,182	
U.S. Median	17,924	

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TOTAL RETAIL SALES

Area	($000)	Rank
Los Angeles - Long Beach	31,088,897	1
Chicago	30,308,650	2
New York	29,025,355	3
Detroit	20,647,704	4
Philadelphia	17,376,046	5
San Francisco - Oakland	14,683,264	6
Boston - Lowell - Brockton - Lawrence - Haverhill	14,664,190	7
Houston	14,501,111	8
Dallas - Fort Worth	13,699,830	9
Washington	13,637,029	10
Nassau - Suffolk	11,144,390	11
St. Louis	9,953,879	12
Minneapolis - St. Paul	9,852,702	13
Anaheim - Santa Ana - Garden Grove	9,550,489	14
Pittsburgh	8,767,860	15
Baltimore	8,415,411	16
Atlanta	8,375,077	17
Cleveland	8,326,267	18
Newark, N.J.	7,674,154	19
San Diego	7,512,742	20
Seattle - Everett	7,433,300	21
Denver - Boulder	7,176,249	22
Miami	7,170,416	23
Tampa - St. Petersburg	6,521,762	24
Kansas City	6,384,658	25
Milwaukee	6,191,419	26
San Jose	6,176,709	27
Phoenix	6,117,664	28
Riverside - San Bernardino - Ontario	5,983,490	29
Cincinnati	5,720,704	30
Portland, Ore.	5,496,524	31
Fort Lauderdale - Hollywood	5,333,105	32
Indianapolis	5,178,898	33
Buffalo	4,878,323	34
Columbus, Ohio	4,683,962	35
New Orleans	4,676,187	36
Sacramento	4,591,234	37
San Antonio	3,967,566	38
Rochester, N.Y.	3,956,519	39
Hartford - New Britain - Bristol	3,875,864	40
Louisville	3,698,503	41
Oklahoma City	3,673,718	42
Nashville-Davidson	3,590,435	43
Birmingham	3,441,452	44
Memphis	3,437,255	45
Salt Lake City - Ogden	3,382,081	46
Dayton	3,343,851	47
Bridgeport - Stamford - Norwalk - Danbury	3,285,501	48
Toledo	3,268,771	49
Greensboro - Winston-Salem - High Point	3,224,110	50
Total Top 50	**435,065,277**	
Albany - Schenectady - Troy	3,109,680	51
Jacksonville	3,040,903	52
Orlando	3,037,911	53
Honolulu	3,033,919	54
Norfolk - Virginia Beach - Portsmouth	2,872,425	55
Providence - Warwick - Pawtucket	2,817,974	56
Tulsa	2,802,316	57
Richmond	2,768,056	58
Akron	2,710,591	59
New Haven - West Haven - Waterbury - Meriden	2,679,013	60
West Palm Beach - Boca Raton	2,666,079	61
Grand Rapids	2,623,875	62
Charlotte - Gastonia	2,598,463	63
Gary - Hammond - East Chicago	2,595,907	64
Flint	2,560,564	65
Allentown - Bethlehem - Easton	2,537,429	66
Syracuse	2,512,278	67
Worcester - Fitchburg - Leominster	2,461,823	68
New Brunswick - Perth Amboy - Sayreville	2,387,229	69
Omaha	2,356,246	70
Northeast Pennsylvania	2,316,232	71
Austin	2,299,393	72
Springfield - Chicopee - Holyoke	2,202,622	73
Fresno	2,189,169	74
Las Vegas	2,167,993	75
Greenville - Spartanburg	2,155,406	76
Youngstown - Warren	2,144,387	77
Tucson	2,054,626	78
Long Branch - Asbury Park	2,047,894	79
Raleigh - Durham	2,041,405	80
Wilmington, Del.	2,021,492	81
Harrisburg	1,992,826	82
Baton Rouge	1,986,982	83
Lansing - East Lansing	1,981,198	84
Knoxville	1,954,785	85
Oxnard - Simi Valley - Ventura	1,916,634	86
Wichita	1,915,139	87
Albuquerque	1,877,285	88
Paterson - Clifton - Passaic	1,826,052	89
Moines	1,763,570	90
oria	1,747,329	91
Paso	1,743,707	92
venport - Rock Island - Moline	1,732,675	93
umont - Port Arthur - Orange	1,731,403	94
ton	1,727,226	95
e Rock - North Little Rock	1,722,070	96
Bedford - Fall River	1,690,196	97
oma	1,674,762	98
ile	1,655,976	99
ersfield	1,628,053	100
al Top 100	**547,146,445**	
Fort Wayne	1,611,050	101
Chattanooga	1,586,963	102
Jersey City	1,573,132	103
Johnson City - Kingsport - Bristol	1,571,283	104
Madison	1,537,137	105
Columbia, S.C.	1,484,835	106
Lexington-Fayette	1,478,810	107
Shreveport	1,468,858	108
Newport News - Hampton	1,403,322	109
Lancaster	1,400,718	110
Stockton	1,397,761	111
Corpus Christi	1,384,691	112
Jackson, Miss.	1,376,504	113
Charleston - North Charleston, S.C.	1,354,735	114
Spokane	1,343,591	115
York	1,338,668	116
Santa Rosa	1,324,213	117
Lakeland - Winter Haven	1,300,280	118
Trenton	1,293,764	119
Santa Barbara - Santa Maria - Lompoc	1,274,736	120
Eugene - Springfield	1,267,259	121
Evansville	1,257,884	122
Charleston, W. Va.	1,224,415	123
Ann Arbor	1,218,917	124
Reading	1,217,034	125
Colorado Springs	1,210,363	126
Vallejo - Fairfield - Napa	1,188,841	127
Reno	1,188,166	128
Kalamazoo - Portage	1,182,038	129
Salinas - Seaside - Monterey	1,165,401	130
Portland, Me.	1,147,351	131
Augusta	1,140,885	132
Appleton - Oshkosh	1,136,870	133
Utica - Rome	1,135,734	134
Huntsville	1,134,911	135
Lubbock	1,134,430	136
Daytona Beach	1,132,870	137
Rockford	1,130,262	138
Huntington - Ashland	1,124,433	139
Modesto	1,122,162	140
South Bend	1,118,697	141
Duluth - Superior	1,108,633	142
Binghamton	1,107,022	143
Manchester - Nashua	1,102,642	144
Anchorage	1,077,093	145
Pensacola	1,074,272	146
Sarasota	1,073,146	147
Roanoke	1,063,957	148
Melbourne - Titusville - Cocoa	1,063,652	149
Montgomery	1,057,446	150
Total Top 150	**609,958,282**	
Saginaw	1,056,843	151
Erie	1,029,817	152
Amarillo	1,023,999	153
Springfield, Mo.	1,021,041	154
Fort Myers - Cape Coral	1,006,013	155
Lorain - Elyria	991,115	156
△ Newburgh - Middletown	979,400	157
Salem	967,459	158
Macon	966,236	159
Johnstown	963,641	160
McAllen - Pharr - Edinburg	948,803	161
Poughkeepsie	936,694	162
Springfield, Ill.	930,945	163
Atlantic City	915,253	164
Savannah	887,960	165
Boise	864,007	166
Lima	858,643	167
Hamilton - Middletown	854,148	168
Galveston - Texas City	841,130	169
Terre Haute	833,379	170
△ Benton Harbor - St. Joseph	827,475	171
Columbus, Ga.	826,302	172
Santa Cruz	820,050	173
Lincoln	809,808	174
New London - Norwich	805,400	175
Topeka	802,849	176
Green Bay	789,660	177
St. Cloud	77[illegible]955	178
Fayetteville, N.C.	766,001	179
Fort Smith	760,015	180
Waco	758,854	181
Cedar Rapids	753,515	182
Longview - Marshall	753,254	183
Fargo - Moorhead	752,443	184
Champaign - Urbana - Rantoul	750,659	185
Lafayette, La.	720,163	186
Parkersburg - Marietta	698,039	187
Wheeling	695,099	188
Brownsville - Harlingen - San Benito	690,732	189
Asheville	680,800	190
Richland - Kennewick - Pasco	678,926	191
Sioux Falls	677,340	192
Odessa	676,675	193
Lake Charles	672,344	194
Waterloo - Cedar Falls	667,559	195
Billings	665,414	196
Biloxi - Gulfport	665,147	197
Killeen - Temple	664,967	198
Fayetteville - Springdale	653,342	199
Springfield, Ohio	651,636	200
Total Top 200	**650,749,231**	
Tallahassee	646,475	201
Yakima	645,408	202
Bradenton	641,107	203
Elkhart	638,520	204
Battle Creek	632,926	205
Fort Collins	632,294	206
Tyler	630,716	207
Muskegon - Norton Shores - Muskegon Heights	629,182	208
Abilene	628,405	209
Gainesville	627,483	210
Racine	627,187	211
Wichita Falls	620,297	212
Janesville - Beloit	614,625	213
Decatur	611,383	214
Provo - Orem	607,446	215
Lynchburg	601,784	216
Mansfield	593,325	217
Pittsfield	585,978	218
△ Joplin	578,580	219
Jackson, Mich.	573,813	220
△ Kannapolis - Concord - Salisbury	569,250	221
Monroe	566,364	222
△ Bangor	564,652	223
Altoona	557,271	224
Eau Claire	554,470	225
Bloomington - Normal	553,633	226
Anderson, Ind.	553,263	227
Steubenville - Weirton	549,455	228
Vineland - Millville - Bridgeton	543,824	229
△ Jamestown	538,991	230
Clarksville - Hopkinsville	531,812	231
△ Hagerstown	531,062	232
Muncie	518,268	233
Bay City	517,194	234
Wilmington, N.C.	516,918	235
△ Anderson, S.C.	505,037	236
Sioux City	504,696	237
Rochester, Minn.	500,942	238
Alexandria, La.	497,021	239
Texarkana	494,150	240
Rapid City	491,890	241
Lafayette - West Lafayette	486,677	242
Florence	483,141	243
Tuscaloosa	481,598	244
△ Bremerton	470,852	245
Pueblo	467,567	246
Grand Forks	457,136	247
Kokomo	455,988	248
Laredo	453,599	249
Williamsport	452,784	250
Total Top 250	**678,485,670**	
Petersburg - Colonial Heights - Hopewell	450,345	251
△ Michigan City - La Porte	444,600	252
Panama City	440,433	253
△ Burlington, Vt.	439,907	254
Great Falls	439,500	255
△ Olympia	437,679	256
La Crosse	434,545	257
Dubuque	433,600	258
Midland	432,152	259
St. Joseph	428,312	260
Columbia, Mo.	426,987	261
Albany, Ga.	421,974	262
Bismarck	414,458	263
Anniston	413,926	264
Kankakee	410,249	265
San Angelo	408,176	266
△ Newark, Ohio	406,050	267
△ Wausau	403,918	268
△ Athens	399,555	269
△ Missoula	397,559	270
Owensboro	391,507	271
Kenosha	382,456	272
Sherman - Denison	381,014	273
△ Meridian	379,051	274
Lewiston - Auburn	377,652	275
△ Victoria	374,835	276
Gadsden	370,469	277
Burlington, N.C.	370,298	278
△ Hattiesburg	368,616	279
△ Sheboygan	368,253	280
△ Danville, Ill.	360,594	281
△ Danville, Va.	357,285	282
Greeley	355,967	283
Pascagoula - Moss Point	352,776	284
Iowa City	351,445	285
Elmira	349,013	286
Bloomington, Ind.	345,811	287
Bryan - College Station	343,896	288
△ Jackson, Tenn.	339,643	289
Lawton	336,099	290
△ Santa Fe	323,179	291
△ Cheyenne	322,400	292
Pine Bluff	316,506	293
△ Pocatello	315,573	294
△ Marion	291,267	295
Las Cruces	290,393	296
Enid	277,564	297
△ Quincy, Ill.	271,722	298
△ Manitowoc - Two Rivers	270,446	299
Lawrence, Kans.	251,175	300
Total Above Areas	**697,156,500**	
Percent of U.S.	**78.5512**	
U.S. Total	**887,518,635**	

The Arkansas Gazette has the largest circulation in Little Rock & Arkansas.

The Arkansas Gazette reaches more than
half the households in the 95th ranked SMSA (Pulaski
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Arkansas Gazette.

Represented nationally by Sawyer-Ferguson-Walker Company.
Source: ABC, 3/31/80; Survey of Buying Power, 1979.

What is the difference between 'median' and 'average'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey*'s information. A helpful explanation of what these column headings mean is provided in a special section titled "Explanation of Terms" that appears at the end of Section A. Most of the inquiries we receive concerning *Survey* data are due to the user's failure to check the "Explanation of Terms" section. You can save yourself time, as well as make more accurate use of *Survey* data, if you read the Explanation.

San Francisco. The City is just the beginning...

of the affluent Northern California market, an area more populous than 42 States in the U.S. and a vital consideration in any marketing strategy.

In this market, one media buy dominates: The San Francisco Chronicle and The San Francisco Examiner. It's the buy that outranks the next newspaper by more than 3 to 1, reaching 662,353 homes throughout Northern California.

San Francisco Chronicle
San Francisco Examiner

San Francisco Newspaper Agency Agent for San Francisco Chronicle/San Francisco Examiner
Represented nationally by Sawyer-Ferguson-Walker. Sources: S&MM Survey of Buying Power, 1979; A.B.C. Publishers' Statement, 9/30/79.

PER HOUSEHOLD RETAIL SALES

Area	($)	Rank
Sioux Falls	18,920	1
Anchorage	18,318	2
△ Victoria	18,108	3
Laredo	17,929	4
Odessa	17,485	5
Reno	17,220	6
Billings	16,932	7
Amarillo	16,870	8
Lafayette, La.	16,480	9
Fargo - Moorhead	16,465	10
St. Cloud	16,386	11
Midland	16,125	12
Lubbock	15,822	13
Rochester, Minn.	15,803	14
△ Missoula	15,776	15
Bismarck	15,640	16
Longview - Marshall	15,595	17
Richland - Kennewick - Pasco	15,501	18
Boise	15,484	19
Rapid City	15,468	20
Dubuque	15,214	21
△ Meridian	15,042	22
Tyler	14,911	23
Houston	14,865	24
Las Vegas	14,859	25
Des Moines	14,648	26
△ Santa Fe	14,558	27
Waterloo - Cedar Falls	14,544	28
McAllen - Pharr - Edinburg	14,332	29
Corpus Christi	14,260	30
Flint	14,257	31
Great Falls	14,223	32
Saginaw	14,205	33
Owensboro	14,185	34
Fort Lauderdale - Hollywood	14,142	35
Honolulu	14,138	36
Jackson, Miss.	14,075	37
Ann Arbor	14,059	38
Lexington-Fayette	13,977	39
La Crosse	13,928	40
Detroit	13,903	41
Portland, Me.	13,890	42
Dallas - Fort Worth	13,848	43
San Angelo	13,836	44
Green Bay	13,829	45
Austin	13,827	46
Salinas - Seaside - Monterey	13,808	47
△ Pocatello	13,780	48
Elkhart	13,732	49
Columbia, Mo.	13,685	50
Minneapolis - St. Paul	13,663	51
Bloomington - Normal	13,603	52
San Jose	13,593	53
Grand Forks	13,525	54
Gainesville	13,436	55
Mansfield	13,393	56
Nassau - Suffolk	13,390	57
Champaign - Urbana - Rantoul	13,381	58
△ Hagerstown	13,377	59
Peoria	13,349	60
Springfield, Mo.	13,347	61
Wichita	13,346	62
Anaheim - Santa Ana - Garden Grove	13,342	63
Grand Rapids	13,333	64
△ Jackson, Tenn.	13,319	65
Sarasota	13,298	66
West Palm Beach - Boca Raton	13,271	67
Terre Haute	13,270	68
Janesville - Beloit	13,246	69
Wichita Falls	13,226	70
Eau Claire	13,202	71
Fresno	13,156	72
New Brunswick - Perth Amboy - Sayreville	13,153	73
Baton Rouge	13,150	74
Orlando	13,128	75
Beaumont - Port Arthur - Orange	13,097	76
Panama City	13,069	77
Bay City	13,060	78
Kankakee	13,024	79
Charleston, W. Va.	13,012	80
Eugene - Springfield	13,011	81
Roanoke	13,007	82
Madison	12,994	83
Fort Collins	12,983	84
△ Hattiesburg	12,979	85
Lafayette - West Lafayette	12,978	86
El Paso	12,974	87
Long Branch - Asbury Park	12,970	88
Davenport - Rock Island - Moline	12,902	89
Springfield, Ill.	12,876	90
Bakersfield	12,850	91
Kansas City	12,839	92
Waco	12,818	93
Cedar Rapids	12,815	94
Indianapolis	12,810	95
Tallahassee	12,801	96
Stockton	12,800	97
Atlanta	12,715	98
Fort Wayne	12,715	98
Sacramento	12,708	100
△ Michigan City - La Porte	12,703	101
Seattle - Everett	12,702	102
△ Cheyenne	12,693	103
Parkersburg - Marietta	12,692	104
Abilene	12,644	105
Albany, Ga.	12,634	106
Nashville-Davidson	12,633	107
Miami	12,615	108
Brownsville - Harlingen - San Benito	12,605	109
Columbia, S.C.	12,594	110
Lake Charles	12,591	111
Lakeland - Winter Haven	12,587	112
Kalamazoo - Portage	12,575	113
Salt Lake City - Ogden	12,568	114
Washington	12,562	115
Milwaukee	12,559	116
Denver - Boulder	12,555	117
Iowa City	12,552	118
Lansing - East Lansing	12,539	119
Little Rock - North Little Rock	12,533	120
Decatur	12,528	121
Richmond	12,486	122
Harrisburg	12,479	123
Phoenix	12,477	124
Albuquerque	12,465	125
Kokomo	12,459	126
Fort Myers - Cape Coral	12,435	127
Chicago	12,409	128
Monroe	12,366	129
Gary - Hammond - East Chicago	12,356	130
△ Bangor	12,329	131
Melbourne - Titusville - Cocoa	12,325	132
Portland, Ore.	12,324	133
Augusta	12,321	134
Savannah	12,316	135
Bryan - College Station	12,282	136
Muncie	12,281	137
St. Louis	12,269	138
Charlotte - Gastonia	12,268	139
△ Joplin	12,232	140
Atlantic City	12,220	141
Santa Rosa	12,182	142
Colorado Springs	12,177	143
Oklahoma City	12,165	144
Canton	12,164	145
Jacksonville	12,164	145
Cleveland	12,155	147
Montgomery	12,155	147
Daytona Beach	12,142	149
Evansville	12,130	150
Vineland - Millville - Bridgeton	12,085	151
Lima	12,077	152
Youngstown - Warren	12,047	153
Knoxville	12,044	154
Modesto	12,027	155
Macon	12,018	156
Manchester - Nashua	11,998	157
Sioux City	11,988	158
Poughkeepsie	11,978	159
Shreveport	11,971	160
Columbus, Ohio	11,949	161
Tucson	11,946	162
San Antonio	11,943	163
Louisville	11,927	164
South Bend	11,901	165
Akron	11,883	166
Santa Barbara - Santa Maria - Lompoc	11,847	167
Lincoln	11,805	168
Cincinnati	11,793	169
Appleton - Oshkosh	11,781	170
Omaha	11,769	171
Biloxi - Gulfport	11,752	172
△ Burlington, Vt.	11,731	173
Tuscaloosa	11,718	174
Galveston - Texas City	11,699	175
Trenton	11,698	176
Toledo	11,670	177
Topeka	11,669	178
Birmingham	11,662	179
Newark, N.J.	11,619	180
New Orleans	11,615	181
Santa Cruz	11,583	182
Huntsville	11,581	183
Lynchburg	11,573	184
Pittsfield	11,558	185
Erie	11,545	186
Newport News - Hampton	11,540	187
Rockford	11,522	188
Bridgeport - Stamford - Norwalk - Danbury	11,488	189
Provo - Orem	11,461	190
Greensboro - Winston-Salem - High Point	11,453	191
Tulsa	11,447	192
Memphis	11,442	193
Dayton	11,440	194
Anderson, Ind.	11,431	195
Pensacola	11,428	196
Greenville - Spartanburg	11,416	197
Syracuse	11,409	198
Williamsport	11,405	199
Altoona	11,396	200
Clarksville - Hopkinsville	11,388	201
Mobile	11,38[illegible]	202
Sherman - Denison	11,374	203
Wilmington, Del.	11,363	204
Rochester, N.Y.	11,3[illegible]	205
△ Anderson, S.C.	11,349	206
Alexandria, La.	11,348	207
Duluth - Superior	11,324	208
Raleigh - Durham	11,316	209
Salem	11,315	210
Columbus, Ga.	11,304	211
Lancaster	11,260	212
Baltimore	11,252	213
△ Newburgh - Middletown	11,245	214
Paterson - Clifton - Passaic	11,244	215
Allentown - Bethlehem - Easton	11,208	216
San Francisco - Oakland	11,199	217
Norfolk - Virginia Beach - Portsmouth	11,185	218
Pine Bluff	11,184	219
Texarkana	11,180	220
Lewiston - Auburn	11,173	221
Oxnard - Simi Valley - Ventura	11,163	222
St. Joseph	11,125	223
Lorain - Elyria	11,124	224
Albany - Schenectady - Troy	11,102	225
Fayetteville - Springdale	11,092	226
Worcester - Fitchburg - Leominster	11,079	227
Jackson, Mich.	11,077	228
△ Wausau	11,036	229
Los Angeles - Long Beach	11,035	230
Spokane	10,995	231
Lawrence, Kans.	10,968	232
Riverside - San Bernardino - Ontario	10,943	233
Yakima	10,939	234
Charleston - North Charleston, S.C.	10,925	235
Bloomington, Ind.	10,909	236
Pittsburgh	10,869	237
Enid	10,842	238
△ Benton Harbor - St. Joseph	10,831	239
Springfield - Chicopee - Holyoke	10,797	240
Johnson City - Kingsport - Bristol	10,777	241
△ Athens	10,770	242
Tacoma	10,770	242
Fayetteville, N.C.	10,758	244
Boston - Lowell - Brockton - Lawrence - Haverhill	10,732	245
Bradenton	10,703	246
Pueblo	10,699	247
Petersburg - Colonial Heights - Hopewell	10,672	248
San Diego	10,665	249
△ Quincy, Ill.	10,656	250
Fort Smith	10,644	251
Philadelphia	10,577	252
Hartford - New Britain - Bristol	10,561	253
Huntington - Ashland	10,538	254
Vallejo - Fairfield - Napa	10,530	255
York	10,524	256
Asheville	10,522	257
Tampa - St. Petersburg	10,499	258
Buffalo	10,496	259
Las Cruces	10,484	260
Wheeling	10,437	261
Florence	10,435	262
Reading	10,411	263
Burlington, N.C.	10,402	264
Springfield, Ohio	10,376	265
△ Marion	10,329	266
Gadsden	10,319	267
Muskegon - Norton Shores - Muskegon Heights	10,264	268
Wilmington, N.C.	10,256	269
Anniston	10,246	270
Johnstown	10,186	271
Killeen - Temple	10,168	272
Chattanooga	10,160	273
△ Sheboygan	10,117	274
Binghamton	10,073	275
△ Olympia	10,039	276
Racine	10,035	277
Northeast Pennsylvania	10,027	278
△ Newark, Ohio	10,001	279
Elmira	10,000	280
△ Jamestown	9,981	281
New Haven - West Haven - Waterbury - Meriden	9,937	282
△ Danville, Ill.	9,934	283
New Bedford - Fall River	9,931	284
Hamilton - Middletown	9,886	285
Steubenville - Weirton	9,812	286
New London - Norwich	9,798	287
Utica - Rome	9,766	288
△ Bremerton	9,748	289
Battle Creek	9,693	290
Pascagoula - Moss Point	9,639	291
△ Danville, Va.	9,579	292
Providence - Warwick - Pawtucket	9,466	293
△ Manitowoc - Two Rivers	9,390	294
Greeley	9,104	295
△ Kannapolis - Concord - Salisbury	8,950	296
Lawton	8,845	297
Kenosha	8,692	298
New York	7,999	299
Jersey City	7,470	300
Average Above Areas	11,827	
U.S. Average	11,342	

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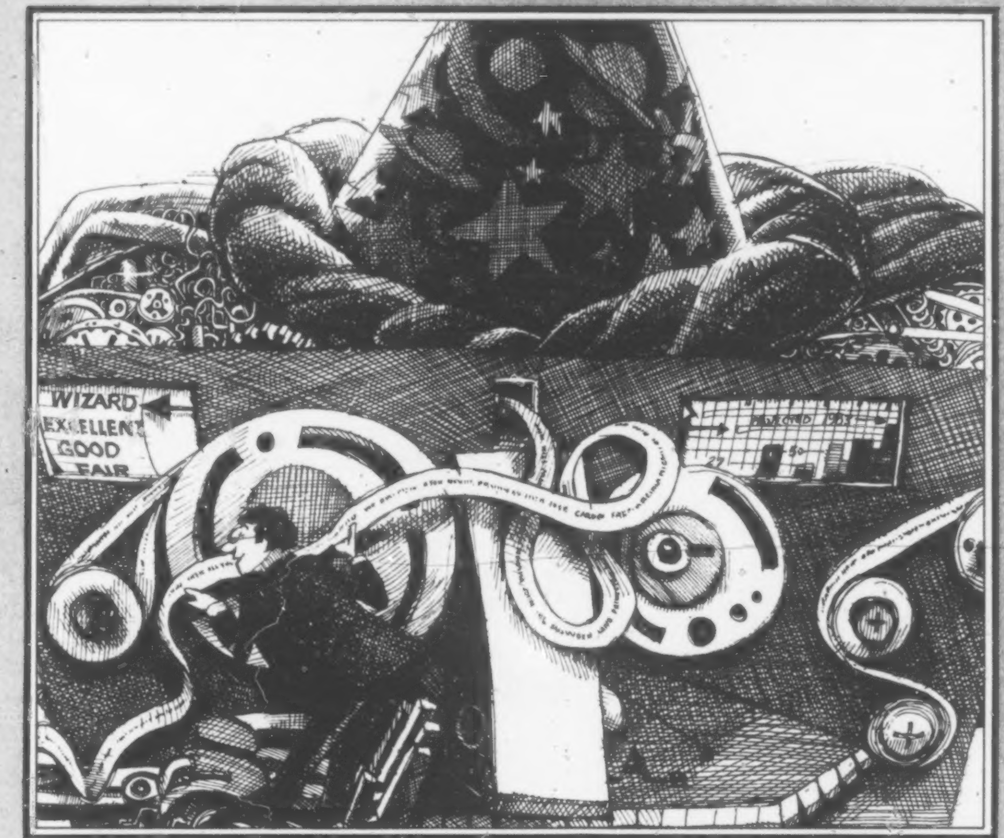
BUYING POWER INDEX (BPI)

Area	BPI	Rank
New York	4.1378	1
Los Angeles - Long Beach	3.5946	2
Chicago	3.5542	3
Detroit	2.2710	4
Philadelphia	2.1791	5
Boston - Lowell - Brockton - Lawrence - Haverhill	1.7825	6
San Francisco - Oakland	1.7410	7
Washington	1.6486	8
Houston	1.5121	9
Dallas - Fort Worth	1.4581	10
Nassau - Suffolk	1.3416	11
St. Louis	1.1082	12
Minneapolis - St. Paul	1.0461	13
Anaheim - Santa Ana - Garden Grove	1.0361	14
Pittsburgh	1.0156	15
Newark, N.J.	.9825	16
Cleveland	.9528	17
Baltimore	.9443	18
Atlanta	.9119	19
San Diego	.8566	20
Seattle - Everett	.7934	21
Denver - Boulder	.7878	22
Miami	.7541	23
San Jose	.7016	24
Kansas City	.6936	25
Milwaukee	.6825	26
Tampa - St. Petersburg	.6817	27
Phoenix	.6640	28
Riverside - San Bernardino - Ontario	.6478	29
Cincinnati	.6447	30
Portland, Ore.	.5872	31
Buffalo	.5644	32
Indianapolis	.5622	33
New Orleans	.5339	34
Columbus, Ohio	.5227	35
Fort Lauderdale - Hollywood	.5076	36
Hartford - New Britain - Bristol	.4844	37
Sacramento	.4797	38
Rochester, N.Y.	.4596	39
Bridgeport - Stamford - Norwalk - Danbury	.4504	40
San Antonio	.4424	41
Louisville	.4245	42
Oklahoma City	.3912	43
Dayton	.3881	44
Memphis	.3833	45
Toledo	.3817	46
Nashville-Davidson	.3757	47
Salt Lake City - Ogden	.3710	48
Birmingham	.3682	49
Greensboro - Winston-Salem - High Point	.3615	50
Total Top 50	**50.1656**	
Providence - Warwick - Pawtucket	.3584	51
Honolulu	.3551	52
Albany - Schenectady - Troy	.3506	53
New Haven - West Haven - Waterbury - Meriden	.3339	54
Norfolk - Virginia Beach - Portsmouth	.3309	55
Jacksonville	.3090	56
Gary - Hammond - East Chicago	.3047	57
Richmond	.3007	58
Tulsa	.3005	59
Akron	.3004	60
Orlando	.3000	61
Allentown - Bethlehem - Easton	.2939	62
Charlotte - Gastonia	.2901	63
Syracuse	.2866	64
Worcester - Fitchburg - Leominster	.2847	65
New Brunswick - Perth Amboy - Sayreville	.2819	66
West Palm Beach - Boca Raton	.2797	67
Flint	.2739	68
Omaha	.2715	69
Grand Rapids	.2611	70
Northeast Pennsylvania	.2603	71
Springfield - Chicopee - Holyoke	.2524	72
Wilmington, Del.	.2436	73
Youngstown - Warren	.2433	74
Austin	.2381	75
Long Branch - Asbury Park	.2379	76
Greenville - Spartanburg	.2351	77
Raleigh - Durham	.2345	78
Jersey City	.2308	79
Lansing - East Lansing	.2265	80
Oxnard - Simi Valley - Ventura	.2205	81
Tucson	.2205	81
Harrisburg	.2199	83
Paterson - Clifton - Passaic	.2173	84
Baton Rouge	.2126	85
Fresno	.2115	86
Las Vegas	.2066	87
Knoxville	.2040	88
Wichita	.2037	89
Tacoma	.2029	90
Davenport - Rock Island - Moline	.1930	91
New Bedford - Fall River	.1926	92
Albuquerque	.1906	93
Peoria	.1875	94
Canton	.1868	95
El Paso	.1817	96
Little Rock - North Little Rock	.1817	96
Beaumont - Port Arthur - Orange	.1815	98
Fort Wayne	.1776	99
Des Moines	.1755	100
Total Top 100	**62.6039**	
Mobile	.1749	101
Chattanooga	.1736	102
Columbia, S.C.	.1639	103
Madison	.1638	104
Johnson City - Kingsport - Bristol	.1633	105
Lancaster	.1616	106
Bakersfield	.1604	107
Trenton	.1578	108
York	.1578	108
Shreveport	.1538	110
Charleston - North Charleston, S.C.	.1529	111
Newport News - Hampton	.1522	112
Spokane	.1514	113
Santa Barbara - Santa Maria - Lompoc	.1468	114
Lexington-Fayette	.1462	115
Reading	.1455	116
Stockton	.1432	117
Vallejo - Fairfield - Napa	.1382	118
Jackson, Miss.	.1369	119
Ann Arbor	.1365	120
Santa Rosa	.1360	121
Corpus Christi	.1346	122
Rockford	.1330	123
Evansville	.1291	124
Utica - Rome	.1291	124
Appleton - Oshkosh	.1283	126
Charleston, W. Va.	.1282	127
Lakeland - Winter Haven	.1273	128
Huntington - Ashland	.1269	129
Colorado Springs	.1254	130
Huntsville	.1250	131
Eugene - Springfield	.1246	132
Salinas - Seaside - Monterey	.1234	133
South Bend	.1230	134
Lorain - Elyria	.1226	135
Binghamton	.1215	136
Manchester - Nashua	.1212	137
Modesto	.1208	138
Duluth - Superior	.1207	139
Augusta	.1203	140
Kalamazoo - Portage	.1203	140
Johnstown	.1146	142
Saginaw	.1142	143
Erie	.1125	144
Pensacola	.1125	144
Montgomery	.1119	146
Hamilton - Middletown	.1112	147
Anchorage	.1099	148
Portland, Me.	.1092	149
△ Newburgh - Middletown	.1076	150
Total Top 150	**69.3295**	
Reno	.1075	151
Lubbock	.1066	152
Poughkeepsie	.1045	153
Melbourne - Titusville - Cocoa	.1041	154
Roanoke	.1025	155
Daytona Beach	.1023	156
Salem	.1019	157
New London - Norwich	.1017	158
Macon	.0995	159
Fort Myers - Cape Coral	.0965	160
Springfield, Mo.	.0958	161
Sarasota	.0936	162
Galveston - Texas City	.0933	163
Springfield, Ill.	.0931	164
Lima	.0927	165
Amarillo	.0915	166
Fayetteville, N.C.	.0913	167
Atlantic City	.0909	168
Savannah	.0903	169
Topeka	.0883	170
Columbus, Ga.	.0882	171
Lincoln	.0882	171
△ Benton Harbor - St. Joseph	.0851	173
McAllen - Pharr - Edinburg	.0849	174
Santa Cruz	.0841	175
Cedar Rapids	.0817	176
Killeen - Temple	.0812	177
Wheeling	.0802	178
Green Bay	.0798	179
Champaign - Urbana - Rantoul	.0792	180
Racine	.0790	181
Terre Haute	.0788	182
Fort Smith	.0779	183
Battle Creek	.0778	184
Boise	.0769	185
Springfield, Ohio	.0767	186
Asheville	.0746	187
Waco	.0735	188
Parkersburg - Marietta	.0713	189
Steubenville - Weirton	.0713	189
Provo - Orem	.0710	191
Lake Charles	.0700	192
Fargo - Moorhead	.0699	193
Biloxi - Gulfport	.0698	194
△ Kannapolis - Concord - Salisbury	.0697	195
Fayetteville - Springdale	.0692	196
St. Cloud	.0692	196
Yakima	.069	198
Muskegon - Norton Shores - Muskegon Heights	.0684	199
Waterloo - Cedar Falls	.0680	200
Total Top 200	**73.5621**	
△ Bremerton	.0676	201
Tallahassee	.0669	202
Brownsville - Harlingen - San Benito	.0668	203
Richland - Kennewick - Pasco	.0668	203
Longview - Marshall	.0667	205
Lafayette, La.	.0666	206
Janesville - Beloit	.0663	207
Decatur	.0659	208
Elkhart	.0658	209
Anderson, Ind.	.0655	210
Fort Collins	.0652	211
Pittsfield	.0649	212
Bradenton	.0645	213
Jackson, Mich.	.0638	214
Abilene	.0625	215
Wichita Falls	.0615	216
Lynchburg	.0612	217
Odessa	.0602	218
Clarksville - Hopkinsville	.0599	219
Gainesville	.0596	220
Mansfield	.0596	220
Bloomington - Normal	.0593	222
Tyler	.0588	223
Monroe	.0583	224
△ Jamestown	.0579	225
Sioux Falls	.0579	225
Wilmington, N.C.	.0579	225
△ Bangor	.0578	228
△ Olympia	.0577	229
Kenosha	.0573	230
Muncie	.0573	230
Altoona	.0571	232
Vineland - Millville - Bridgeton	.0570	233
Sioux City	.0561	234
Billings	.0541	235
Bay City	.0538	236
Kokomo	.0531	237
△ Anderson, S.C.	.0527	238
Tuscaloosa	.0526	239
Alexandria, La.	.0523	240
Eau Claire	.0522	241
Pueblo	.0521	242
Petersburg - Colonial Heights - Hopewell	.0520	243
△ Joplin	.0512	244
Lafayette - West Lafayette	.0512	244
Florence	.0508	246
Pascagoula - Moss Point	.0501	247
△ Hagerstown	.0498	248
△ Burlington, Vt.	.0494	249
Texarkana	.0489	250
Total Top 250	**76.4866**	
△ Michigan City - La Porte	.0478	251
△ Wausau	.0477	252
Rochester, Minn.	.0476	253
Lawton	.0475	254
△ Danville, Ill.	.0472	255
Williamsport	.0468	256
△ Newark, Ohio	.0467	257
Grand Forks	.0459	258
Greeley	.0454	259
Albany, Ga.	.0453	260
Rapid City	.0452	261
Dubuque	.0445	262
Anniston	.0443	263
Kankakee	.0441	264
△ Sheboygan	.0440	265
St. Joseph	.0438	266
Midland	.0431	267
△ Athens	.0421	268
Sherman - Denison	.0419	269
△ Danville, Va.	.0418	270
Burlington, N.C.	.0417	271
Columbia, Mo.	.0416	272
Panama City	.0402	273
Great Falls	.0399	274
La Crosse	.0395	275
Bloomington, Ind.	.0390	276
Elmira	.0390	276
Owensboro	.0385	278
Lewiston - Auburn	.0381	279
Gadsden	.0380	280
San Angelo	.0379	281
Bismarck	.0373	282
Bryan - College Station	.0366	283
△ Marion	.0364	284
Iowa City	.0358	285
Laredo	.0351	286
△ Missoula	.0351	286
△ Cheyenne	.0350	288
Pine Bluff	.0345	289
△ Hattiesburg	.0339	290
Las Cruces	.0334	291
△ Manitowoc - Two Rivers	.0334	291
△ Jackson, Tenn.	.0328	293
△ Meridian	.0325	294
△ Victoria	.0320	295
△ Quincy, Ill.	.0314	296
△ Pocatello	.0304	297
△ Santa Fe	.0302	298
Enid	.0290	299
Lawrence, Kans.	.0279	300
Total Above Areas	**78.4554**	
Percent of U.S.	**78.4554**	
U.S. Total	**100.0000**	

PUT OUR WIZARD TO WORK FOR YOU!



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Chicago	(312) 321-0275
Dallas	(214) 239-0394
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Atlanta	(404) 955-3040
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Company ________________

Address ________________

City ________________

State/Zip ________________

Phone ________________

Mr. Jack von Maur
U.S. SUBURBAN PRESS, INC.
Suite B, 945 N. Plum Grove Rd.
Schaumburg, IL 60195

FOOD STORE SALES

Area	($000)	Rank
ew York	7,191,143	1
s Angeles - Long Beach	6,827,246	2
hicago	5,812,065	3
etroit	4,317,466	4
hiladelphia	3,775,115	5
oston - Lowell - Brockton - Lawrence - Haverhill	3,238,264	6
an Francisco - Oakland	3,213,895	7
ouston	3,008,823	8
Washington	2,706,328	9
assau - Suffolk	2,462,660	10
allas - Fort Worth	2,430,232	11
t. Louis	2,254,472	12
altimore	1,990,079	13
ewark, N.J.	1,903,462	14
naheim - Santa Ana - Garden Grove	1,875,267	15
Pittsburgh	1,869,904	16
Cleveland	1,860,224	17
Minneapolis - St. Paul	1,707,190	18
Tampa - St. Petersburg	1,652,522	19
Atlanta	1,635,323	20
Denver - Boulder	1,503,407	21
San Diego	1,490,114	22
Seattle - Everett	1,479,676	23
Miami	1,475,808	24
Phoenix	1,392,032	25
Milwaukee	1,347,122	26
Cincinnati	1,323,310	27
Riverside - San Bernardino - Ontario	1,264,698	28
Buffalo	1,239,422	29
San Jose	1,212,495	30
New Orleans	1,211,095	31
Kansas City	1,177,490	32
Fort Lauderdale - Hollywood	1,092,225	33
Sacramento	1,026,893	34
Indianapolis	982,504	35
Columbus, Ohio	951,989	36
Portland, Ore.	918,567	37
Rochester, N.Y.	896,270	38
San Antonio	885,499	39
Hartford - New Britain - Bristol	885,171	40
Louisville	811,457	41
Memphis	783,485	42
Oklahoma City	760,485	43
Albany - Schenectady - Troy	734,669	44
Nashville-Davidson	728,805	45
Toledo	725,703	46
Dayton	712,964	47
Orlando	704,569	48
Birmingham	703,354	49
Bridgeport - Stamford - Norwalk - Danbury	692,048	50
Total Top 50	**92,845,006**	
Akron	671,692	51
Syracuse	662,284	52
Salt Lake City - Ogden	658,491	53
Providence - Warwick - Pawtucket	652,069	54
Jacksonville	648,567	55
Greensboro - Winston-Salem - High Point	644,374	56
New Haven - West Haven - Waterbury - Meriden	631,610	57
Tulsa	614,060	58
Norfolk - Virginia Beach - Portsmouth	612,891	59
West Palm Beach - Boca Raton	611,988	60
Allentown - Bethlehem - Easton	606,363	61
Gary - Hammond - East Chicago	600,609	62
Springfield - Chicopee - Holyoke	587,641	63
Richmond	569,064	64
Worcester - Fitchburg - Leominster	567,640	65
Charlotte - Gastonia	564,467	66
New Brunswick - Perth Amboy - Sayreville	559,891	67
Northeast Pennsylvania	554,160	68
Honolulu	533,511	69
Long Branch - Asbury Park	504,646	70
Fresno	503,995	71
Austin	492,757	72
Greenville - Spartanburg	492,344	73
Youngstown - Warren	488,145	74
Tucson	486,805	75
Oxnard - Simi Valley - Ventura	484,638	76
Flint	479,237	77
Omaha	477,477	78
Baton Rouge	463,156	79
Harrisburg	446,841	80
Raleigh - Durham	444,980	81
Las Vegas	438,587	82
Jersey City	438,165	83
Wilmington, Del.	423,396	84
Canton	414,712	85
Bakersfield	398,677	86
New Bedford - Fall River	390,274	87
Knoxville	386,096	88
Beaumont - Port Arthur - Orange	384,952	89
Grand Rapids	373,758	90
El Paso	362,767	91
Lansing - East Lansing	355,804	92
Des Moines	355,690	93
Corpus Christi	351,391	94
Chattanooga	347,512	95
Johnson City - Kingsport - Bristol	342,794	96
Mobile	341,447	97
Wichita	338,743	98
Albuquerque	338,351	99
Paterson - Clifton - Passaic	337,396	100
Total Top 100	**117,282,411**	
Peoria	334,489	101
Little Rock - North Little Rock	329,354	102
Davenport - Rock Island - Moline	328,130	103
Tacoma	325,203	104
Santa Rosa	320,283	105
Columbia, S.C.	319,640	106
York	318,917	107
Stockton	318,716	108
Charleston - North Charleston, S.C.	312,335	109
Lakeland - Winter Haven	306,93[illegible]	110
Trenton	306,2[illegible]4	111
Lexington-Fayette	303,129	112
Shreveport	302,103	113
Fort Wayne	301,591	114
△ Newburgh - Middletown	296,427	115
Lancaster	292,299	116
Utica - Rome	289,925	117
Newport News - Hampton	287,634	118
Vallejo - Fairfield - Napa	281,492	119
Jackson, Miss.	281,391	120
Huntington - Ashland	268,349	121
Spokane	267,917	122
Binghamton	262,888	123
Santa Barbara - Santa Maria - Lompoc	260,802	124
Poughkeepsie	258,903	125
Madison	255,893	126
Modesto	252,636	127
Portland, Me.	248,549	128
Anchorage	246,300	129
Augusta	245,853	130
Charleston, W. Va.	244,796	131
Pensacola	244,683	132
Reading	243,849	133
Hamilton - Middletown	243,077	134
Manchester - Nashua	242,369	135
McAllen - Pharr - Edinburg	241,858	136
Daytona Beach	240,992	137
Salinas - Seaside - Monterey	239,305	138
Fort Myers - Cape Coral	237,481	139
Lorain - Elyria	237,481	139
Melbourne - Titusville - Cocoa	237,369	141
Rockford	235,851	142
Galveston - Texas City	235,641	143
Eugene - Springfield	235,130	144
Appleton - Oshkosh	234,754	145
Evansville	234,531	146
Duluth - Superior	233,023	147
Huntsville	232,900	148
Colorado Springs	230,420	149
Sarasota	224,895	150
Total Top 150	**130,757,123**	
Saginaw	223,345	151
Roanoke	222,965	152
South Bend	217,132	153
Lubbock	212,869	154
Johnstown	208,572	155
Macon	206,265	156
Kalamazoo - Portage	202,769	157
△ Benton Harbor - St. Joseph	201,407	158
Atlantic City	200,105	159
Amarillo	199,971	160
Santa Cruz	194,600	161
Montgomery	193,345	162
Springfield, Ill.	187,510	163
Lake Charles	181,808	164
Brownsville - Harlingen - San Benito	181,411	165
Reno	181,068	166
Erie	180,822	167
Savannah	179,074	168
Springfield, Mo.	178,548	169
Lima	178,002	170
New London - Norwich	175,552	171
Boise	175,310	172
Longview - Marshall	172,599	173
Fort Smith	171,026	174
Ann Arbor	169,488	175
Springfield, Ohio	165,066	176
Topeka	165,020	177
Salem	163,200	178
Vineland - Millville - Bridgeton	162,389	179
Wheeling	162,380	180
Bradenton	162,026	181
Waco	161,634	182
Columbus, Ga.	158,822	183
Parkersburg - Marietta	158,620	184
Biloxi - Gulfport	157,908	185
Racine	156,378	186
Lincoln	153,127	187
Green Bay	151,250	188
Pittsfield	150,701	189
Richland - Kennewick - Pasco	150,023	190
Cedar Rapids	148,981	191
Tallahassee	146,839	192
Fayetteville, N.C.	146,446	193
Asheville	146,235	194
Lynchburg	145,305	195
Odessa	143,351	196
Steubenville - Weirton	143,214	197
Killeen - Temple	142,219	198
Champaign - Urbana - Rantoul	141,217	199
Fayetteville - Springdale	140,606	200
Total Top 200	**139,375,643**	
Lafayette, La.	140,445	201
Gainesville	139,401	202
Yakima	137,182	203
Tyler	135,725	204
Janesville - Beloit	134,451	205
△ Kannapolis - Concord - Salisbury	132,447	206
Texarkana	128,936	207
Terre Haute	127,971	208
Wilmington, N.C.	127,706	209
Altoona	127,618	210
Battle Creek	127,522	211
Muskegon - Norton Shores - Muskegon Heights	126,115	212
△ Bangor	125,953	213
Decatur	124,694	214
Elkhart	124,402	215
Abilene	123,031	216
Provo - Orem	123,016	217
Fort Collins	122,989	218
Wichita Falls	122,130	219
△ Anderson, S.C.	121,215	220
△ Bremerton	120,214	221
Waterloo - Cedar Falls	119,866	222
Monroe	119,654	223
Billings	118,799	224
Mansfield	117,415	225
Anderson, Ind.	115,707	226
Fargo - Moorhead	115,369	227
Sioux City	114,368	228
Florence	113,571	229
Alexandria, La.	113,028	230
Williamsport	110,783	231
Pueblo	110,584	232
Bay City	108,255	233
△ Olympia	107,632	234
△ Joplin	107,084	235
Pascagoula - Moss Point	106,328	236
△ Jamestown	105,766	237
△ Hagerstown	103,877	238
Petersburg - Colonial Heights - Hopewell	103,743	239
Anniston	103,122	240
Bloomington - Normal	102,599	241
Laredo	101,828	242
Muncie	101,176	243
△ Danville, Va.	99,998	244
Tuscaloosa	96,898	245
△ Newark, Ohio	95,925	246
Clarksville - Hopkinsville	95,069	247
Kenosha	94,624	248
Sioux Falls	92,753	249
Rapid City	91,428	250
Total Top 250	**145,156,055**	
Lafayette - West Lafayette	91,249	251
Midland	91,249	251
△ Michigan City - La Porte	91,094	253
△ Wausau	89,860	254
△ Sheboygan	89,480	255
Elmira	88,897	256
Eau Claire	88,804	257
Jackson, Mich.	88,658	258
△ Burlington, Vt.	88,516	259
Kokomo	88,056	260
St. Joseph	87,198	261
Sherman - Denison	87,019	262
St. Cloud	86,748	263
San Angelo	86,197	264
Burlington, N.C.	84,104	265
△ Meridian	83,496	266
Lewiston - Auburn	83,092	267
Columbia, Mo.	81,794	268
△ Danville, Ill.	81,690	269
△ Athens	81,061	270
Dubuque	79,549	271
Kankakee	79,525	272
Rochester, Minn.	79,003	273
Greeley	78,383	274
Panama City	77,028	275
Albany, Ga.	76,468	276
Owensboro	76,380	277
Great Falls	75,900	278
Gadsden	75,061	279
La Crosse	74,933	280
Bloomington, Ind.	73,692	281
Lawton	73,041	282
△ Victoria	72,093	283
Bismarck	71,758	284
Iowa City	68,199	285
△ Jackson, Tenn.	68,000	286
△ Missoula	67,926	287
Grand Forks	67,516	288
Pine Bluff	67,401	289
△ Pocatello	67,246	290
△ Hattiesburg	65,650	291
△ Marion	65,161	292
Las Cruces	61,931	293
△ Manitowoc - Two Rivers	60,794	294
△ Quincy, Ill.	60,548	295
△ Santa Fe	60,301	296
Enid	55,770	297
Bryan - College Station	54,424	298
Lawrence, Kans.	48,885	299
△ Cheyenne	46,766	300
Total Above Areas	**148,943,649**	
Percent of U.S.	**76.1041**	
U.S. Total	**195,710,430**	

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EATING AND DRINKING PLACE SALES

Area	($000)	Rank
Los Angeles - Long Beach	3,081,034	1
New York	3,066,608	2
Chicago	2,963,628	3
Detroit	1,742,771	4
San Francisco - Oakland	1,599,932	5
Philadelphia	1,513,495	6
Boston - Lowell - Brockton - Lawrence - Haverhill	1,449,135	7
Washington	1,284,516	8
Dallas - Fort Worth	1,268,016	9
Houston	1,216,215	10
Anaheim - Santa Ana - Garden Grove	918,289	11
St. Louis	890,805	12
Minneapolis - St. Paul	854,716	13
Seattle - Everett	832,779	14
Nassau - Suffolk	822,104	15
Atlanta	792,364	16
Baltimore	782,253	17
Cleveland	719,188	18
San Diego	718,601	19
Denver - Boulder	714,815	20
Pittsburgh	714,378	21
Miami	674,428	22
Newark, N.J.	653,941	23
Tampa - St. Petersburg	615,516	24
Milwaukee	606,716	25
Phoenix	600,706	26
Portland, Ore.	572,885	27
Cincinnati	571,284	28
Kansas City	565,287	29
Fort Lauderdale - Hollywood	556,659	30
San Jose	528,448	31
Riverside - San Bernardino - Ontario	524,040	32
New Orleans	463,449	33
Buffalo	461,418	34
Columbus, Ohio	450,011	35
Honolulu	441,457	36
Sacramento	430,153	37
Indianapolis	414,316	38
Hartford - New Britain - Bristol	361,188	39
San Antonio	359,985	40
Louisville	358,805	41
Oklahoma City	327,644	42
Rochester, N.Y.	309,915	43
Nashville-Davidson	301,864	44
Toledo	300,852	45
Dayton	297,792	46
Orlando	295,956	47
Albany - Schenectady - Troy	282,187	48
Greensboro - Winston-Salem - High Point	256,375	49
Memphis	252,343	50
Total Top 50	**40,781,262**	
Omaha	251,339	51
Akron	250,727	52
Norfolk - Virginia Beach - Portsmouth	249,248	53
Birmingham	246,671	54
Bridgeport - Stamford - Norwalk - Danbury	246,468	55
Austin	244,921	56
Jacksonville	241,929	57
New Haven - West Haven - Waterbury - Meriden	241,891	58
West Palm Beach - Boca Raton	241,314	59
Salt Lake City - Ogden	235,298	60
Providence - Warwick - Pawtucket	234,638	61
Gary - Hammond - East Chicago	232,990	62
Grand Rapids	231,554	63
Richmond	229,665	64
Syracuse	222,951	65
Las Vegas	208,422	66
Tulsa	201,689	67
Charlotte - Gastonia	197,830	68
Long Branch - Asbury Park	195,105	69
New Brunswick - Perth Amboy - Sayreville	195,070	70
Allentown - Bethlehem - Easton	194,826	71
Flint	187,686	72
Wichita	186,458	73
Northeast Pennsylvania	185,333	74
Raleigh - Durham	183,237	75
Worcester - Fitchburg - Leominster	178,202	76
Springfield - Chicopee - Holyoke	176,689	77
Albuquerque	173,986	78
Lansing - East Lansing	173,556	79
Tucson	172,568	80
Greenville - Spartanburg	172,291	81
Fresno	171,872	82
Madison	171,003	83
Davenport - Rock Island - Moline	166,623	84
Youngstown - Warren	166,619	85
Harrisburg	163,352	86
Fort Wayne	161,302	87
Oxnard - Simi Valley - Ventura	159,704	88
Santa Barbara - Santa Maria - Lompoc	157,682	89
Wilmington, Del.	154,742	90
El Paso	151,062	91
Tacoma	148,040	92
Paterson - Clifton - Passaic	146,112	93
Des Moines	146,044	94
Canton	145,650	95
Peoria	143,261	96
New Bedford - Fall River	141,393	97
Anchorage	139,875	98
Bakersfield	138,718	99
Knoxville	136,955	100
Total Top 100	**50,275,823**	
Jersey City	136,518	101
Newport News - Hampton	135,257	102
Baton Rouge	131,798	103
Daytona Beach	131,266	104
Beaumont - Port Arthur - Orange	131,100	105
Salinas - Seaside - Monterey	122,983	106
Little Rock - North Little Rock	122,129	107
Spokane	121,193	108
Lexington-Fayette	120,421	109
Ann Arbor	119,827	110
Columbia, S.C.	119,008	111
Stockton	118,791	112
Mobile	118,422	113
Vallejo - Fairfield - Napa	115,945	114
Jackson, Miss.	115,934	115
Santa Rosa	113,576	116
Chattanooga	113,145	117
Sarasota	113,050	118
Evansville	112,069	119
Charleston - North Charleston, S.C.	111,609	120
Saginaw	111,002	121
Corpus Christi	108,673	122
Appleton - Oshkosh	108,216	123
Shreveport	107,645	124
South Bend	106,514	125
Trenton	106,357	126
Melbourne - Titusville - Cocoa	105,246	127
Rockford	103,619	128
Atlantic City	102,895	129
Eugene - Springfield	102,843	130
Utica - Rome	102,443	131
Lancaster	101,767	132
York	101,444	133
Lakeland - Winter Haven	101,048	134
Kalamazoo - Portage	100,202	135
Colorado Springs	99,878	136
Johnson City - Kingsport - Bristol	99,196	137
Reading	97,984	138
Duluth - Superior	97,138	139
Reno	95,642	140
Lubbock	92,589	141
Boise	91,896	142
Amarillo	91,883	143
Salem	89,666	144
Binghamton	88,053	145
Augusta	87,977	146
Pensacola	87,596	147
Montgomery	85,832	148
Huntsville	85,569	149
Lincoln	84,823	150
Total Top 150	**55,645,500**	
Springfield, Mo.	84,735	151
Champaign - Urbana - Rantoul	84,645	152
Modesto	84,465	153
Manchester - Nashua	83,348	154
Charleston, W. Va.	82,715	155
Santa Cruz	80,041	156
Fort Myers - Cape Coral	79,642	157
Erie	78,008	158
Springfield, Ill.	77,888	159
Savannah	77,199	160
Portland, Me.	76,581	161
Roanoke	75,515	162
Hamilton - Middletown	75,345	163
Fargo - Moorhead	73,724	164
Green Bay	73,486	165
Macon	73,247	166
△ Benton Harbor - St. Joseph	72,739	167
Galveston - Texas City	70,460	168
Huntington - Ashland	70,345	169
△ Newburgh - Middletown	69,842	170
Lima	69,549	171
Lorain - Elyria	68,993	172
Cedar Rapids	68,938	173
Columbus, Ga.	65,790	174
Topeka	65,058	175
New London - Norwich	64,914	176
Gainesville	64,607	177
Battle Creek	64,569	178
Bradenton	64,545	179
Waco	64,086	180
Poughkeepsie	63,432	181
Wheeling	62,152	182
Tallahassee	61,381	183
Odessa	61,268	184
Fayetteville, N.C.	60,858	185
Biloxi - Gulfport	60,035	186
Johnstown	59,418	187
Fort Collins	58,634	188
Eau Claire	58,252	189
Racine	58,122	190
McAllen - Pharr - Edinburg	56,981	191
Sioux Falls	55,821	192
Yakima	55,768	193
Richland - Kennewick - Pasco	55,716	194
Terre Haute	55,712	195
Lafayette, La.	54,366	196
Brownsville - Harlingen - San Benito	53,914	197
Killeen - Temple	53,890	198
Muskegon - Norton Shores - Muskegon Heights	53,537	199
△ Jamestown	53,491	200
Total Top 200	**59,003,267**	
Elkhart	53,467	201
Asheville	53,182	202
Fort Smith	53,157	203
Janesville - Beloit	53,043	204
La Crosse	52,689	205
Billings	52,220	206
Longview - Marshall	51,930	207
Waterloo - Cedar Falls	51,836	208
Bloomington - Normal	51,551	209
St. Cloud	49,405	210
Decatur	48,752	211
Panama City	48,555	212
Lake Charles	48,468	213
Lafayette - West Lafayette	48,291	214
Rapid City	48,215	215
Fayetteville - Springdale	48,115	216
Anderson, Ind.	47,781	217
Springfield, Ohio	46,678	218
Columbia, Mo.	45,975	219
Parkersburg - Marietta	45,323	220
Sioux City	45,187	221
Kenosha	44,954	222
Wichita Falls	44,738	223
Wilmington, N.C.	44,558	224
Muncie	43,717	225
Jackson, Mich.	43,658	226
Pittsfield	43,394	227
Mansfield	42,987	228
Abilene	42,246	229
Bay City	42,225	230
△ Olympia	42,196	231
△ Joplin	41,707	232
Tyler	41,507	233
Grand Forks	40,696	234
△ Burlington, Vt.	40,179	235
Pueblo	39,963	236
Steubenville - Weirton	39,774	237
Kankakee	39,498	238
△ Bremerton	39,444	239
Kokomo	39,120	240
Rochester, Minn.	38,942	241
Altoona	38,600	242
Great Falls	38,269	243
Vineland - Millville - Bridgeton	37,973	244
△ Kannapolis - Concord - Salisbury	37,846	245
Dubuque	37,642	246
Tuscaloosa	37,394	247
△ Santa Fe	37,092	248
Monroe	36,695	249
Lynchburg	36,315	250
Total Top 250	**61,220,416**	
Clarksville - Hopkinsville	36,268	251
Provo - Orem	36,139	252
△ Missoula	35,778	253
Iowa City	35,498	254
△ Bangor	34,481	255
△ Wausau	34,193	256
Texarkana	34,077	257
△ Athens	33,824	258
St. Joseph	33,617	259
Bloomington, Ind.	33,582	260
△ Hattiesburg	33,245	261
Bismarck	33,161	262
△ Michigan City - La Porte	32,871	263
△ Newark, Ohio	32,767	264
Anniston	32,760	265
△ Hagerstown	32,485	266
Bryan - College Station	32,453	267
△ Danville, Ill.	32,020	268
Greeley	31,762	269
San Angelo	31,525	270
△ Sheboygan	31,180	271
△ Anderson, S.C.	28,152	272
Owensboro	28,065	273
Florence	27,761	274
Midland	27,720	275
Albany, Ga.	27,654	276
Lewiston - Auburn	27,630	277
Alexandria, La.	27,502	278
Petersburg - Colonial Heights - Hopewell	27,435	279
△ Victoria	27,097	280
Williamsport	27,004	281
Las Cruces	26,240	282
△ Pocatello	26,149	283
Burlington, N.C.	26,110	284
△ Manitowoc - Two Rivers	25,971	285
Elmira	25,950	286
Lawton	25,874	287
Gadsden	25,601	288
Pascagoula - Moss Point	25,546	289
Laredo	25,509	290
△ Quincy, Ill.	24,580	291
△ Cheyenne	24,573	292
Sherman - Denison	24,551	293
Enid	23,888	294
△ Meridian	23,683	295
△ Danville, Va.	22,618	296
△ Marion	22,397	297
△ Jackson, Tenn.	22,284	298
Lawrence, Kans.	21,990	299
Pine Bluff	18,976	300
Total Above Areas	**62,662,612**	
Percent of U.S.	**81.6444**	
U.S. Total	**76,750,667**	

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Each year Sales & Marketing Management publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographic markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial Purchasing Power, published in April, provides data on total manufacturing activity at the county level, as well as local market information on 457 customer industries that buy goods and services from consumer and industrial products manufacturers.

GENERAL MERCHANDISE STORE SALES

Area	($000)	Rank
New York	3,993,065	1
Chicago	3,918,761	2
Los Angeles - Long Beach	3,832,173	3
Detroit	2,679,224	4
Philadelphia	2,252,753	5
Houston	2,112,646	6
Washington	1,953,631	7
Boston - Lowell - Brockton - Lawrence - Haverhill	1,884,945	8
San Francisco - Oakland	1,867,709	9
Dallas - Fort Worth	1,800,653	10
Minneapolis - St. Paul	1,675,012	11
St. Louis	1,517,529	12
Nassau - Suffolk	1,477,625	13
Atlanta	1,464,406	14
Pittsburgh	1,459,029	15
Anaheim - Santa Ana - Garden Grove	1,291,933	16
Cleveland	1,258,034	17
San Diego	1,173,634	18
Baltimore	1,098,052	19
Portland, Ore.	1,042,789	20
Kansas City	1,034,329	21
Miami	1,015,912	22
Tampa - St. Petersburg	965,028	23
Denver - Boulder	919,879	24
Cincinnati	912,083	25
Seattle - Everett	900,791	26
Milwaukee	875,998	27
Riverside - San Bernardino - Ontario	856,939	28
San Jose	842,910	29
Buffalo	767,055	30
Phoenix	740,188	31
Columbus, Ohio	711,128	32
Indianapolis	708,352	33
Fort Lauderdale - Hollywood	675,571	34
Honolulu	670,951	35
Newark, N.J.	650,887	36
San Antonio	643,501	37
New Orleans	635,191	38
Sacramento	604,300	39
Salt Lake City - Ogden	546,313	40
Dayton	535,366	41
Grand Rapids	521,001	42
Louisville	508,064	43
Rochester, N.Y.	479,925	44
Nashville-Davidson	478,224	45
Oklahoma City	474,091	46
Hartford - New Britain - Bristol	470,166	47
Memphis	468,228	48
Toledo	446,751	49
Flint	437,391	50
Total Top 50	**60,250,116**	
Birmingham	429,430	51
Richmond	425,865	52
Orlando	419,113	53
Greensboro - Winston-Salem - High Point	405,610	54
Baton Rouge	401,809	55
Norfolk - Virginia Beach - Portsmouth	394,382	56
Charlotte - Gastonia	369,864	57
Tulsa	368,228	58
Lansing - East Lansing	365,429	59
Albany - Schenectady - Troy	365,335	60
Omaha	363,566	61
Youngstown - Warren	362,026	62
Jacksonville	359,414	63
New Brunswick - Perth Amboy - Sayreville	356,371	64
New Haven - West Haven - Waterbury - Meriden	353,303	65
West Palm Beach - Boca Raton	348,014	66
Akron	342,973	67
Allentown - Bethlehem - Easton	342,065	68
Northeast Pennsylvania	338,939	69
Paterson - Clifton - Passaic	336,037	70
Bridgeport - Stamford - Norwalk - Danbury	335,975	71
Providence - Warwick - Pawtucket	330,311	72
Knoxville	323,653	73
Worcester - Fitchburg - Leominster	321,098	74
Gary - Hammond - East Chicago	313,075	75
Raleigh - Durham	308,605	76
Austin	299,904	77
Las Vegas	297,011	78
Wilmington, Del.	290,454	79
Little Rock - North Little Rock	289,738	80
El Paso	281,269	81
Greenville - Spartanburg	274,998	82
Tucson	272,464	83
Fresno	267,670	84
Wichita	264,847	85
Davenport - Rock Island - Moline	264,466	86
Peoria	259,389	87
Syracuse	258,441	88
Des Moines	257,275	89
Mobile	256,132	90
New Bedford - Fall River	248,846	91
Fort Wayne	246,894	92
Albuquerque	246,060	93
Kalamazoo - Portage	242,844	94
Harrisburg	241,764	95
Canton	237,723	96
Lexington-Fayette	233,305	97
Oxnard - Simi Valley - Ventura	231,570	98
Shreveport	230,585	99
Tacoma	230,320	100
Total Top 100	**75,854,575**	
Springfield - Chicopee - Holyoke	226,841	101
Ann Arbor	226,760	102
Chattanooga	223,172	103
Columbia, S.C.	218,291	104
Johnson City - Kingsport - Bristol	217,638	105
Jackson, Miss.	212,191	106
Newport News - Hampton	212,169	107
Beaumont - Port Arthur - Orange	211,898	108
Long Branch - Asbury Park	205,625	109
Charleston, W. Va.	199,259	110
Madison	191,858	111
Charleston - North Charleston, S.C.	190,986	112
Rockford	189,428	113
Reading	186,261	114
Salem	184,637	115
Spokane	182,949	116
Saginaw	182,782	117
Corpus Christi	180,530	118
Trenton	177,648	119
Eugene - Springfield	175,331	120
York	173,378	121
Pensacola	170,505	122
Augusta	169,141	123
Melbourne - Titusville - Cocoa	167,913	124
Montgomery	167,649	125
Roanoke	161,730	126
Lorain - Elyria	161,050	127
Huntington - Ashland	161,004	128
Stockton	160,418	129
Lakeland - Winter Haven	160,305	130
Duluth - Superior	158,820	131
Evansville	158,482	132
Anchorage	158,213	133
Erie	157,156	134
Lancaster	156,781	135
Bakersfield	156,347	136
Modesto	154,031	137
McAllen - Pharr - Edinburg	153,745	138
Johnstown	153,657	139
Springfield, Ill.	152,180	140
Colorado Springs	147,944	141
Macon	146,177	142
Appleton - Oshkosh	145,152	143
Huntsville	144,975	144
South Bend	144,702	145
Jackson, Mich.	144,420	146
Daytona Beach	144,140	147
Green Bay	143,001	148
Fayetteville, N.C.	141,129	149
Portland, Me.	141,019	150
Total Top 150	**84,505,991**	
Lubbock	137,353	151
Muskegon - Norton Shores - Muskegon Heights	137,027	152
Springfield, Mo.	136,800	153
Reno	136,247	154
Santa Rosa	136,218	155
Utica - Rome	135,199	156
Cedar Rapids	132,912	157
Manchester - Nashua	132,140	158
Poughkeepsie	129,212	159
Lincoln	128,367	160
Fort Myers - Cape Coral	127,985	161
Lima	127,752	162
Columbus, Ga.	126,101	163
Brownsville - Harlingen - San Benito	125,611	164
Jersey City	124,796	165
Parkersburg - Marietta	123,477	166
Sarasota	122,965	167
Vallejo - Fairfield - Napa	117,860	168
Santa Barbara - Santa Maria - Lompoc	117,686	169
△ Newburgh - Middletown	117,592	170
Amarillo	114,083	171
Binghamton	112,294	172
Topeka	109,355	173
Janesville - Beloit	109,136	174
Lafayette, La.	108,859	175
Springfield, Ohio	108,484	176
Battle Creek	107,861	177
Savannah	106,234	178
Biloxi - Gulfport	106,010	179
Champaign - Urbana - Rantoul	104,559	180
Bradenton	104,228	181
Salinas - Seaside - Monterey	104,039	182
Odessa	100,991	183
Fayetteville - Springdale	100,911	184
Asheville	100,611	185
Fort Smith	99,913	186
Wheeling	99,889	187
Lafayette - West Lafayette	97,910	188
Altoona	96,952	189
Decatur	96,626	190
Terre Haute	96,392	191
Billings	96,384	192
Waterloo - Cedar Falls	96,091	193
Atlantic City	94,921	194
Tyler	94,891	195
Monroe	94,497	196
Hamilton - Middletown	93,836	197
Mansfield	93,517	198
Provo - Orem	93,475	199
New London - Norwich	91,977	200
Total Top 200	**90,114,217**	
Eau Claire	91,420	201
Tallahassee	91,001	202
Fargo - Moorhead	90,534	203
Boise	90,311	204
Alexandria, La.	89,008	205
Steubenville - Weirton	87,290	206
Sioux Falls	85,178	207
Waco	84,787	208
Longview - Marshall	84,468	209
Lake Charles	83,079	210
Laredo	82,947	211
Gainesville	82,740	212
△ Hagerstown	81,339	213
St. Cloud	81,128	214
Wichita Falls	81,035	215
Richland - Kennewick - Pasco	80,206	216
△ Jamestown	78,870	217
Elkhart	78,126	218
Anderson, Ind.	77,861	219
Clarksville - Hopkinsville	77,072	220
Santa Cruz	76,989	221
△ Benton Harbor - St. Joseph	76,873	222
Galveston - Texas City	76,594	223
Lynchburg	76,365	224
Yakima	75,638	225
Wilmington, N.C.	75,130	226
Killeen - Temple	74,622	227
Dubuque	73,836	228
Rochester, Minn.	72,931	229
Racine	72,862	230
Kokomo	71,336	231
Pittsfield	70,134	232
Sioux City	69,727	233
Tuscaloosa	69,498	234
Pueblo	68,912	235
Florence	68,869	236
Panama City	68,413	237
△ Joplin	68,335	238
St. Joseph	68,124	239
△ Anderson, S.C.	67,570	240
Bay City	67,308	241
△ Bangor	67,108	242
△ Burlington, Vt.	66,893	243
La Crosse	65,774	244
△ Michigan City - La Porte	65,583	245
△ Sheboygan	65,222	246
Petersburg - Colonial Heights - Hopewell	64,437	247
Albany, Ga.	64,293	248
Abilene	64,136	249
△ Jackson, Tenn.	63,551	250
Total Top 250	**93,889,686**	
△ Meridian	62,838	251
Bloomington - Normal	62,534	252
Muncie	61,599	253
Texarkana	61,119	254
Elmira	60,897	255
Fort Collins	59,812	256
△ Hattiesburg	59,301	257
Columbia, Mo.	58,079	258
Great Falls	55,761	259
Bismarck	55,300	260
Vineland - Millville - Bridgeton	55,154	261
△ Kannapolis - Concord - Salisbury	55,153	262
Gadsden	54,988	263
Sherman - Denison	54,949	264
Pascagoula - Moss Point	53,863	265
Rapid City	53,849	266
△ Wausau	53,313	267
Owensboro	52,460	268
Williamsport	52,037	269
Kenosha	51,962	270
△ Victoria	51,514	271
Kankakee	50,314	272
Anniston	49,982	273
San Angelo	48,745	274
Pine Bluff	48,653	275
Lawton	48,123	276
Lewiston - Auburn	47,179	277
△ Manitowoc - Two Rivers	47,135	278
△ Athens	46,964	279
Burlington, N.C.	45,946	280
Bryan - College Station	45,638	281
△ Bremerton	45,537	282
Bloomington, Ind.	44,809	283
△ Danville, Va.	43,751	284
Greeley	43,171	285
△ Olympia	42,951	286
△ Newark, Ohio	42,143	287
△ Danville, Ill.	41,942	288
Iowa City	35,720	289
△ Missoula	35,231	290
Midland	35,076	291
△ Cheyenne	34,638	292
Grand Forks	34,542	293
△ Quincy, Ill.	32,964	294
△ Santa Fe	32,342	295
△ Pocatello	32,220	296
Las Cruces	31,123	297
Lawrence, Kans.	27,828	298
Enid	26,834	299
△ Marion	26,183	300
Total Above Areas	**96,243,836**	
Percent of U.S.	**85.6260**	
U.S. Total	**112,400,231**	

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Call us for more information. We may have the answer to your marketing problem. Call or write the advertising/promotion office at 501-785-7796, P.O. Box 1359, Fort Smith, AR, 72902.

dr

DONREY MEDIA GROUP
920 Rogers Avenue
Fort Smith, AR 72901

FURNITURE / HOME FURNISHINGS / APPLIANCE STORE SALES

Area	($000)	Rank
Angeles - Long Beach	1,740,916	1
York	1,440,687	2
cago	1,364,554	3
troit	945,581	4
Francisco - Oakland	817,835	5
iladelphia	757,708	6
llas - Fort Worth	713,171	7
ashington	700,635	8
uston	659,430	9
ston - Lowell - Brockton - Lawrence - Haverhill	547,984	10
naheim - Santa Ana - Garden Grove	547,444	11
assau - Suffolk	530,897	12
iami	511,753	13
an Diego	447,294	14
ewark, N.J.	406,176	15
. Louis	405,523	16
inneapolis - St. Paul	403,497	17
eattle - Everett	398,230	18
altimore	384,661	19
hoenix	381,974	20
an Jose	381,072	21
ittsburgh	378,202	22
enver - Boulder	347,000	23
leveland	324,473	24
ortland, Ore.	322,754	25
ilwaukee	306,979	26
ort Lauderdale - Hollywood	297,273	27
Atlanta	293,874	28
ampa - St. Petersburg	290,578	29
New Orleans	249,368	30
Cincinnati	248,262	31
Sacramento	247,925	32
Kansas City	246,401	33
Riverside - San Bernardino - Ontario	240,193	34
Salt Lake City - Ogden	208,048	35
Oklahoma City	206,421	36
Columbus, Ohio	204,191	37
Louisville	200,940	38
Greensboro - Winston-Salem - High Point	195,780	39
San Antonio	191,328	40
Buffalo	190,673	41
Indianapolis	187,802	42
Birmingham	174,411	43
Memphis	172,269	44
Nashville-Davidson	172,063	45
West Palm Beach - Boca Raton	161,645	46
Bridgeport - Stamford - Norwalk - Danbury	158,871	47
Tulsa	157,041	48
Dayton	153,866	49
Hartford - New Britain - Bristol	150,863	50
Total Top 50	**21,166,516**	
Rochester, N.Y.	149,513	51
Norfolk - Virginia Beach - Portsmouth	147,077	52
Grand Rapids	137,774	53
Omaha	136,586	54
Richmond	130,996	55
Jacksonville	129,438	56
Flint	127,809	57
Charlotte - Gastonia	127,358	58
Orlando	126,825	59
Toledo	126,029	60
El Paso	125,934	61
Albuquerque	119,661	62
New Haven - West Haven - Waterbury - Meriden	113,534	63
Albany - Schenectady - Troy	112,831	64
Austin	112,299	65
Allentown - Bethlehem - Easton	111,325	66
Fresno	110,868	67
Wilmington, Del.	109,744	68
Gary - Hammond - East Chicago	107,164	69
Providence - Warwick - Pawtucket	106,231	70
Tucson	105,846	71
Worcester - Fitchburg - Leominster	105,514	72
Syracuse	105,170	73
New Brunswick - Perth Amboy - Sayreville	103,487	74
Newport News - Hampton	103,384	75
Long Branch - Asbury Park	101,010	76
Greenville - Spartanburg	99,940	77
Sarasota	98,072	78
Knoxville	96,256	79
Raleigh - Durham	95,386	80
Akron	94,909	81
Northeast Pennsylvania	92,535	82
Oxnard - Simi Valley - Ventura	92,136	83
Baton Rouge	91,180	84
Youngstown - Warren	90,664	85
Beaumont - Port Arthur - Orange	88,876	86
Madison	88,507	87
acoma	88,222	88
Wichita	86,885	89
New Bedford - Fall River	83,136	90
as Vegas	82,809	91
ittle Rock - North Little Rock	82,389	92
aterson - Clifton - Passaic	82,187	93
akersfield	81,144	94
ansing - East Lansing	80,091	95
pokane	79,590	96
arrisburg	78,179	97
obile	77,201	98
tockton	76,513	99
onolulu	75,642	100
otal Top 100	**26,342,372**	

Area	($000)	Rank
Lancaster	75,555	101
Davenport - Rock Island - Moline	75,490	102
Des Moines	74,918	103
Peoria	74,891	104
Shreveport	74,794	105
Santa Barbara - Santa Maria - Lompoc	73,680	106
Modesto	72,267	107
Fort Myers - Cape Coral	72,016	108
Columbia, S.C.	70,559	109
Jackson, Miss.	69,748	110
Lubbock	69,603	111
Colorado Springs	68,906	112
Chattanooga	68,369	113
Charleston - North Charleston, S.C.	67,843	114
Canton	67,570	115
Fort Wayne	67,466	116
York	67,411	117
Johnson City - Kingsport - Bristol	66,840	118
Springfield - Chicopee - Holyoke	66,695	119
Ann Arbor	66,568	120
Lexington-Fayette	66,459	121
Huntington - Ashland	65,754	122
△ Benton Harbor - St. Joseph	64,518	123
Eugene - Springfield	63,933	124
Trenton	63,884	125
Rockford	63,672	126
Santa Rosa	63,474	127
Corpus Christi	62,417	128
Jersey City	61,780	129
Evansville	60,261	130
Reno	60,127	131
Salinas - Seaside - Monterey	60,060	132
Amarillo	59,493	133
Savannah	57,726	134
Salem	54,880	135
Brownsville - Harlingen - San Benito	54,723	136
Roanoke	54,698	137
Boise	54,459	138
Kalamazoo - Portage	54,424	139
Vallejo - Fairfield - Napa	54,322	140
Charleston, W. Va.	53,815	141
Augusta	52,874	142
Springfield, Mo.	51,721	143
Saginaw	51,391	144
Erie	51,100	145
Appleton - Oshkosh	51,094	146
Lakeland - Winter Haven	50,606	147
Fayetteville, N.C.	49,794	148
Huntsville	49,081	149
South Bend	49,028	150
Total Top 150	**29,465,129**	
Manchester - Nashua	48,155	151
Duluth - Superior	47,910	152
Pensacola	47,036	153
McAllen - Pharr - Edinburg	46,988	154
Binghamton	46,222	155
Daytona Beach	46,123	156
Longview - Marshall	45,286	157
Reading	44,892	158
Lafayette, La.	44,693	159
Montgomery	44,603	160
Green Bay	43,470	161
Johnstown	43,283	162
Melbourne - Titusville - Cocoa	42,248	163
Tyler	41,312	164
Wheeling	40,871	165
Anchorage	40,580	166
Columbus, Ga.	40,271	167
Lorain - Elyria	39,548	168
Fargo - Moorhead	39,343	169
Waco	38,996	170
Cedar Rapids	37,246	171
Utica - Rome	37,215	172
Macon	36,739	173
Wichita Falls	36,449	174
Fort Smith	36,150	175
New London - Norwich	36,077	176
Gainesville	35,883	177
Springfield, Ill.	35,108	178
Hamilton - Middletown	35,089	179
△ Newburgh - Middletown	34,370	180
Provo - Orem	34,275	181
Laredo	34,166	182
△ Kannapolis - Concord - Salisbury	33,887	183
Fort Collins	33,732	184
Lima	33,143	185
Lake Charles	33,117	186
Santa Cruz	32,904	187
Billings	32,841	188
Portland, Me.	32,796	189
Champaign - Urbana - Rantoul	32,159	190
Atlantic City	31,866	191
Topeka	31,855	192
Yakima	30,997	193
Fayetteville - Springdale	30,928	194
Waterloo - Cedar Falls	30,717	195
Racine	30,343	196
Killeen - Temple	30,198	197
Lincoln	30,142	198
△ Olympia	29,580	199
Bradenton	29,551	200
Total Top 200	**31,336,494**	
Lynchburg	29,408	201
Odessa	29,292	202
Richland - Kennewick - Pasco	29,195	203

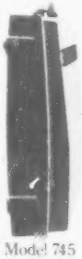
Area	($000)	Rank
Clarksville - Hopkinsville	29,026	204
Abilene	28,822	205
Parkersburg - Marietta	28,715	206
Dubuque	28,618	207
△ Anderson, S.C.	28,247	208
Monroe	28,187	209
Panama City	27,964	210
Biloxi - Gulfport	27,916	211
Altoona	27,330	212
Battle Creek	27,312	213
Rapid City	27,146	214
Sioux Falls	27,144	215
Tallahassee	26,934	216
Midland	26,437	217
Sioux City	26,283	218
Asheville	26,277	219
Lafayette - West Lafayette	26,021	220
Albany, Ga.	25,922	221
△ Bangor	25,864	222
Poughkeepsie	25,850	223
Muskegon - Norton Shores - Muskegon Heights	24,782	224
Wilmington, N.C.	24,664	225
Decatur	24,502	226
Pueblo	23,956	227
Galveston - Texas City	23,784	228
△ Missoula	23,499	229
Steubenville - Weirton	23,328	230
Muncie	23,067	231
Janesville - Beloit	22,833	232
Grand Forks	22,641	233
Terre Haute	22,596	234
Lawton	22,514	235
St. Cloud	22,476	236
Vineland - Millville - Bridgeton	22,463	237
Tuscaloosa	22,322	238
△ Hagerstown	22,294	239
Great Falls	22,122	240
Florence	22,076	241
Owensboro	22,060	242
△ Jamestown	21,980	243
△ Joplin	21,913	244
La Crosse	21,884	245
Elkhart	21,743	246
Alexandria, La.	21,611	247
Rochester, Minn.	21,493	248
Mansfield	21,353	249
△ Athens	21,172	250
Total Top 250	**32,581,532**	
Anderson, Ind.	20,956	251
Springfield, Ohio	20,903	252
Bloomington - Normal	20,775	253
Jackson, Mich.	20,770	254
Williamsport	20,702	255
△ Bremerton	20,576	256
Petersburg - Colonial Heights - Hopewell	20,439	257
Iowa City	20,313	258
Gadsden	20,215	259
Bay City	20,177	260
Pittsfield	19,831	261
△ Victoria	19,622	262
Kokomo	19,446	263
Anniston	19,219	264
Burlington, N.C.	19,172	265
Eau Claire	19,072	266
San Angelo	18,820	267
△ Hattiesburg	18,771	268
St. Joseph	18,751	269
Greeley	18,536	270
Bismarck	18,474	271
△ Burlington, Vt.	18,374	272
Texarkana	17,794	273
△ Wausau	17,238	274
Enid	16,221	275
△ Pocatello	16,000	276
Pine Bluff	15,893	277
Bloomington, Ind.	15,762	278
△ Cheyenne	15,744	279
Kankakee	15,396	280
△ Quincy, Ill.	15,078	281
△ Meridian	15,056	282
△ Michigan City - La Porte	15,002	283
△ Danville, Ill.	14,947	284
Sherman - Denison	14,883	285
Columbia, Mo.	14,581	286
Kenosha	14,549	287
△ Santa Fe	14,168	288
△ Danville, Va.	13,737	289
Bryan - College Station	13,676	290
△ Jackson, Tenn.	13,675	291
△ Newark, Ohio	12,711	292
Pascagoula - Moss Point	12,582	293
Elmira	12,208	294
△ Marion	11,523	295
Las Cruces	10,904	296
△ Sheboygan	10,372	297
Lewiston - Auburn	9,802	298
Lawrence, Kans.	9,306	299
△ Manitowoc - Two Rivers	8,871	300
Total Above Areas	**33,403,125**	
Percent of U.S.	**81.8235**	
U.S. Total	**40,823,402**	

Right On Track.

IMC conducts business with TI's 745.

International Minerals & Chemical Corporation's Fertilizer Group uses TI's *Silent 700** Model 745 Portable Data Terminal to conduct their daily shipping and customer service coordination while reducing communications costs.

Railroad station agents rely on the 13-pound portable data terminal to gather shipping information from IMC's host computer. With a push of a button, the Model 745's speedy 30 characters-per-second thermal printer supplies agents with up-to-date printouts of railcar status and freight destinations. And the reliable 745 proves its versatility during the fall and spring when planting and harvesting require efficient, up-to-the-minute scheduling.


Model 745

IMC's sales force finds the portable 745 to be the ideal traveling companion. Using the data terminal's built-in acoustic coupler connected to a standard telephone, sales agents assemble data the night before a sales call. Or, in some cases, right in the customer's office. The responsive 745 provides IMC sales representatives with instant order status, customer credit history and accounts receivable information. And, with the 745's easy-to-use typewriter-like keyboard, they can access data seven days a week. By adding the virtually silent 745 to their sales force, IMC has cut down on communications costs by approximately 60 percent.

TI is dedicated to producing quality, innovative products like the Model 745 Portable Data Terminal. And TI's hundreds of thousands of data terminals shipped worldwide are backed by the technology and reliability that comes from over 30 years of experience in the electronics industry.

Supporting TI's data terminals is the technical expertise of our worldwide organization of factory-trained sales and service representatives, and TI-CARE†, our nationwide automated service dispatching and field service management information system.

XIII OLYMPIC WINTER GAMES LAKE PLACID 1980

That's why TI was appointed the official computer and calculator company of the 1980 Olympic Winter Games.

If you would like more information on the Model 745 Portable Data Terminal, contact the TI sales office nearest you, or write Texas Instruments Incorporated, P.O. Box 1444, M/S 7784, Houston, Texas 77001, or phone (713) 937-2016.

Fifty Years of Innovation

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TEXAS INSTRUMENTS

We put computing within everyone's reach.

AUTOMOTIVE DEALER SALES

Area	($000)	Rank
Angeles - Long Beach	5,980,291	1
icago	5,612,488	2
etroit	4,715,647	3
ouston	3,536,536	4
allas - Fort Worth	3,371,710	5
hiladelphia	3,088,502	6
ew York	3,052,644	7
an Francisco - Oakland	2,646,752	8
Washington	2,597,845	9
oston - Lowell - Brockton - Lawrence - Haverhill	2,165,746	10
St. Louis	2,003,145	11
naheim - Santa Ana - Garden Grove	1,963,628	12
inneapolis - St. Paul	1,880,785	13
ittsburgh	1,796,644	14
leveland	1,694,063	15
tlanta	1,672,791	16
assau - Suffolk	1,615,570	17
Baltimore	1,554,132	18
enver - Boulder	1,514,337	19
ansas City	1,461,262	20
eattle - Everett	1,428,148	21
San Diego	1,424,469	22
Newark, N.J.	1,382,013	23
San Jose	1,335,429	24
Phoenix	1,316,845	25
Miami	1,309,332	26
Fort Lauderdale - Hollywood	1,235,089	27
Tampa - St. Petersburg	1,209,719	28
Riverside - San Bernardino - Ontario	1,192,551	29
Milwaukee	1,167,996	30
Portland, Ore.	1,089,793	31
Indianapolis	1,054,831	32
Cincinnati	1,029,335	33
Columbus, Ohio	1,009,916	34
Buffalo	963,741	35
Sacramento	931,861	36
Nashville-Davidson	898,617	37
Oklahoma City	883,744	38
Birmingham	851,376	39
New Orleans	815,606	40
Rochester, N.Y.	812,991	41
San Antonio	809,699	42
Salt Lake City - Ogden	753,398	43
Louisville	743,718	44
Memphis	738,926	45
Toledo	710,741	46
Greensboro - Winston-Salem - High Point	709,628	47
Jacksonville	706,232	48
Dayton	677,195	49
Flint	664,398	50
Total Top 50	**83,781,855**	
Tulsa	659,431	51
Hartford - New Britain - Bristol	650,187	52
Norfolk - Virginia Beach - Portsmouth	628,370	53
Orlando	621,699	54
Charlotte - Gastonia	615,164	55
Albany - Schenectady - Troy	537,244	56
West Palm Beach - Boca Raton	535,913	57
Gary - Hammond - East Chicago	523,747	58
Richmond	523,008	59
Bridgeport - Stamford - Norwalk - Danbury	521,636	60
Grand Rapids	519,948	61
Akron	514,288	62
Syracuse	504,811	63
Omaha	491,271	64
Fresno	471,400	65
Providence - Warwick - Pawtucket	464,470	66
Albuquerque	457,571	67
Las Vegas	447,873	68
Tucson	447,742	69
Wichita	445,063	70
Allentown - Bethlehem - Easton	436,749	71
Lansing - East Lansing	434,134	72
New Haven - West Haven - Waterbury - Meriden	433,094	73
Austin	431,098	74
Oxnard - Simi Valley - Ventura	430,323	75
Greenville - Spartanburg	422,423	76
Knoxville	416,042	77
Youngstown - Warren	409,220	78
Worcester - Fitchburg - Leominster	405,545	79
Honolulu	397,596	80
Northeast Pennsylvania	396,256	81
Baton Rouge	393,677	82
Raleigh - Durham	393,552	83
Beaumont - Port Arthur - Orange	390,024	84
ittle Rock - North Little Rock	383,906	85
eoria	381,334	86
anton	373,383	87
acoma	371,936	88
ohnson City - Kingsport - Bristol	366,251	89
ong Branch - Asbury Park	363,053	90
ort Wayne	362,413	91
avenport - Rock Island - Moline	359,676	92
Paso	355,964	93
obile	351,671	94
hreveport	346,487	95
pringfield - Chicopee - Holyoke	346,278	96
arrisburg	344,762	97
es Moines	337,794	98
ilmington, Del.	336,330	99
hattanooga	335,216	100
otal Top 100	**105,868,878**	
Jackson, Miss.	332,706	101
Corpus Christi	325,981	102
New Brunswick - Perth Amboy - Sayreville	321,999	103
Charleston, W. Va.	314,567	104
Bakersfield	308,808	105
Lubbock	306,519	106
Columbia, S.C.	300,448	107
Stockton	297,589	108
Eugene - Springfield	294,375	109
Lexington-Fayette	293,999	110
Madison	289,103	111
Huntsville	287,526	112
Colorado Springs	280,040	113
New Bedford - Fall River	277,025	114
Spokane	276,886	115
Paterson - Clifton - Passaic	269,018	116
Lakeland - Winter Haven	266,789	117
Evansville	263,927	118
South Bend	262,328	119
Lancaster	259,752	120
Vallejo - Fairfield - Napa	257,478	121
Charleston - North Charleston, S.C.	255,416	122
Amarillo	251,744	123
Pensacola	251,362	124
Reno	248,115	125
Newport News - Hampton	245,974	126
York	243,984	127
Ann Arbor	242,452	128
Augusta	237,723	129
Montgomery	237,479	130
Kalamazoo - Portage	237,347	131
Springfield, Mo.	237,214	132
Appleton - Oshkosh	237,114	133
Reading	234,406	134
Salinas - Seaside - Monterey	224,665	135
Santa Rosa	223,327	136
Binghamton	221,626	137
Manchester - Nashua	218,185	138
Johnstown	216,606	139
Erie	213,555	140
Huntington - Ashland	212,285	141
Lorain - Elyria	211,377	142
Santa Barbara - Santa Maria - Lompoc	201,532	143
Melbourne - Titusville - Cocoa	201,505	144
Jersey City	200,190	145
Macon	196,290	146
Roanoke	195,845	147
Rockford	195,036	148
Columbus, Ga.	194,776	149
Salem	194,300	150
Total Top 150	**118,437,171**	
Portland, Me.	193,207	151
Galveston - Texas City	190,832	152
Modesto	189,784	153
Elkhart	187,492	154
Waco	187,397	155
Daytona Beach	187,130	156
Utica - Rome	186,919	157
Fort Myers - Cape Coral	186,792	158
Sarasota	182,463	159
Trenton	181,468	160
Boise	180,507	161
Saginaw	178,783	162
Topeka	176,435	163
Killeen - Temple	173,901	164
Lima	173,113	165
New London - Norwich	168,722	166
Fort Smith	168,412	167
Hamilton - Middletown	166,908	168
Abilene	163,911	169
Savannah	163,733	170
Fargo - Moorhead	163,060	171
Longview - Marshall	163,021	172
Odessa	162,046	173
Duluth - Superior	160,871	174
McAllen - Pharr - Edinburg	159,029	175
△ Benton Harbor - St. Joseph	156,118	176
Anchorage	155,829	177
Springfield, Ill.	155,053	178
Fayetteville, N.C.	154,821	179
Green Bay	154,152	180
Santa Cruz	152,924	181
△ Newburgh - Middletown	151,967	182
Terre Haute	149,781	183
Wichita Falls	149,267	184
Lafayette, La.	148,453	185
Waterloo - Cedar Falls	148,277	186
Lincoln	147,198	187
△ Joplin	144,250	188
Yakima	143,883	189
Lake Charles	143,485	190
Cedar Rapids	143,424	191
Clarksville - Hopkinsville	142,749	192
Fort Collins	138,705	193
Anderson, Ind.	137,941	194
Biloxi - Gulfport	137,400	195
Parkersburg - Marietta	136,795	196
Wheeling	136,171	197
Decatur	135,777	198
Sioux Falls	135,021	199
Poughkeepsie	134,775	200
Total Top 200	**126,467,323**	
Muncie	133,663	201
Asheville	133,621	202
Richland - Kennewick - Pasco	133,177	203
Mansfield	132,982	204
Billings	131,168	205
Provo - Orem	130,773	206
Springfield, Ohio	130,235	207
Fayetteville - Springdale	130,232	208
Monroe	129,775	209
△ Bangor	126,786	210
Bradenton	125,758	211
△ Kannapolis - Concord - Salisbury	124,499	212
Champaign - Urbana - Rantoul	124,322	213
Lynchburg	123,522	214
Bay City	123,322	215
Tallahassee	119,566	216
△ Jamestown	118,260	217
Muskegon - Norton Shores - Muskegon Heights	117,972	218
Midland	117,470	219
Battle Creek	115,743	220
Tyler	115,607	221
Williamsport	114,200	222
San Angelo	113,674	223
Racine	112,631	224
△ Anderson, S.C.	111,468	225
Florence	110,695	226
Gainesville	107,888	227
Atlantic City	107,299	228
St. Cloud	107,018	229
Janesville - Beloit	106,206	230
Eau Claire	105,746	231
Texarkana	105,157	232
Kokomo	103,560	233
Brownsville - Harlingen - San Benito	103,520	234
Jackson, Mich.	103,328	235
Altoona	102,756	236
Panama City	102,201	237
Pueblo	102,051	238
Bloomington - Normal	101,707	239
Alexandria, La.	101,485	240
Rapid City	101,252	241
Rochester, Minn.	101,200	242
△ Michigan City - La Porte	97,691	243
Vineland - Millville - Bridgeton	96,802	244
△ Athens	96,110	245
Tuscaloosa	96,001	246
△ Victoria	95,407	247
Kankakee	95,115	248
Bismarck	93,388	249
△ Newark, Ohio	93,013	250
Total Top 250	**132,094,345**	
Wilmington, N.C.	92,986	251
△ Missoula	92,626	252
Great Falls	92,236	253
Albany, Ga.	91,736	254
Grand Forks	91,428	255
Steubenville - Weirton	91,212	256
Anniston	90,911	257
Petersburg - Colonial Heights - Hopewell	89,192	258
Sioux City	88,795	259
St. Joseph	87,382	260
△ Bremerton	86,967	261
Lafayette - West Lafayette	86,863	262
Lewiston - Auburn	86,804	263
Dubuque	86,738	264
Owensboro	86,511	265
Sherman - Denison	86,006	266
Lawton	84,832	267
△ Olympia	84,386	268
△ Meridian	82,611	269
△ Hattiesburg	81,798	270
△ Hagerstown	81,757	271
Columbia, Mo.	80,325	272
Burlington, N.C.	79,238	273
Pittsfield	79,121	274
La Crosse	79,060	275
Gadsden	78,638	276
△ Danville, Va.	75,103	277
△ Wausau	74,572	278
△ Danville, Ill.	74,330	279
△ Marion	73,157	280
△ Jackson, Tenn.	72,683	281
Bryan - College Station	72,080	282
Las Cruces	69,455	283
Greeley	68,840	284
Pine Bluff	67,935	285
△ Sheboygan	65,912	286
Enid	64,232	287
△ Manitowoc - Two Rivers	62,332	288
Iowa City	61,061	289
Elmira	60,440	290
△ Pocatello	59,297	291
△ Burlington, Vt.	59,168	292
△ Santa Fe	58,902	293
△ Cheyenne	57,600	294
Bloomington, Ind.	57,041	295
Pascagoula - Moss Point	55,592	296
△ Quincy, Ill.	54,017	297
Laredo	53,657	298
Kenosha	51,967	299
Lawrence, Kans.	46,510	300
Total Above Areas	**135,850,367**	
Percent of U.S.	**77.4042**	
U.S. Total	**175,507,794**	

GASOLINE SERVICE STATION SALES

Area	($000)	Rank
Chicago	2,264,354	1
Los Angeles - Long Beach	2,186,513	2
Detroit	1,733,391	3
New York	1,368,696	4
Philadelphia	1,245,686	5
Washington	1,176,699	6
Houston	1,036,297	7
Boston - Lowell - Brockton - Lawrence - Haverhill	1,006,316	8
St. Louis	941,125	9
Dallas - Fort Worth	931,729	10
San Francisco - Oakland	899,554	11
Minneapolis - St. Paul	840,193	12
Nassau - Suffolk	792,389	13
Cleveland	742,669	14
Baltimore	712,872	15
Atlanta	709,009	16
Pittsburgh	696,959	17
Anaheim - Santa Ana - Garden Grove	657,790	18
Newark, N.J.	586,206	19
Kansas City	557,664	20
Cincinnati	556,340	21
San Diego	543,697	22
Miami	505,177	23
Tampa - St. Petersburg	488,916	24
Indianapolis	480,300	25
Riverside - San Bernardino - Ontario	476,978	26
Denver - Boulder	468,830	27
Milwaukee	467,356	28
Seattle - Everett	444,310	29
San Antonio	415,193	30
Columbus, Ohio	409,171	31
San Jose	404,241	32
Phoenix	395,666	33
Fort Lauderdale - Hollywood	394,143	34
Portland, Ore.	373,834	35
Toledo	354,316	36
Dayton	345,065	37
Louisville	343,485	38
New Orleans	342,556	39
Sacramento	332,984	40
Hartford - New Britain - Bristol	325,171	41
Memphis	320,865	42
Nashville-Davidson	317,106	43
Buffalo	293,695	44
Jacksonville	287,467	45
Rochester, N.Y.	277,676	46
Gary - Hammond - East Chicago	272,986	47
Salt Lake City - Ogden	270,303	48
Orlando	269,983	49
Greensboro - Winston-Salem - High Point	267,349	50
Total Top 50	**32,531,270**	
Richmond	250,676	51
Birmingham	249,230	52
Albany - Schenectady - Troy	245,021	53
Bridgeport - Stamford - Norwalk - Danbury	240,883	54
Norfolk - Virginia Beach - Portsmouth	239,634	55
Providence - Warwick - Pawtucket	236,716	56
Oklahoma City	234,887	57
Akron	233,438	58
New Haven - West Haven - Waterbury - Meriden	217,386	59
Youngstown - Warren	213,775	60
Greenville - Spartanburg	208,852	61
Worcester - Fitchburg - Leominster	204,068	62
New Brunswick - Perth Amboy - Sayreville	199,758	63
Austin	197,532	64
Allentown - Bethlehem - Easton	197,509	65
Omaha	197,074	66
Flint	189,691	67
Las Vegas	189,472	68
Raleigh - Durham	187,795	69
Wilmington, Del.	187,159	70
Tulsa	186,189	71
Springfield - Chicopee - Holyoke	185,696	72
Syracuse	180,093	73
Tucson	179,021	74
Charlotte - Gastonia	176,625	75
Grand Rapids	175,070	76
Long Branch - Asbury Park	174,921	77
Harrisburg	171,816	78
West Palm Beach - Boca Raton	171,176	79
Northeast Pennsylvania	167,392	80
Knoxville	165,808	81
Lansing - East Lansing	164,217	82
Chattanooga	161,546	83
Des Moines	159,816	84
Mobile	156,146	85
Bakersfield	154,859	86
Fresno	153,962	87
Davenport - Rock Island - Moline	153,556	88
Honolulu	151,674	89
Fort Wayne	141,315	90
Lexington-Fayette	137,254	91
Canton	136,570	92
El Paso	135,798	93
Tacoma	135,360	94
Albuquerque	134,924	95
Madison	134,077	96
Johnson City - Kingsport - Bristol	133,914	97
Baton Rouge	133,907	98
Corpus Christi	130,084	99
Beaumont - Port Arthur - Orange	130,060	100
Total Top 100	**41,524,652**	
Oxnard - Simi Valley - Ventura	129,815	101
Wichita	127,281	102
Columbia, S.C.	126,571	103
New Bedford - Fall River	125,078	104
Little Rock - North Little Rock	124,893	105
Peoria	123,996	106
Jersey City	122,379	107
Newport News - Hampton	121,900	108
Paterson - Clifton - Passaic	117,050	109
Evansville	112,936	110
Lancaster	110,629	111
Trenton	110,599	112
Charleston - North Charleston, S.C.	110,395	113
Ann Arbor	110,244	114
Lakeland - Winter Haven	108,099	115
Erie	106,731	116
Reno	106,717	117
Stockton	106,582	118
Montgomery	105,530	119
Vallejo - Fairfield - Napa	102,240	120
Binghamton	101,870	121
Duluth - Superior	101,759	122
Shreveport	101,045	123
Charleston, W. Va.	100,960	124
York	99,825	125
Santa Barbara - Santa Maria - Lompoc	97,877	126
Rockford	97,740	127
Daytona Beach	96,743	128
Appleton - Oshkosh	96,478	129
Huntington - Ashland	96,393	130
Santa Rosa	96,383	131
South Bend	95,183	132
Utica - Rome	95,172	133
Lima	93,279	134
Lorain - Elyria	93,135	135
Salinas - Seaside - Monterey	91,566	136
Jackson, Miss.	90,410	137
Sioux Falls	89,440	138
Roanoke	89,290	139
Kalamazoo - Portage	88,857	140
Colorado Springs	88,445	141
Augusta	87,030	142
Reading	86,814	143
Melbourne - Titusville - Cocoa	86,596	144
Macon	86,187	145
Hamilton - Middletown	86,064	146
Spokane	84,683	147
△ Hagerstown	84,299	148
△ Benton Harbor - St. Joseph	83,203	149
Springfield, Mo.	80,859	150
Total Top 150	**46,601,902**	
Modesto	80,389	151
Sarasota	80,221	152
Pensacola	80,036	153
Terre Haute	79,686	154
Eugene - Springfield	76,356	155
Saginaw	76,281	156
Savannah	75,155	157
Manchester - Nashua	74,707	158
Springfield, Ill.	73,080	159
New London - Norwich	72,304	160
Battle Creek	72,215	161
Mansfield	72,167	162
Topeka	71,352	163
△ Newburgh - Middletown	71,156	164
Wheeling	68,996	165
Columbus, Ga.	67,890	166
Bloomington - Normal	67,858	167
Lincoln	67,580	168
Galveston - Texas City	66,959	169
Parkersburg - Marietta	66,441	170
Asheville	66,140	171
Abilene	65,476	172
Huntsville	65,411	173
Johnstown	65,322	174
Champaign - Urbana - Rantoul	65,275	175
Poughkeepsie	64,750	176
Fayetteville, N.C.	64,217	177
Atlantic City	64,016	178
Fort Smith	62,323	179
Janesville - Beloit	62,296	180
Fort Myers - Cape Coral	61,764	181
Salem	60,873	182
Killeen - Temple	59,843	183
Fargo - Moorhead	59,664	184
Longview - Marshall	59,630	185
Portland, Me.	59,527	186
Santa Cruz	59,331	187
Green Bay	58,586	188
Springfield, Ohio	58,224	189
Amarillo	57,925	190
McAllen - Pharr - Edinburg	57,415	191
St. Cloud	56,913	192
Gainesville	56,702	193
Racine	55,448	194
Jackson, Mich.	54,412	195
Anchorage	54,384	196
△ Joplin	54,257	197
Lubbock	53,465	198
Elkhart	53,009	199
Richland - Kennewick - Pasco	52,982	200
Total Top 200	**49,852,311**	
Waco	52,363	201
Waterloo - Cedar Falls	52,356	202
Cedar Rapids	52,330	203
Lafayette, La.	52,302	204
Tyler	52,233	205
Eau Claire	51,654	206
△ Newark, Ohio	51,367	207
Sioux City	50,884	208
Steubenville - Weirton	50,524	209
△ Cheyenne	50,336	210
△ Michigan City - La Porte	49,483	211
Yakima	48,717	212
Bay City	48,624	213
Lynchburg	46,655	214
Provo - Orem	46,321	215
Grand Forks	46,214	216
Billings	45,276	217
Biloxi - Gulfport	44,890	218
Muncie	44,836	219
Boise	44,645	220
Decatur	44,244	221
Bradenton	43,315	222
St. Joseph	43,312	223
Texarkana	42,793	224
△ Kannapolis - Concord - Salisbury	42,780	225
Tallahassee	42,668	226
Petersburg - Colonial Heights - Hopewell	41,869	227
△ Jamestown	41,836	228
Kenosha	41,752	229
Anderson, Ind.	41,750	230
Pittsfield	41,665	231
Muskegon - Norton Shores - Muskegon Heights	41,355	232
Lake Charles	39,704	233
Midland	39,071	234
Tuscaloosa	39,055	235
Brownsville - Harlingen - San Benito	38,794	236
Kokomo	37,900	237
Rochester, Minn.	37,104	238
Clarksville - Hopkinsville	37,102	239
Wichita Falls	37,046	240
△ Bangor	36,230	241
△ Anderson, S.C.	36,229	242
Dubuque	35,873	243
Monroe	35,198	244
Lafayette - West Lafayette	34,990	245
Florence	34,915	246
Laredo	34,904	247
Great Falls	34,541	248
Alexandria, La.	34,180	249
Odessa	34,098	250
Total Top 250	**52,000,594**	
Fort Collins	34,041	251
Burlington, N.C.	33,915	252
△ Burlington, Vt.	32,834	253
Rapid City	32,661	254
Fayetteville - Springdale	32,023	255
△ Missoula	31,930	256
△ Jackson, Tenn.	31,922	257
△ Danville, Ill.	31,802	258
Kankakee	31,743	259
Vineland - Millville - Bridgeton	31,743	259
Bloomington, Ind.	31,497	261
Bismarck	31,259	262
△ Victoria	31,154	263
Pine Bluff	31,094	264
△ Wausau	30,883	265
Altoona	30,756	266
Columbia, Mo.	30,684	267
Wilmington, N.C.	30,464	268
Williamsport	30,361	269
△ Meridian	30,271	270
△ Olympia	29,891	271
Iowa City	29,531	272
Las Cruces	29,221	273
Pueblo	29,144	274
Anniston	28,736	275
La Crosse	28,673	276
Owensboro	27,354	277
△ Sheboygan	27,224	278
Pascagoula - Moss Point	26,578	279
△ Bremerton	25,698	280
Greeley	25,573	281
△ Danville, Va.	25,511	282
△ Athens	25,468	283
△ Marion	25,419	284
△ Pocatello	24,801	285
Panama City	24,672	286
Lewiston - Auburn	24,079	287
Elmira	23,492	288
Sherman - Denison	22,698	289
Albany, Ga.	22,688	290
△ Santa Fe	21,651	291
Gadsden	21,593	292
Bryan - College Station	21,398	293
San Angelo	21,216	294
△ Manitowoc - Two Rivers	20,726	295
Lawrence, Kans.	20,566	296
Lawton	19,348	297
△ Hattiesburg	19,140	298
△ Quincy, Ill.	18,946	299
Enid	15,039	300
Total Above Areas	**53,359,705**	
Percent of U.S.	**73.9853**	
U.S. Total	**72,122,031**	

APPAREL AND ACCESSORIES STORE SALES

Area	($000)	Rank
w York	2,611,611	1
cago	1,868,590	2
Angeles - Long Beach	1,586,405	3
troit	1,146,432	4
adelphia	1,074,718	5
ston - Lowell - Brockton - Lawrence - Haverhill	936,417	6
shington	762,674	7
uston	755,088	8
llas - Fort Worth	724,464	9
n Francisco - Oakland	710,333	10
assau - Suffolk	650,827	11
ami	494,551	12
ewark, N.J.	490,449	13
ttsburgh	439,209	14
Louis	429,633	15
inneapolis - St. Paul	410,320	16
altimore	390,972	17
eattle - Everett	388,875	18
naheim - Santa Ana - Garden Grove	373,911	19
eveland	361,794	20
tlanta	346,825	21
enver - Boulder	329,723	22
an Diego	308,533	23
ew Orleans	294,808	24
ansas City	288,358	25
Fort Lauderdale - Hollywood	269,780	26
Milwaukee	258,447	27
Oklahoma City	246,796	28
San Jose	244,412	29
Portland, Ore.	244,319	30
Birmingham	236,000	31
Buffalo	233,651	32
Tampa - St. Petersburg	229,813	33
Cincinnati	207,524	34
Riverside - San Bernardino - Ontario	206,997	35
Bridgeport - Stamford - Norwalk - Danbury	204,072	36
Phoenix	202,379	37
Hartford - New Britain - Bristol	201,489	38
San Antonio	193,256	39
Honolulu	188,473	40
New Brunswick - Perth Amboy - Sayreville	180,224	41
Memphis	174,628	42
Columbus, Ohio	172,859	43
Tulsa	172,156	44
Rochester, N.Y.	172,133	45
Albany - Schenectady - Troy	170,154	46
Indianapolis	170,096	47
Sacramento	168,663	48
Greensboro - Winston-Salem - High Point	154,790	49
Nashville-Davidson	145,564	50
Total Top 50	**23,224,197**	
New Haven - West Haven - Waterbury - Meriden	145,505	51
Norfolk - Virginia Beach - Portsmouth	144,191	52
West Palm Beach - Boca Raton	143,936	53
Louisville	142,691	54
Providence - Warwick - Pawtucket	142,432	55
Jersey City	141,365	56
Charlotte - Gastonia	139,089	57
Grand Rapids	136,895	58
Syracuse	135,686	59
Austin	131,086	60
Salt Lake City - Ogden	130,683	61
Paterson - Clifton - Passaic	130,387	62
Richmond	125,784	63
Jacksonville	120,137	64
Gary - Hammond - East Chicago	117,707	65
Toledo	116,421	66
Springfield - Chicopee - Holyoke	115,669	67
Long Branch - Asbury Park	108,266	68
Worcester - Fitchburg - Leominster	108,207	69
Orlando	108,006	70
Wichita	106,609	71
Flint	106,600	72
Akron	105,153	73
Dayton	104,434	74
Northeast Pennsylvania	103,274	75
Raleigh - Durham	102,315	76
Greenville - Spartanburg	99,472	77
Little Rock - North Little Rock	98,957	78
Allentown - Bethlehem - Easton	98,200	79
Beaumont - Port Arthur - Orange	97,394	80
hreveport	95,125	81
arrisburg	94,465	82
ansing - East Lansing	94,260	83
as Vegas	93,165	84
Wilmington, Del.	91,773	85
Omaha	90,710	86
Paso	89,711	87
ew Bedford - Fall River	87,239	88
buquerque	86,751	89
esno	84,872	90
xington-Fayette	83,590	91
nton	83,196	92
s Moines	79,886	93
oxville	79,692	94
ngstown - Warren	79,378	95
umbia, S.C.	79,150	96
ginaw	77,055	97
ding	77,035	98
Arbor	76,791	99
Allen - Pharr - Edinburg	75,636	100
Total Top 100	**28,530,228**	
Newport News - Hampton	74,999	101
Baton Rouge	74,020	102
Evansville	73,428	103
Chattanooga	72,863	104
Salinas - Seaside - Monterey	72,643	105
Jackson, Miss.	72,177	106
Mobile	71,663	107
Johnson City - Kingsport - Bristol	70,326	108
Charleston - North Charleston, S.C.	69,940	109
Davenport - Rock Island - Moline	68,983	110
Lancaster	68,625	111
Fort Wayne	68,464	112
Tacoma	68,077	113
Oxnard - Simi Valley - Ventura	66,266	114
Canton	65,578	115
Huntsville	65,030	116
Tucson	63,560	117
Augusta	63,148	118
Amarillo	62,962	119
Spokane	62,395	120
Madison	61,896	121
Peoria	61,416	122
Eugene - Springfield	61,238	123
Lubbock	60,565	124
Utica - Rome	60,464	125
Montgomery	59,865	126
Corpus Christi	58,372	127
Stockton	58,203	128
Bakersfield	56,861	129
Santa Barbara - Santa Maria - Lompoc	56,777	130
Lafayette, La.	56,195	131
Manchester - Nashua	55,201	132
York	53,182	133
Huntington - Ashland	52,578	134
Binghamton	52,260	135
Savannah	52,076	136
Lakeland - Winter Haven	51,816	137
Charleston, W. Va.	51,644	138
Kalamazoo - Portage	51,359	139
Atlantic City	51,333	140
Macon	50,859	141
Odessa	50,827	142
Laredo	50,744	143
Duluth - Superior	50,634	144
South Bend	50,245	145
Daytona Beach	48,193	146
△ Newburgh - Middletown	48,098	147
Roanoke	47,184	148
Longview - Marshall	47,173	149
Reno	46,897	150
Total Top 150	**31,519,530**	
Erie	46,673	151
Springfield, Ill.	46,355	152
Anchorage	46,261	153
Poughkeepsie	44,749	154
Colorado Springs	44,642	155
Modesto	43,858	156
Portland, Me.	43,791	157
Springfield, Mo.	42,707	158
Galveston - Texas City	42,167	159
Sarasota	41,898	160
Brownsville - Harlingen - San Benito	40,679	161
Fort Smith	38,850	162
Terre Haute	38,547	163
Grand Forks	38,419	164
Tyler	38,109	165
Boise	37,455	166
Tallahassee	37,452	167
Columbus, Ga.	37,362	168
Santa Rosa	36,707	169
△ Kannapolis - Concord - Salisbury	36,588	170
Lincoln	35,931	171
Alexandria, La.	35,708	172
Fargo - Moorhead	35,187	173
Fort Myers - Cape Coral	35,123	174
Biloxi - Gulfport	35,052	175
Rockford	34,503	176
Abilene	33,972	177
Pensacola	33,849	178
Champaign - Urbana - Rantoul	33,692	179
Wichita Falls	32,789	180
Johnstown	32,671	181
Lorain - Elyria	32,333	182
Waco	32,099	183
Monroe	32,016	184
Pittsfield	31,809	185
Topeka	31,396	186
Vallejo - Fairfield - Napa	31,212	187
Sioux Falls	31,011	188
△ Joplin	30,633	189
Asheville	30,528	190
Fayetteville - Springdale	30,511	191
Lake Charles	29,924	192
Gainesville	29,729	193
Billings	29,651	194
Vineland - Millville - Bridgeton	29,651	194
New London - Norwich	29,573	196
Waterloo - Cedar Falls	29,543	197
Killeen - Temple	29,248	198
Gadsden	28,986	199
Florence	28,594	200
Total Top 200	**33,299,723**	
Bloomington - Normal	28,568	201
Appleton - Oshkosh	28,445	202
Parkersburg - Marietta	28,050	203
Midland	27,900	204
Fayetteville, N.C.	27,797	205
△ Benton Harbor - St. Joseph	27,564	206
Jackson, Mich.	27,012	207
Santa Cruz	26,768	208
△ Burlington, Vt.	26,613	209
Tuscaloosa	26,611	210
Salem	26,610	211
Fort Collins	26,417	212
Texarkana	26,375	213
Provo - Orem	26,309	214
△ Jamestown	26,240	215
St. Cloud	25,612	216
Battle Creek	25,570	217
Bradenton	25,440	218
Richland - Kennewick - Pasco	25,186	219
Yakima	25,093	220
Great Falls	24,976	221
Columbia, Mo.	24,954	222
Altoona	24,844	223
Anniston	24,790	224
Lima	24,601	225
San Angelo	24,342	226
Petersburg - Colonial Heights - Hopewell	24,244	227
△ Hattiesburg	24,062	228
Albany, Ga.	24,050	229
Panama City	24,024	230
Bismarck	23,883	231
Decatur	23,633	232
Green Bay	23,498	233
Rochester, Minn.	23,176	234
Muskegon - Norton Shores - Muskegon Heights	23,139	235
Wheeling	22,858	236
Wilmington, N.C.	22,[illegible]23	237
Steubenville - Weirton	22,456	238
△ Hagerstown	22,396	239
Enid	22,161	240
Bloomington, Ind.	22,131	241
△ Bangor	21,808	242
Mansfield	21,744	243
Bay City	21,512	244
△ Santa Fe	21,502	245
Owensboro	21,415	246
Janesville - Beloit	21,244	247
Kokomo	21,018	248
Sioux City	20,980	249
Sherman - Denison	20,926	250
Total Top 250	**34,523,093**	
Hamilton - Middletown	20,896	251
Springfield, Ohio	20,608	252
Bryan - College Station	20,551	253
△ Danville, Ill.	20,494	254
Williamsport	20,437	255
Rapid City	20,400	256
Melbourne - Titusville - Cocoa	20,276	257
△ Pocatello	19,977	258
Iowa City	19,936	259
Anderson, Ind.	19,919	260
△ Anderson, S.C.	19,783	261
Elkhart	19,599	262
Clarksville - Hopkinsville	19,133	263
Pueblo	18,893	264
Burlington, N.C.	18,853	265
Muncie	18,241	266
△ Cheyenne	18,172	267
△ Michigan City - La Porte	18,109	268
△ Wausau	17,779	269
Elmira	16,535	270
△ Victoria	16,437	271
Lynchburg	16,356	272
La Crosse	16,003	273
△ Meridian	15,668	274
Cedar Rapids	15,629	275
Lafayette - West Lafayette	15,381	276
Eau Claire	15,317	277
Racine	15,270	278
△ Athens	14,832	279
△ Missoula	14,665	280
△ Quincy, Ill.	14,306	281
Lewiston - Auburn	14,298	282
Kankakee	14,270	283
△ Newark, Ohio	14,144	284
△ Jackson, Tenn.	14,067	285
△ Marion	14,067	285
Lawton	13,753	287
St. Joseph	13,713	288
Greeley	13,610	289
△ Danville, Va.	13,402	290
Pine Bluff	12,486	291
△ Bremerton	12,088	292
Dubuque	11,840	293
Lawrence, Kans.	11,219	294
Pascagoula - Moss Point	10,434	295
Kenosha	8,538	296
△ Olympia	8,512	297
Las Cruces	8,299	298
△ Sheboygan	7,936	299
△ Manitowoc - Two Rivers	5,976	300
Total Above Areas	**35,304,200**	
Percent of U.S.	**81.9060**	
U.S. Total	**43,103,315**	

Parlaying prospects with dual market advertising.

It takes two to make a market.

It used to be that in order to define the advertising target for a product one looked at who actually purchased the product and forgot about everything else. But things have changed. Wives are working. Husbands are helping with the cooking. And the influence a wife has on her husband's purchasing decisions, or vice versa, should be considered.

Who influences whom.

As the chart based on the Purchase Influence Study shows, these days it's much smarter to include both husbands and wives in advertising plans. When it comes to life insurance, for example, wives exert 34% of the direct influence on the company chosen. Husbands, on the other hand, exert 41% of the direct influence on the brand of instant coffee used at home.

From package goods to big ticket items, it's no longer enough to convince only the person who's doing the actual buying. You also have to reach all the people who influence that buy.

Influence on brand selection

Product	Husbands	Wives
Instant Coffee	41%	59%
Gin	64%	36%
Upset Stomach Remedies	50%	50%
Life Insurance	66%	34%
Mouthwash	44%	56%

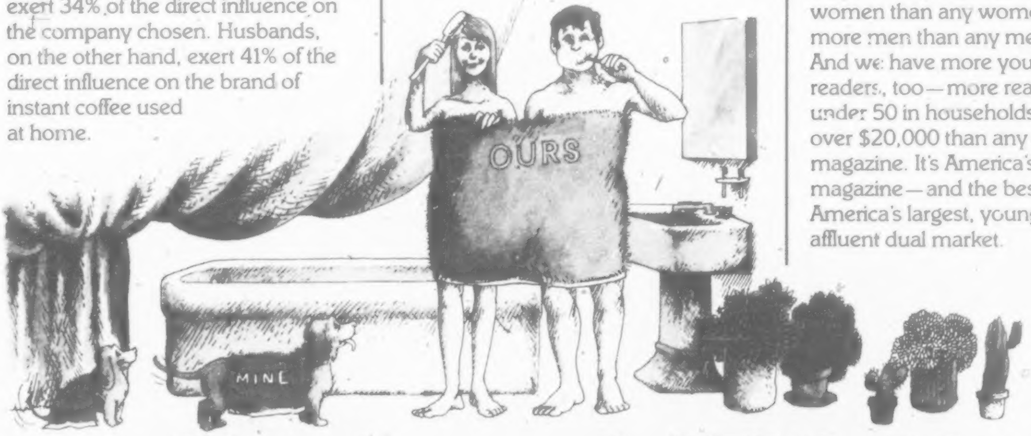
Source: Purchase Influence Study, 1975

How to reach the dual market.

Because husbands and wives make many buying decisions togethe it pays to reach both of them if you can. And the surest, most effective way to reach them is through a dual audience medium—one that is able to reach both men and women so that the merits of the product can be talked over on the spot.

Why you should use TV Guide.

TV Guide reaches more than 42 million adult readers week after week. That's the biggest dual audience in print, including more women than any women's publicatio more men than any men's publication And we have more young, affluent readers, too—more readers under 50 in households with incomes over $20,000 than any other magazine. It's America's best-selling magazine—and the best way to sell to America's largest, youngest, most affluent dual market.



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TV GUIDE
TRIANGLE PUBLICATIONS, INC.

DRUGSTORE SALES

Area	($000)	Rank
Chicago	1,109,378	1
Los Angeles - Long Beach	1,095,324	2
New York	825,440	3
Detroit	822,929	4
San Francisco - Oakland	654,905	5
Washington	573,803	6
Dallas - Fort Worth	545,968	7
Philadelphia	493,739	8
Boston - Lowell - Brockton - Lawrence - Haverhill	471,442	9
Houston	348,098	10
Cleveland	312,190	11
St. Louis	277,771	12
Seattle - Everett	277,741	13
Nassau - Suffolk	276,348	14
Miami	275,946	15
Baltimore	270,626	16
Minneapolis - St. Paul	264,170	17
Anaheim - Santa Ana - Garden Grove	256,221	18
Pittsburgh	252,378	19
Atlanta	249,615	20
Phoenix	228,085	21
San Jose	226,976	22
San Diego	220,709	23
Riverside - San Bernardino - Ontario	216,014	24
Tampa - St. Petersburg	204,708	25
Newark, N.J.	194,696	26
Buffalo	193,033	27
Fort Lauderdale - Hollywood	191,639	28
Sacramento	189,032	29
Milwaukee	183,277	30
Denver - Boulder	180,985	31
Honolulu	180,248	32
Cincinnati	179,694	33
Indianapolis	170,723	34
Kansas City	160,452	35
New Orleans	150,141	36
Portland, Ore.	142,416	37
Rochester, N.Y.	139,406	38
Syracuse	134,205	39
Columbus, Ohio	125,980	40
Hartford - New Britain - Bristol	125,386	41
Louisville	123,373	42
Greensboro - Winston-Salem - High Point	120,953	43
Jacksonville	109,366	44
Memphis	107,858	45
Reno	107,413	46
Toledo	106,298	47
Fresno	106,190	48
Birmingham	104,878	49
Gary - Hammond - East Chicago	99,753	50
Total Top 50	**14,377,919**	
Nashville-Davidson	98,815	51
Richmond	98,291	52
Charlotte - Gastonia	94,107	53
Albany - Schenectady - Troy	93,113	54
Providence - Warwick - Pawtucket	91,826	55
West Palm Beach - Boca Raton	90,511	56
Las Vegas	85,878	57
Flint	85,014	58
Salt Lake City - Ogden	83,359	59
Akron	81,742	60
Omaha	80,323	61
Tucson	80,235	62
Bridgeport - Stamford - Norwalk - Danbury	79,940	63
San Antonio	78,086	64
Orlando	77,493	65
Worcester - Fitchburg - Leominster	77,394	66
Oxnard - Simi Valley - Ventura	76,742	67
Greenville - Spartanburg	75,297	68
Oklahoma City	73,023	69
New Haven - West Haven - Waterbury - Meriden	71,966	70
Dayton	71,945	71
Northeast Pennsylvania	71,529	72
Norfolk - Virginia Beach - Portsmouth	70,564	73
Bakersfield	70,521	74
Allentown - Bethlehem - Easton	70,222	75
Stockton	70,201	76
Wilmington, Del.	69,903	77
Youngstown - Warren	69,519	78
Davenport - Rock Island - Moline	62,404	79
Harrisburg	62,232	80
Anchorage	62,216	81
Baton Rouge	60,688	82
Long Branch - Asbury Park	60,298	83
Utica - Rome	60,179	84
Knoxville	60,024	85
Vallejo - Fairfield - Napa	59,861	86
Springfield - Chicopee - Holyoke	59,578	87
Albuquerque	58,954	88
El Paso	58,451	89
Little Rock - North Little Rock	58,409	90
Tacoma	57,823	91
Mobile	55,679	92
Tulsa	53,183	93
Santa Rosa	53,014	94
Daytona Beach	52,950	95
Austin	52,654	96
Salinas - Seaside - Monterey	52,540	97
New Brunswick - Perth Amboy - Sayreville	52,287	98
Grand Rapids	51,456	99
Fort Wayne	51,070	100
Total Top 100	**17,871,428**	
Spokane	50,738	101
Santa Barbara - Santa Maria - Lompoc	50,019	102
Raleigh - Durham	49,124	103
Canton	49,061	104
New Bedford - Fall River	48,626	105
Lakeland - Winter Haven	47,989	106
Modesto	47,269	107
Jersey City	46,846	108
Beaumont - Port Arthur - Orange	46,222	109
Chattanooga	45,323	110
Eugene - Springfield	45,142	111
Binghamton	42,825	112
Richland - Kennewick - Pasco	42,775	113
Wichita	42,631	114
Melbourne - Titusville - Cocoa	42,610	115
Columbia, S.C.	42,175	116
Ann Arbor	41,148	117
Evansville	40,865	118
Peoria	40,742	119
South Bend	40,545	120
Lexington-Fayette	40,130	121
Lansing - East Lansing	39,143	122
Sioux Falls	38,683	123
Santa Cruz	38,394	124
Salem	37,753	125
Jackson, Miss.	37,593	126
Johnson City - Kingsport - Bristol	37,16[illegible]	127
Rockford	36,62[illegible]	128
Sarasota	36,612	129
Huntington - Ashland	36,564	130
Charleston - North Charleston, S.C.	36,460	131
Springfield, Ill.	36,372	132
△ Bremerton	36,176	133
Lancaster	36,111	134
Paterson - Clifton - Passaic	36,039	135
Madison	35,540	136
Charleston, W. Va.	35,452	137
Des Moines	35,244	138
Erie	34,608	139
Corpus Christi	33,761	140
Trenton	32,907	141
Shreveport	32,736	142
Lorain - Elyria	32,519	143
Saginaw	32,095	144
Augusta	32,092	145
Newport News - Hampton	31,350	146
Roanoke	30,313	147
Pensacola	30,010	143
Billings	29,757	149
York	29,249	150
Total Top 150	**19,821,757**	
Appleton - Oshkosh	29,068	151
Duluth - Superior	29,006	152
Portland, Me.	28,737	153
Topeka	28,[illegible]95	154
Fort Myers - Cape Coral	27,312	155
Lima	27,263	156
Macon	27,163	157
Elkhart	27,161	158
Manchester - Nashua	26,774	159
Huntsville	26,641	160
Asheville	26,454	161
Cedar Rapids	26,312	162
Bradenton	25,996	163
Gainesville	25,429	164
Springfield, Mo.	25,323	165
△ Newburgh - Middletown	25,321	166
Terre Haute	25,298	167
△ Benton Harbor - St. Joseph	25,287	168
Johnstown	25,055	169
Lynchburg	25,052	170
McAllen - Pharr - Edinburg	24,746	171
Savannah	24,666	172
Yakima	24,480	173
Columbus, Ga.	24,333	174
Montgomery	24,310	175
Hamilton - Middletown	24,293	176
Colorado Springs	23,958	177
△ Joplin	23,819	178
Bryan - College Station	23,710	179
Galveston - Texas City	23,673	180
Anderson, Ind.	23,230	181
Muncie	23,136	182
Kalamazoo - Portage	23,134	183
Atlantic City	21,964	184
△ Kannapolis - Concord - Salisbury	21,839	185
Battle Creek	21,838	186
Fargo - Moorhead	21,824	187
Reading	21,821	188
Champaign - Urbana - Rantoul	21,335	189
Amarillo	21,314	190
Waco	21,260	191
Biloxi - Gulfport	20,964	192
New London - Norwich	20,885	193
Provo - Orem	20,774	194
Poughkeepsie	20,760	195
Lafayette - West Lafayette	20,672	196
Lake Charles	20,620	197
Longview - Marshall	20,442	198
Muskegon - Norton Shores - Muskegon Heights	19,754	199
△ Olympia	19,597	200
Total Top 200	**21,024,055**	
Sioux City	19,057	201
Wheeling	19,001	202
Lubbock	18,988	203
Waterloo - Cedar Falls	18,882	204
Fort Smith	18,817	205
Lincoln	18,789	206
Springfield, Ohio	18,442	207
Parkersburg - Marietta	18,425	208
Rochester, Minn.	18,336	209
Columbia, Mo.	18,243	210
Great Falls	18,210	211
Steubenville - Weirton	18,022	212
Boise	18,008	213
△ Michigan City - La Porte	17,685	214
Racine	17,654	215
Green Bay	17,482	216
Kokomo	17,424	217
Lafayette, La.	17,291	218
Petersburg - Colonial Heights - Hopewell	17,182	219
△ Jamestown	16,988	220
Kankakee	16,942	221
Alexandria, La.	16,568	222
Wilmington, N.C.	16,357	223
Tallahassee	16,277	224
Vineland - Millville - Bridgeton	16,177	225
△ Hagerstown	16,121	226
Janesville - Beloit	15,992	227
St. Joseph	15,787	228
St. Cloud	15,699	229
Altoona	15,677	230
△ Bangor	15,387	231
Bloomington - Normal	15,355	232
Tyler	15,289	233
Fort Collins	15,130	234
△ Hattiesburg	15,109	235
Eau Claire	15,045	236
Burlington, N.C.	15,012	237
Bloomington, Ind.	14,911	238
Fayetteville - Springdale	14,758	239
Bismarck	14,703	240
Bay City	14,696	241
△ Anderson, S.C.	14,607	242
△ Marion	14,524	243
Decatur	14,480	244
Pittsfield	14,379	245
Monroe	14,334	246
△ Missoula	14,196	247
Wichita Falls	13,860	248
△ Athens	13,845	249
Dubuque	13,828	250
Total Top 250	**21,842,026**	
Elmira	13,817	251
Pascagoula - Moss Point	13,617	252
Grand Forks	13,572	253
Tuscaloosa	13,496	254
Fayetteville, N.C.	13,485	255
Iowa City	13,481	256
Sherman - Denison	13,459	257
△ Santa Fe	13,300	258
Williamsport	13,035	259
Rapid City	12,872	260
Clarksville - Hopkinsville	12,857	261
Mansfield	12,843	262
Albany, Ga.	12,799	263
Abilene	12,780	264
Brownsville - Harlingen - San Benito	12,704	265
△ Danville, Ill.	12,659	266
Anniston	12,538	267
Laredo	12,499	268
Texarkana	12,221	269
Killeen - Temple	12,210	270
Jackson, Mich.	12,146	271
Enid	12,046	272
La Crosse	12,010	273
Owensboro	11,903	274
△ Sheboygan	11,540	275
Florence	11,495	276
△ Newark, Ohio	11,316	277
△ Pocatello	11,263	278
Pine Bluff	11,103	279
△ Meridian	11,089	280
△ Danville, Va.	10,968	281
Pueblo	10,653	282
Gadsden	10,624	283
Panama City	10,500	284
△ Quincy, Ill.	9,668	285
△ Victoria	8,974	286
Odessa	8,470	287
Midland	8,258	288
Kenosha	8,227	289
Greeley	8,042	290
△ Manitowoc - Two Rivers	7,749	291
△ Wausau	7,476	292
△ Burlington, Vt.	7,406	293
Lawrence, Kans.	7,228	294
△ Jackson, Tenn.	7,198	295
Lewiston - Auburn	7,126	296
Las Cruces	6,689	297
△ Cheyenne	5,565	298
San Angelo	5,456	299
Lawton	4,847	300
Total Above Areas	**22,379,305**	
Percent of U.S.	**78.0644**	
U.S. Total	**28,667,734**	

BUILDING MATERIALS AND HARDWARE STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	1,238,986	1
Chicago	1,208,225	2
Detroit	891,702	3
Houston	743,591	4
New York	698,812	5
Minneapolis - St. Paul	666,479	6
Boston - Lowell - Brockton - Lawrence - Haverhill	632,663	7
Philadelphia	619,280	8
Anaheim - Santa Ana - Garden Grove	605,501	9
San Francisco - Oakland	581,851	10
Riverside - San Bernardino - Ontario	524,671	11
Seattle - Everett	493,164	12
Dallas - Fort Worth	492,798	13
San Diego	489,357	14
Washington	483,742	15
St. Louis	455,322	16
Pittsburgh	417,124	17
Denver - Boulder	414,589	18
Nassau - Suffolk	396,075	19
San Jose	372,530	20
Atlanta	361,034	21
Phoenix	352,537	22
Sacramento	314,280	23
Cleveland	305,583	24
Baltimore	297,804	25
Newark, N.J.	279,438	26
Milwaukee	272,680	27
Tampa - St. Petersburg	269,232	28
Kansas City	266,995	29
Indianapolis	264,631	30
Portland, Ore.	237,703	31
Cincinnati	236,551	32
Salt Lake City - Ogden	224,613	33
Columbus, Ohio	215,884	34
Akron	213,332	35
Fort Lauderdale - Hollywood	212,599	36
Miami	205,339	37
Birmingham	199,890	38
Oklahoma City	194,504	39
Bridgeport - Stamford - Norwalk - Danbury	192,928	40
Grand Rapids	183,673	41
Louisville	181,381	42
Greensboro - Winston Salem - High Point	180,945	43
Buffalo	180,078	44
Rochester, N.Y.	174,228	45
Hartford - New Britain - Bristol	173,370	46
Tulsa	170,867	47
Nashville-Davidson	160,367	48
Dayton	160,088	49
New Orleans	156,821	50
Total Top 50	**19,265,837**	
Santa Rosa	147,875	51
Albany - Schenectady - Troy	147,767	52
Austin	144,929	53
Charlotte - Gastonia	140,970	54
Memphis	140,700	55
Providence - Warwick - Pawtucket	139,805	56
Des Moines	139,545	57
Johnson City - Kingsport - Bristol	139,315	58
Knoxville	138,989	59
Fresno	138,905	60
Lancaster	138,878	61
Baton Rouge	138,150	62
Greenville - Spartanburg	136,834	63
Orlando	135,005	64
Las Vegas	133,149	65
Jacksonville	132,234	66
Norfolk - Virginia Beach - Portsmouth	132,088	67
Gary - Hammond - East Chicago	130,575	68
Wichita	129,202	69
Peoria	128,028	70
Northeast Pennsylvania	127,787	71
Beaumont - Port Arthur - Orange	127,449	72
Toledo	127,263	73
San Antonio	125,275	74
Allentown - Bethlehem - Easton	123,585	75
Eugene - Springfield	122,209	76
Flint	119,794	77
Bakersfield	118,073	78
Springfield - Chicopee - Holyoke	115,610	79
Madison	112,643	80
Davenport - Rock Island - Moline	112,230	81
New Haven - West Haven - Waterbury - Meriden	109,732	82
Mobile	109,404	83
Worcester - Fitchburg - Leominster	106,095	84
Reno	105,653	85
Spokane	105,391	86
Modesto	103,904	87
Wilmington, Del.	103,612	88
Tacoma	103,246	89
Syracuse	101,766	90
Salem	100,940	91
Richmond	100,436	92
Springfield, Ill.	99,828	93
Albuquerque	99,272	94
Harrisburg	98,154	95
Lansing - East Lansing	97,400	96
Boise	96,175	97
New Brunswick - Perth Amboy - Sayreville	96,131	98
Little Rock - North Little Rock	95,123	99
Fort Myers - Cape Coral	94,887	100
Total Top 100	**25,277,847**	
Evansville	94,609	101
Springfield, Mo.	94,466	102
Lakeland - Winter Haven	94,348	103
Oxnard - Simi Valley - Ventura	93,104	104
Chattanooga	92,613	105
Charleston - North Charleston, S.C.	92,396	106
Canton	91,623	107
Omaha	90,823	108
Long Branch - Asbury Park	90,560	109
York	89,855	110
Duluth - Superior	89,517	111
Amarillo	89,146	112
St. Cloud	89,053	113
Stockton	88,832	114
Tucson	87,712	115
Santa Cruz	87,366	116
West Palm Beach - Boca Raton	87,085	117
Billings	85,209	118
Columbia, S.C.	84,914	119
Huntington - Ashland	83,124	120
Youngstown - Warren	81,971	121
Raleigh - Durham	81,532	122
Huntsville	81,158	123
Anchorage	78,869	124
Vallejo - Fairfield - Napa	78,732	125
Kalamazoo - Portage	78,379	126
Fort Collins	76,695	127
Santa Barbara - Santa Maria - Lompoc	75,528	128
Manchester - Nashua	74,747	129
Rockford	74,595	130
Fort Wayne	74,444	131
Daytona Beach	74,243	132
Portland, Me.	74,121	133
Fargo - Moorhead	74,089	134
Colorado Springs	73,879	135
Charleston, W. Va.	73,560	136
Appleton - Oshkosh	72,040	137
Erie	71,400	138
Melbourne - Titusville - Cocoa	69,940	139
Lincoln	69,876	140
Cedar Rapids	69,824	141
Johnstown	69,352	142
Lexington-Fayette	68,358	143
Augusta	68,065	144
Fayetteville - Springdale	65,601	145
Topeka	64,599	146
Ann Arbor	64,082	147
McAllen - Pharr - Edinburg	63,168	148
Salinas - Seaside - Monterey	62,704	149
Lima	62,598	150
Total Top 150	**29,242,351**	
Eau Claire	62,169	151
Paterson - Clifton - Passaic	61,973	152
△ Newburgh - Middletown	61,196	153
Richland - Kennewick - Pasco	60,934	154
Jackson, Miss.	60,007	155
Macon	59,978	156
Lake Charles	59,698	157
Savannah	59,468	158
South Bend	58,969	159
Montgomery	58,856	160
Lubbock	58,842	161
Sarasota	57,699	162
Rapid City	57,430	163
Pensacola	57,398	164
Yakima	57,224	165
Shreveport	57,084	166
Green Bay	56,777	167
Terre Haute	56,740	168
Fort Smith	55,615	169
Grand Forks	55,346	170
New Bedford - Fall River	54,810	171
Longview - Marshall	54,708	172
Binghamton	54,561	173
Fayetteville, N.C.	54,376	174
Provo - Orem	54,277	175
Jersey City	53,622	176
Corpus Christi	53,002	177
Champaign - Urbana - Rantoul	53,000	178
El Paso	52,892	179
Lafayette, La.	52,663	180
Bloomington - Normal	52,195	181
Honolulu	51,665	182
Newport News - Hampton	50,526	183
Rochester, Minn.	50,253	184
Saginaw	50,016	185
△ Bremerton	49,991	186
△ Benton Harbor - St. Joseph	49,977	187
Tallahassee	49,856	188
Decatur	49,608	189
Sioux Falls	48,987	190
△ Wausau	48,889	191
Waterloo - Cedar Falls	48,837	192
Asheville	48,675	193
△ Bangor	48,568	194
Tyler	48,302	195
Tuscaloosa	47,846	196
Poughkeepsie	47,448	197
Lorain - Elyria	46,646	198
Wichita Falls	46,561	199
Utica - Rome	46,441	200
Total Top 200	**31,934,952**	
Atlantic City	45,908	201
Reading	45,747	202
Bismarck	45,250	203
Parkersburg - Marietta	44,217	20
Galveston - Texas City	43,762	20
Great Falls	43,306	20
Abilene	43,103	20
Janesville - Beloit	42,533	20
Altoona	42,531	20
Clarksville - Hopkinsville	42,377	21
Trenton	41,822	21
△ Joplin	41,470	21
Racine	40,856	21
Muskegon - Norton Shores - Muskegon Heights	40,120	21
Hamilton - Middletown	39,093	21
△ Burlington, Vt.	39,082	216
Wilmington, N.C.	38,958	217
Monroe	38,470	218
△ Anderson, S.C.	38,453	219
Albany, Ga.	37,452	220
Dubuque	37,374	221
La Crosse	37,309	222
Odessa	37,153	223
Steubenville - Weirton	36,591	224
Killeen - Temple	36,138	225
△ Missoula	36,037	226
Columbia, Mo.	35,903	227
Pittsfield	35,874	228
Sioux City	35,674	229
Elkhart	35,282	230
Florence	35,186	231
Columbus, Ga.	35,169	232
Kankakee	34,934	233
Gainesville	34,931	234
Biloxi - Gulfport	34,849	235
△ Pocatello	34,753	236
△ Olympia	34,596	237
Iowa City	34,346	238
New London - Norwich	34,271	239
Owensboro	34,152	240
Roanoke	33,521	241
Greeley	33,117	242
Springfield, Ohio	33,074	243
Wheeling	32,208	244
△ Kannapolis - Concord - Salisbury	31,898	245
Bryan - College Station	31,737	246
△ Hattiesburg	31,367	247
Mansfield	31,257	248
Anderson, Ind.	30,977	249
Battle Creek	30,157	250
Total Top 250	**33,799,297**	
Bay City	29,720	251
Bradenton	29,638	252
Jackson, Mich.	29,365	253
△ Michigan City - La Porte	29,218	254
Petersburg - Colonial Heights - Hopewell	29,125	255
Lynchburg	28,861	256
San Angelo	28,814	257
Lafayette - West Lafayette	28,420	258
△ Victoria	28,405	259
Kokomo	28,379	260
Alexandria, La.	28,372	261
Brownsville - Harlingen - San Benito	27,830	262
Sherman - Denison	27,518	263
Waco	27,215	264
Pueblo	27,056	265
△ Newark, Ohio	26,926	266
Muncie	26,842	267
△ Meridian	26,816	268
△ Jamestown	26,772	269
△ Sheboygan	26,667	270
Pascagoula - Moss Point	26,556	271
Midland	25,911	272
△ Santa Fe	25,717	273
Las Cruces	25,268	274
△ Hagerstown	25,141	275
△ Danville, Ill.	25,061	276
Panama City	24,946	277
Gadsden	24,746	278
Anniston	24,714	279
St. Joseph	24,633	280
△ Athens	24,477	281
Lawrence, Kans.	24,287	282
Williamsport	23,599	283
△ Marion	23,315	284
Burlington, N.C.	22,799	285
△ Cheyenne	22,668	286
Bloomington, Ind.	21,339	287
Enid	21,199	288
Texarkana	20,973	289
Lewiston - Auburn	20,910	290
Lawton	19,978	291
Vineland - Millville - Bridgeton	19,189	292
△ Jackson, Tenn.	18,484	293
△ Danville, Va.	17,292	294
Laredo	16,621	29
△ Quincy, Ill.	16,597	29
Pine Bluff	16,591	29
Kenosha	15,061	29
Elmira	14,079	29
△ Manitowoc - Two Rivers	12,704	30
Total Above Areas	**35,006,913**	
Percent of U.S.	**69.3118**	
U.S. Total	**50,506,393**	

WORTH WRITING S&MM FOR

To receive materials listed below, circle the appropriate numbers on the postcard and drop it in the mail. The Advertisers' Index on page D-27 shows where to find advertisements of many of the companies mentioned.

Marketing Information

1. *Baltimore—America's Best Kept Secret*, prepared by WJZ-TV, offers detailed marketing information on the SMSA, an analysis of growth trend, and a full discussion on Baltimore television coverage.

2. The Providence (RI) *Journal Bulletin* details how its research department provides help before, during, and after testing, and how you can target your advertising preprint to special demographic groups.

3. A booklet ranking the top 20 U.S. markets by household, population, merchandise line sales, newspaper circulation, and more is available in the Cleveland (OH) *Plain Dealer*'s fourth annual report.

4. The Seattle (WA) *Times* sends *Market Research Report 79–80*, detailing the demographics for Washington state and Seattle from a sales viewpoint.

5. *Picture Denver*, a market book from the Denver (CO) *Post*, profiles Colorado industry, ranks retail sales, analyzes local media, and gives an overview of the market area.

6. *Gannett Michigan, A New Top 50 Market*, a brochure from Gannett Michigan Newspapers, profiles and positions three Gannett markets as one superbuy.

7. *Columbus, Ohio—We're Working on our Second Million* contains the latest market facts and details buying and spending power in one of the Midwest's fastest-growing markets, from the Columbus *Dispatch/Citizen Journal*.

8. *Suncoast 80*, the annual market-growth report from the St. Petersburg (FL) *Times & Evening Independent*, provides a comprehensive picture of the people, money, and sales in its six-county market area.

9. *Spokane, Primary Newspaper Market in the Pacific Northwest* shows the sales potential and coverage of its market with emphasis on food and automotive activities, from the *Spokesman-Review* and *Daily Chronicle* (WA).

10. A booklet from the South Bend (IN) *Tribune* gives demographic information on 10-year trends, media coverage, distribution, testing, total and target marketing, and area employment.

11. The Bergen (NJ) *Record* offers a market profile of Bergen County and compares circulation coverage of all newspapers in this marketplace.

12. *Target Marketing*, a brochure describing a specialized method of pinpointing your market group with as few as 25,000 preprinted inserts, is available from the Milwaukee (WI) *Journal*.

(continued on next page)

7/28/80
do not use afte
10/28/80

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Please send me the items circled below:

1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	32	33	34	35	36
37	38	39	40	41	42	43	44	45	46	47	48
49	50	51	52	53							

Name

Title

Company

Address Phone

City State Zip

I am presently a subscriber A ☐ Yes B ☐ No C

Place
Stamp
Here

READER SERVICE CARD

S&MM
SALES & MARKETING MANAGEMENT

P.O. Box 2783
Clinton, Iowa 52735

READER SERVICE CARD

SALES & MARKETING MANAGEMENT

P.O. Box 2783
Clinton, Iowa 52735

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Stamp
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25	26	27	28	29	30	31	32	33	34	35	36
37	38	39	40	41	42	43	44	45	46	47	48
49	50	51	52	53							

Name
Title
Company
Address Phone
City State Zip
I am presently a subscriber A ☐ Yes B ☐ No C

WORTH WRITING S&MM FOR

(continued)

13. *Marketing Manual and Test Data*, from the Portlan *Oregonian* and Oregon *Journal* is designed to assist i the planning of a test market operation for grocer drug, and hardware products in the Portland market.

14. The Altoona (PA) *Mirror* profiles coverages an demographics in its nearly isolated market representin almost $500 million of total retail sales.

15. The Newark (NJ) *Star-Ledger* provides a market fil showing how use of its penetration in the Greater Ne Jersey market can increase sales.

16. *A Telling Look at America's Most Used Test Markets*, from the Erie (PA) *Times-News*, includes an analysis of deviation factors in national population, income and retail sales profiles, and has an appraisal of AD and SMSA coverage by all media.

17. *A Look at Peoria*, from the Peoria (IL) *Journal-Star* contains 38 pages of comprehensive statistical data maps, and general background information on th Peoria SMSA.

18. *Orlando Market and Media*, a comprehensive market study from the Orlando (FL) *Sentinel-Star*, covers data on market growth, population, household, real estate, business potential, and newspaper readership.

19. *Consumer Profile Analysis*, a market study from the Akron (OH) *Beacon Journal*, includes store-preferenc shopping patterns, readership, and demographics.

20. *Through the Looking Glass*, a comprehensive guid from the Washington (DC) *Post*, explores the diversit and vitality of the Washington marketplace and includes data on merchandise line sales.

21. *San Diego and Southern California 1980 Trav Market*, a booklet from the San Diego (CA) *Union-Tribune*, gives an overview of the current travel marke its future growth potential, economic profile, and medi coverage.

22. The Fargo (ND) *Forum* has a general market ki that details demographics and merchandise line sales plus special advertising opportunities, circulation coverage, rates, and requirements in its two-county marke area.

23. *Market Profile*, from the Oakland (CA) *Tribun* provides complete demographics, duplication analysis retail sales, EBI, and an audience analysis.

24. *Inside Phoenix 1980*, from the Phoenix (AZ) *Republic Gazette*, studies the changes in metro Phoenix's demographics and retail sales and explores Phoenix's viability as a test market.

25. A booklet from the Rocky Mountain *News* (CO gives a demographic profile of population, income, and employment, and lists major companies and shoppin centers in metro Denver.

26. The Virginian *Pilot Ledger Star* offers a comprehensive marketing kit showing how to test new product without taking a chance on the market.

WORTH WRITING S&MM FOR

27. *The Super Market*, a booklet from the Minneapolis (MN) *Star/Tribune*, provides information about demographics, market data, and research results in the Minneapolis–St. Paul food market.

28. *Indianapolis Shopping Center Guide* includes detailed listings of every Indianapolis shopping center with at least 50,000 sq. ft. of selling space from the Indianapolis (IN) *Star News*.

29. For marketing objectives that include using preprints in Michigan, Booth Newspapers has a program specifying how one placement in its eight papers can reach nearly 600,000 households in outstate Michigan.

30. A market profile from the Biloxi–Gulfport (MS) *Daily Herald* and South Mississippi *Sun*, contains demographic information and compares retail sales, by categories, with other metro areas.

31. *Make a Little Media Magic*, a brochure from the Long Beach (CA) *Independent Press Telegram*, reveals market facts and demographics of 18 contiguous cities, called Long Beach UNcounty.

32. *El Paso: the Sunbelt's Sun City*, a general overview of El Paso, southern New Mexico, and west Texas, from the El Paso *Times* and *Herald-Post*, includes demographics and retail sales by county.

33. A booklet describing easy handling of manufacturers' co-op advertising programs in more than 30 Minnesota, North Dakota, and Wisconsin daily newspapers is available from Northwest Dailies.

34. WCIA-TV and WMBD-TV offer a brochure describing the area between Chicago, St. Louis, and Indianapolis, including a grocery store product usage and brand popularity survey among consumers in that area.

35. The *1980 Albany Circulation Report*, published by Capital *Newspaper* (NY) provides circulation data by county for each of the daily and Sunday newspapers in both the SMSA and ADA.

36. The Cedar Rapids (IA) *Gazette* offers a complete market profile of metro Linn County and the 16 counties of eastern Iowa, containing information on age, income levels, occupations, and sales figures in the various categories.

37. The Benton Harbor/St. Joseph (MI) *Herald Palladium* offers an updated general market brochure detailing market demographics, merchandise sales, circulation coverage, and related miscellany.

38. Fort Wayne Newspapers, Inc., (IN) offers a general market book that gives a complete demographic analysis of its 15-county market area.

39. The Honolulu (HA) *Advertiser* and the *Star Bulletin* offer an 8-page brochure showing penetration by home delivery and street sales for the city and county of Honolulu, Hawaii's major market area.

(continued on next page)

READER SERVICE CARD

S&MM
SALES MARKETING MANAGEMENT
P.O. Box 2783
Clinton, Iowa 52735

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WORTH WRITING S&MM FOR

7 28 80
do not use after
10 28 80

Please send me the items circled below:

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25	26	27	28	29	30	31	32	33	34	35	36
37	38	39	40	41	42	43	44	45	46	47	48
49	50	51	52	53							

Name

Title

Company

Address Phone

City State Zip

I am presently a subscriber A ☐ Yes B ☐ No C

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Please send me the items circled below:

1 2 3 4 5 6 7 8 9 10 11 12
13 14 15 16 17 18 19 20 21 22 23 24
25 26 27 28 29 30 31 32 33 34 35 36
37 38 39 40 41 42 43 44 45 46 47 48
49 50 51 52 53

Name

Title

Company

Address Phone

City State Zip

I am presently a subscriber A ☐ Yes B ☐ No C

WORTH WRITING S&MM FOR

(continued)

40. Helpful information for selling more products cooperatively in newspapers through Newspaper Advertising Cooperative Network (NACON).

41. The Pittsburgh (PA) Press *Post-Gazette* details its accurate, low-cost method of product testing in its controlled urban market.

42. A brochure from the Chicago *Tribune* outlines the problems that exist in co-op advertising and tells how to use co-op as an effective sales tool in the Chicago market.

43. A market report on shopping trends for the past two years in the Northwest area, including share of market, chief shoppers, in many product areas is offered from Fisher Broadcasting, Inc.

44. A market data packet from the Bellevue (WA) *Journal American* gives demographics on grocery sales, retail sales, and the newspaper's circulation in Bellevue and the surrounding area.

45. *Southern Market Information* is available from *Southern Living*'s market research department, and offers a variety of data on the Southern region, Southerners, and subscribers.

Audiovisual information

46. Dukane illustrates how its totally automatic, fast-action, advance or rewind, self-contained cassette AV-matic sound filmstrip projector makes presentations work for you.

47. *Successful Ways to Increase Sales and Productivity with Audiovisual Programs That Mean Business*, a fully illustrated booklet including case histories, is available from Singer.

48. Panasonic illustrates how its VHS video system enables you to give a sales presentation or demonstrate complicated techniques to audiences miles away—without leaving your chair.

49. *Business Films Make Business Sense*, a brochure from Eastman Kodak, explains how business films can help you sell products, train staff members, and solve your product demonstration problems.

50. Information about using audiovisuals to sell at point of purchase is available from Fairchild Industrial Products.

Premium/Incentive information

51. A brochure from Toshiba illustrates its variety of electronic calculators, specially designed for everyday use, with a wide range of applications, from lightweight, pocketable to desk top calculators.

52. Minolta Corp. will send details on its Weathermatic-A, the world's first watertight, 110-cartridge, film-loading camera, for your next premium/incentive program.

53. The *Mini-Catalogue*, from Bulova Watch Co., illustrates its 1980 line of watches and clocks for your incentive or award program.

Data in this *Survey of Buying Power* are organized into four sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

Section C

METRO AREA, COUNTY, CITY DATA LISTED BY STATES

Population

Retail Sales

S&MM ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								

Effective Buying Income

S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1979						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000-$9,999 (B) $10,000-$14,999 (C) $15,000-$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	

Caution on Retail Sales Estimates

Retail sales estimates in the 1980 *Survey* are not directly comparable with those in previous *Surveys* for the following reasons: 1) Benchmark data and growth rates for retail store types and geographical areas were revised in line with the results of the *1977 Census of Retail Trade*. 2) Sales and other taxes, as well as carrying charges and other charges for credit, are no longer included. Readers who want to compare growth rates of store types or geographical areas should use the *1977 Census of Retail Trade* as the base period. The *1980 Survey of Buying Power* Data Service will include *1977 Census of Retail Trade* data.

Alabama C-6
Alaska C-10
Arizona C-11
Arkansas C-12
California C-17
Colorado C-37
Connecticut C-41
Delaware C-44
District of Columbia C-46
Florida C-48
Georgia C-61
Hawaii C-66
Idaho C-66
Illinois C-68
Indiana C-77
Iowa C-84
Kansas C-88
Kentucky C-91
Louisiana C-95
Maine C-99
Maryland C-100
Massachusetts C-102
Michigan C-107
Minnesota C-116
Mississippi C-121
Missouri C-123
Montana C-128
Nebraska C-130
Nevada C-133
New Hampshire C-135
New Jersey C-135
New Mexico C-140
New York C-142
North Carolina C-150
North Dakota C-157
Ohio C-158
Oklahoma C-167
Oregon C-170
Pennsylvania C-173
Rhode Island C-182
South Carolina C-183
South Dakota C-186
Tennessee C-188
Texas C-192
Utah C-206
Vermont C-207
Virginia C-208
Washington C-213
West Virginia C-219
Wisconsin C-222
Wyoming C-227

Notes:

All counties are included in *Sales & Marketing Management's 1980 Survey of Buying Power*.

Cities are included if they meet the following criteria:

- Population of 40,000 or more at the time of the 1970 Census of Population
- Central city of a metropolitan market
- Independent city (that is, not within a county).

Total Metro Counties" line, appearing at the end of each state listing, ertains only to metropolitan counties within the state.

The following symbols are used as indicated:

△ Potential metropolitan area according to S&MM's definition

☐ County within a metropolitan area whose central cities are in another state

• Central city of a metropolitan area.

Blank space in Retail Store columns indicates zero sales.

Boldface lines are metropolitan area and state totals.

Mediumface lines are county and suburban data.

Lightface lines are city data.

Italicized lines indicate metropolitan counties and central cities located in another state.

Alphabetical listing of S&MM's 300 metropolitan markets

The 300 Sales & Marketing Management metropolitan markets (see "Definition of Terms" at the end of Section A for definition of criteria) are listed here in alphabetical order. Although the markets appear in alphabetical order in their respective states on the following pages, the complete list is presented here for the convenience of the many readers who use worksheets that list all 300 markets.

S&MM's metro markets, with the exception of New England, follow the classification of Standard Metropolitan Statistical Areas (SMSAs) as designated by the Office of Federal Statistical Policy and Standards (OFSPS), U.S. Dept. of Commerce. Whereas OFSPS uses cities and towns to define New England metros, S&MM uses counties because, first, more data are available on that basis, and second, marketing executives, in general, use the county unit to design sales territories.

OFSPS recently published new criteria that will be used to designate and define metro areas when appropriate data from the 1980 Census are available. This is expected to result in the creation of a considerable number of new markets, some of which are now parts of larger ones, as well as in numerous changes in the county makeup of existing markets, especially the removal of outlying, low-density units.

While most of the changes will not be made before 1982, the official designation of new areas outside of current SMSAs is expected to take place during the coming year, following the release of basic population counts from the census. A majority of S&MM's potential metros will probably be included, along with other areas which will qualify under the new criteria. The markets listed here qualify under presently used criteria. When preliminary data from the 1980 census are available, S&MM will reevaluate its potential metros in line with the new criteria.

Cautionary Note: Eight metro markets, whose central cities are in two different states, are listed in each of their component states. If these markets are used when data from several markets are combined to compute an overall market total, the user should be sure that these particular eight markets are not double-counted. The eight markets and their host states: Clarksville-Hopkinsville, TN-KY; Davenport-Rock Island-Moline, IA-IL; Duluth-Superior, MN-WI; Fargo-Moorhead, ND-MN; Huntington-Ashland, WV-KY; Parkersburg-Marietta, WV-OH; Steubenville-Weirton, OH-WV; and Texarkana, TX-AR.

The area name appears in boldface type, component counties in lightface type.

Abilene, TX — Callahan, Jones, Taylor*

Akron, OH — Portage, Summit*

Albany, GA — Dougherty*, Lee

Albany - Schenectady - Troy, NY — Albany*, Montgomery, Rensselaer*, Saratoga, Schenectady*

Albuquerque, NM — Bernalillo*, Sandoval

Alexandria, LA — Grant, Rapides*

Allentown - Bethlehem - Easton, PA —
  New Jersey Portion — Warren
  Pennsylvania Portion — Carbon, Lehigh*, Northampton*

Altoona, PA — Blair

Amarillo, TX — Potter*, Randall

Anaheim - Santa Ana - Garden Grove, CA — Orange

Anchorage, AK — Anchorage

Anderson, IN — Madison

∆ **Anderson, SC** — Anderson

Ann Arbor, MI — Washtenaw

Anniston, AL — Calhoun

Appleton - Oshkosh, WI — Calumet, Outagamie*, Winnebago*

Asbury Park, NJ (See Long Branch - Asbury Park)

Asheville, NC — Buncombe*, Madison

Ashland, KY (See Huntington - Ashland)

∆ **Athens, GA** — Clarke*, Madison, Oconee, Oglethorpe

Atlanta, GA — Butts, Cherokee, Clayton, Cobb, De Kalb, Douglas, Fayette, Forsyth, Fulton*, Gwinnett, Henry, Newton, Paulding, Rockdale, Walton

Atlantic City, NJ — Atlan

Auburn, ME (See Lewisto Auburn)

Augusta, GA —
  Georgia Portion — Columbia, Richmond*
  South Carolina Portion — Aiken

Austin, TX — Hays, Trav Williamson*

∆ A potential metro area as defined by S&MM.

*The county in a multicounty market where the central city is located. If more than one county has an asterisk, it is because a multiname market has central cities in more than one county. The central city of a one-county market will be located in that county.

ersfield, CA — Kern
timore, MD — Anne Arun-el, Baltimore, Baltimore ity*, Carroll, Harford, oward
ngor, ME — Penobscot
ton Rouge, LA — Ascension, East Baton Rouge*, Livingston, West Baton Rouge
attle Creek, MI — Barry, Calhoun*
ay City, MI — Bay
eaumont - Port Arthur - Orange, TX — Hardin, Jefferson*, Orange*
eloit, WI (See Janesville - Beloit)
Benton Harbor - St. Joseph, MI — Berrien*, Cass
Bethlehem, PA (See Allentown - Bethlehem - Easton)
Billings, MT — Yellowstone
Biloxi - Gulfport, MS — Hancock, Harrison*, Stone
Binghamton, NY —
  New York Portion — Broome*, Tioga
  Pennsylvania Portion — Susquehanna
Birmingham, AL — Jefferson*, St. Clair, Shelby, Walker
Bismarck, ND — Burleigh*, Morton
Bloomington, IN — Monroe
Bloomington - Normal, IL — McLean
Boca Raton, FL (See West Palm Beach - Boca Raton)
Boise, ID — Ada
Boston - Lowell - Brockton - Lawrence-Haverhill, MA —
  Massachusetts Portion — Essex*, Middlesex*, Norfolk, Plymouth*, Suffolk*
  New Hampshire Portion — Rockingham
Boulder, CO (See Denver - Boulder)
Bradenton, FL — Manatee
Δ **Bremerton, WA** — Kitsap
Bridgeport - Stamford - Norwalk - Danbury, CT — Fairfield
Bridgeton, NJ (See Vineland - Millville - Bridgeton)
Bristol, CT (See Hartford - New Britain - Bristol)
Bristol, TN (See Johnson City - Kingsport - Bristol)
Brockton, MA (See Boston - Lowell - Brockton - Lawrence - Haverhill)
Brownsville - Harlingen - San Benito, TX — Cameron
Bryan - College Station, TX — Brazos
Buffalo, NY — Erie*, Niagara
Burlington, NC — Alamance
Burlington, VT — Chittenden
Canton, OH — Carroll, Stark*
ape Coral, FL — (See Fort Myers - Cape Coral)
edar Falls, IA (See Waterloo - Cedar Falls)
edar Rapids, IA — Linn
hampaign - Urbana - Rantoul, IL — Champaign
Charleston - North Charleston, SC — Berkeley, Charleston*, Dorchester
Charleston, WV — Kanawha*, Putnam
Charlotte - Gastonia, NC — Gaston*, Mecklenburg*, Union
Chattanooga, TN —
  Georgia Portion — Catoosa, Dade, Walker
  Tennessee Portion — Hamilton*, Marion, Sequatchie
Δ **Cheyenne, WY** — Laramie
Chicago, IL — Cook*, DuPage, Kane, Lake, McHenry, Will
Chicago - Gary Consolidated Area — Metro Areas: Chicago, Gary - Hammond - East Chicago
Chicopee, MA (See Springfield - Chicopee - Holyoke)
Cincinnati, OH —
  Indiana Portion — Dearborn
  Kentucky Portion — Boone, Campbell, Kenton
  Ohio Portion — Clermont, Hamilton*, Warren
Cincinnati - Hamilton Consolidated Area — Metro Areas: Cincinnati, Hamilton - Middletown
Clarksville - Hopkinsville, TN - KY —
  Kentucky Portion — Christian*
  Tennessee Portion — Montgomery*
Cleveland, OH — Cuyahoga*, Geauga, Lake, Medina
Cleveland - Akron - Lorain Consolidated Area — Metro Areas: Cleveland, Akron, Lorain - Elyria
Clifton, NJ (See Paterson - Clifton - Passaic)
Cocoa, FL (See Melbourne - Titusville - Cocoa)
College Station, TX (See Bryan - College Station)
Colonial Heights, VA (See Petersburg - Colonial Heights - Hopewell)
Colorado Springs, CO — El Paso*, Teller
Columbia, MO — Boone
Columbia, SC — Lexington, Richland*
Columbus, GA —
  Alabama Portion — Russell
  Georgia Portion — Chattahoochee, Columbus*
Columbus, OH — Delaware, Fairfield, Franklin*, Madison, Pickaway
Concord, NC (See Kannapolis - Concord - Salisbury)
Corpus Christi, TX — Nueces*, San Patricio
Dallas - Fort Worth, TX — Collin, Dallas*, Denton, Ellis, Hood, Johnson, Kaufman, Parker, Rockwall, Tarrant*, Wise
Danbury, CT (See Bridgeport - Stamford - Norwalk - Danbury)
Δ **Danville, IL** — Vermilion
Δ **Danville, VA** — Danville*, Pittsylvania
Davenport - Rock Island - Moline, IA - IL —
  Illinois Portion — Henry, Rock Island
  Iowa Portion — Scott*
Dayton, OH — Greene, Miami, Montgomery*, Preble
Daytona Beach, FL — Volusia
Decatur, IL — Macon
Denison, TX (See Sherman - Denison)
Denver - Boulder, CO — Adams, Arapahoe, Boulder*, Denver*, Douglas, Gilpin, Jefferson
Des Moines, IA — Polk*, Warren
Detroit, MI — Lapeer, Livingston, Macomb, Oakland, St. Clair, Wayne*
Detroit - Ann Arbor Consolidated Area — Metro Areas: Detroit, Ann Arbor
Dubuque, IA — Dubuque
Duluth - Superior, MN - WI
  Minnesota Portion — St. Louis*
  Wisconsin Portion — Douglas*
Durham, NC (See Raleigh - Durham)
East Chicago, IN (See Gary - Hammond - East Chicago)
E[illegible] Lansing, MI (See Lansing - East Lansing)
Easton, PA (See Allentown - Bethlehem - Easton)
Eau Claire, WI — Chippewa, Eau Claire*
Edinburg, TX (See McAllen - Pharr - Edinburg)
Elkhart, IN — Elkhart
Elmira, NY — Chemung
El Paso, TX — El Paso
Elyria, OH (See Lorain - Elyria)
Enid, OK — Garfield
Erie, PA — Erie
Eugene - Springfield, OR — Lane
Evansville, IN —
  Indiana Portion — Gibson, Posey, Vanderburgh*, Warrick
  Kentucky Portion — Henderson
Everett, WA (See Seattle - Everett)
Fairfield, CA (See Vallejo - Fairfield - Napa)
Fall River, MA (See New Bedford - Fall River - Taunton)
Fargo - Moorhead, ND - MN —
  Minnesota Portion — Clay*
  North Dakota Portion — Cass*
Fayetteville, NC — Cumberland
Fayetteville - Springdale, AR — Benton, Washington*
Fitchburg, MA (See Worcester - Fitchburg - Leominster)
Flint, MI — Genesee*, Shiawassee
Florence, AL — Colbert, Lauderdale*
Fort Collins, CO — Larimer
Fort Lauderdale - Hollywood, FL — Broward
Fort Myers - Cape Coral, FL — Lee
Fort Smith, AR —
  Arkansas Portion — Crawford, Sebastian*
  Oklahoma Portion — Le Flore, Sequoyah
Fort Wayne, IN — Adams, Allen*, De Kalb, Wells
Fort Worth, TX (See Dallas - Fort Worth)
Fresno, CA — Fresno
Gadsden, AL — Etowah
Gainesville, FL — Alachua
Galveston - Texas City, TX — Galveston
Garden Grove, CA (See Anaheim - Santa Ana - Garden Grove)
Gary - Hammond - East Chicago, IN — Lake*, Porter
Gastonia, NC (See Charlotte - Gastonia)
Grand Forks, ND —
  Minnesota Portion — Polk
  North Dakota Portion — Grand Forks*
Grand Rapids, MI — Kent*, Ottawa
Great Falls, MT — Cascade
Greeley, CO — Weld
Green Bay, WI — Brown
Greensboro - Winston-Salem - High Point, NC — Davidson, Forsyth*, Guilford*, Randolph, Stokes, Yadkin
Greenville - Spartanburg, SC — Greenville*, Pickens, Spartanburg*
Gulfport, MS (See Biloxi - Gulfport)
Δ **Hagerstown, MD** — Washington
Hamilton - Middletown, OH — Butler
Hammond, IN (See Gary - Hammond - East Chicago)
Hampton, VA (See Newport News - Hampton)
Harlingen, TX (See Brownsville - Harlingen - San Benito)
Harrisburg, PA — Cumberland, Dauphin*, Perry
Hartford - New Britain - Bristol, CT — Hartford*, Middlesex, Tolland
Δ **Hattiesburg, MS** — Forrest*, Lamar
Haverhill, MA (See Boston - Lowell - Brockton - Lawrence - Haverhill)
Hazleton, PA (See Northeast Pennsylvania)
High Point, NC (See Greensboro - Winston-Salem - High Point)
Hollywood, FL (See Fort Lauderdale - Hollywood)
Holyoke, MA (See Springfield - Chicopee - Holyoke)
Honolulu, HA — Honolulu
Hopewell, VA (See Petersburg - Colonial Heights - Hopewell)
Hopkinsville, TN (See Clarksville - Hopkinsville)
Houston, TX — Brazoria, Fort Bend, Harris*, Liberty, Montgomery, Waller

- **Houston - Galveston Consolidated Area** — Metro Areas: Houston, Galveston - Texas City
- **Huntington - Ashland, WV - KY** —
  - **Kentucky Portion** — Boyd*, Greenup
  - **Ohio Portion** — Lawrence
  - **West Virginia Portion** — Cabell*, Wayne
- **Huntsville, AL** — Limestone, Madison*, Marshall
- **Indianapolis, IN** — Boone, Hamilton, Hancock, Hendricks, Johnson, Marion*, Morgan, Shelby
- **Iowa City, IA** — Johnson
- **Jackson, MI** — Jackson
- **Jackson, MS** — Hinds*, Rankin
- Δ **Jackson, TN** — Madison
- **Jacksonville, FL** — Baker, Clay, Duval*, Nassau, St. Johns
- Δ **Jamestown, NY** — Chautauqua
- **Janesville - Beloit, WI** — Rock
- **Jersey City, NJ** — Hudson
- **Johnson City - Kingsport - Bristol, TN** —
  - **Tennessee Portion** — Carter, Hawkins, Sullivan*, Unicoi, Washington*
  - **Virginia Portion** — Bristol, Scott, Washington
- **Johnstown, PA** — Cambria*, Somerset
- Δ **Joplin, MO** — Jasper*, Newton
- **Kalamazoo - Portage, MI** — Kalamazoo*, Van Buren
- **Kankakee, IL** — Kankakee
- Δ **Kannapolis - Concord - Salisbury, NC** — Cabarrus*, Rowan*
- **Kansas City, MO** —
  - **Kansas Portion** — Johnson, Wyandotte
  - **Missouri Portion** — Cass, Clay, Jackson*, Platte, Ray
- **Kennewick, WA** (See Richland — Kennewick — Pasco)
- **Kenosha, WI** — Kenosha
- **Killeen - Temple, TX** — Bell*, Coryell
- **Kingsport, TN** (See Johnson City - Kingsport - Bristol)
- **Knoxville, TN** — Anderson, Blount, Knox*, Union
- **Kokomo, IN** — Howard*, Tipton
- **La Crosse WI** — La Crosse
- **Lafayette, LA** — Lafayette
- **Lafayette - West Lafayette, IN** — Tippecanoe
- **Lake Charles, LA** — Calcasieu
- **Lakeland - Winter Haven, FL** — Polk
- **Lancaster, PA** — Lancaster
- **Lansing - East Lansing, MI** — Clinton, Eaton, Ingham*, Ionia
- **La Porte, IN** (See Michigan City - La Porte)
- **Laredo, TX** — Webb
- **Las Cruces, NM** — Dona Ana
- **Las Vegas, NV** — Clark
- **Lawrence, KS** — Douglas
- **Lawrence, MA** (See Boston - Lowell - Brockton - Lawrence - Haverhill)
- **Lawton, OK** — Comanche
- **Leominster, MA** (See Worcester - Fitchburg - Leominster)
- **Lewiston - Auburn, ME** — Androscoggin
- **Lexington - Fayette, KY** — Bourbon, Clark, Fayette*, Jessamine, Scott, Woodford
- **Lima, OH** — Allen*, Auglaize, Putnam, VanWert
- **Lincoln, NB** — Lancaster
- **Little Rock - North Little Rock, AR** — Pulaski*, Saline
- **Lompoc, CA** (See Santa Barbara - Santa Maria - Lompoc)
- **Long Beach, CA** (See Los Angeles - Long Beach)
- **Long Branch - Asbury Park, NJ** — Monmouth
- **Longview - Marshall, TX** — Gregg*, Harrison*
- **Lorain - Elyria, OH** — Lorain
- **Los Angeles - Long Beach, CA** — Los Angeles
- **Los Angeles - Long Beach - Anaheim Consolidated Area** — Metro Areas: Los Angeles - Long Beach, Anaheim - Santa Ana - Garden Grove, Oxnard - Simi Valley - Ventura, Riverside - San Bernardino - Ontario
- **Louisville, KY** —
  - **Indiana Portion** — Clark, Floyd
  - **Kentucky Portion** — Bullitt, Jefferson*, Oldham
- **Lowell, MA** (See Boston - Lowell - Brockton - Lawrence - Haverhill)
- **Lubbock, TX** — Lubbock
- **Lynchburg, VA** — Amherst, Appomattox, Campbell, Lynchburg*
- **McAllen - Pharr - Edinburg, TX** — Hidalgo
- **Macon, GA** — Bibb*, Houston, Jones, Twiggs
- **Madison, WI** — Dane
- **Manchester - Nashua, NH** — Hillsborough
- Δ **Manitowoc - Two Rivers, WI** — Manitowoc
- **Mansfield, OH** — Richland
- **Marietta, OH** (See Parkersburg - Marietta)
- Δ **Marion, IN** — Grant
- **Marshall, TX** (See Longview - Marshall)
- **Melbourne - Titusville - Cocoa, FL** — Brevard
- **Memphis, TN** —
  - **Arkansas Portion** — Crittenden
  - **Mississippi Portion** — DeSoto
  - **Tennessee Portion** — Shelby*, Tipton
- **Meriden, CT** (See New Haven - West Haven - Waterbury - Meriden)
- Δ **Meridian, MS** — Lauderdale
- **Miami, FL** — Dade
- **Miami - Fort Lauderdale Consolidated Area** — Metro Areas: Miami, Fort Lauderdale - Hollywood
- Δ **Michigan City - La Porte, IN** — La Porte
- **Middletown, NY** (See Newburgh - Middletown)
- **Middletown, OH** (See Hamilton - Middletown)
- **Midland, TX** — Midland
- **Millville, NJ** (See Vineland - Millville - Bridgeton)
- **Milwaukee, WI** — Milwaukee*, Ozaukee, Washington, Waukesha
- **Milwaukee - Racine Consolidated Area** — Metro Areas: Milwaukee, Racine
- **Minneapolis - St. Paul, MN** —
  - **Minnesota Portion** — Anoka, Carver, Chisago, Dakota, Hennepin*, Ramsey*, Scott, Washington, Wright
  - **Wisconsin Portion** — St. Croix
- Δ **Missoula, MT** — Missoula
- **Mobile, AL** — Baldwin, Mobile
- **Modesto, CA** — Stanislaus
- **Moline, IL** (See Davenport - Rock Island - Moline)
- **Monroe, LA** — Ouachita
- **Monterey, CA** (See Salinas - Seaside - Monterey)
- **Montgomery, AL** — Autauga, Elmore, Montgomery
- **Moorhead, MN** (See Fargo - Moorhead)
- **Moss Point, MS** (See Pascagoula - Moss Point)
- **Muncie, IN** — Delaware
- **Muskegon - Norton Shores - Muskegon Heights, MI** — Muskegon*, Oceana
- **Napa, CA** (See Vallejo - Fairfield - Napa)
- **Nashua, NH** (See Manchester - Nashua)
- **Nashville - Davidson, TN** — Cheatham, Davidson*, Dickson, Robertson, Rutherford, Sumner, Williamson, Wilson
- **Nassau - Suffolk, NY** — Nassau, Suffolk (no central city)
- **Newark, NJ** — Essex*, Morris, Somerset, Union
- Δ **Newark, OH** — Licking
- **New Bedford - Fall River, MA** — Bristol
- **New Britain, CT** (See Hartford - New Britain - Bristol)
- **New Brunswick - Perth Amboy - Sayreville, NJ** — Middlesex
- Δ **Newburgh - Middletown, NY** — Orange
- **New Haven - West Haven - Meriden, CT** — New Haven
- **New London - Norwich, CT** — New London
- **New Orleans, LA** — Jefferson, Orleans*, St. Bernard, St. Tammany
- **Newport News - Hampton, VA** — Gloucester, Hampton*, James City, Newport News*, Poquoson, Williamsburg, York
- **New York, NY** —
  - **New Jersey Portion** — Bergen
  - **New York Portion** — Bronx*, Kings*, New York*, Putnam, Queens*, Richmond*, Rockland, Westchester
- **New York - Newark - Jersey City - Bridgeport Consolidated Area** — Metro Areas: New York, Newark (NJ), Jersey City, Bridgeport - Stamford - Norwalk - Danbury, Long Branch - Asbury Park, Nassau - Suffolk, New Brunswick - Perth Amboy - Sayreville, Paterson - Clifton - Passaic
- **Norfolk - Virginia Beach - Portsmouth, VA** —
  - **North Carolina Portion** — Currituck
  - **Virginia Portion** — Chesapeake, Norfolk*, Portsmouth*, Suffolk, Virginia Beach*
- **Normal, IL** (See Bloomington - Normal)
- **North Charleston, SC** (See Charleston - North Charleston
- **North Little Rock, AR** (See Little Rock - North Little Rock
- **Northeast Pennsylvania** — Lackawanna*, Luzerne*, Monroe
- **Norton Shores, MI** (See Muskegon - Norton Shores - Muskegon Heights)
- **Norwalk, CT** (See Bridgeport - Stamford - Norwalk - Danbury)
- **Norwich, CT** (See New London - Norwich)
- **Oakland, CA** — (See San Francisco - Oakland)
- **Odessa, TX** — Ector
- **Ogden UT** (See Salt Lake City - Ogden)
- **Oklahoma City, OK** — Canadian, Cleveland, McClain, Oklahoma*, Pottawatomie
- Δ **Olympia, WA** — Thurston
- **Omaha, NB** —
  - **Iowa Portion** — Pottawatamie
  - **Nebraska Portion** — Douglas*, Sarpy
- **Ontario, CA** (See Riverside - San Bernardino - Ontario)
- **Orange, TX** (See Beaumont - Port Arthur - Orange)
- **Orem, UT** (See Provo - Orem)
- **Orlando, FL** — Orange*, Osceola, Seminole
- **Oshkosh, WI** (See Appleton - Oshkosh)
- **Owensboro, KY** — Daviess
- **Oxnard - Simi Valley - Ventura, CA** — Ventura
- **Panama City, FL** — Bay
- **Parkersburg - Marietta, WV - OH** —
  - **Ohio Portion** — Washington
  - **West Virginia Portion** — Wirt, Wood*

Δ A potential metro area as defined by S&MM.

*The county in a multicounty market where the central city is located. If more than one county has an asterisk, it is because a multiname market has central cities in more than one county. The central city of a one-county market will be located in that county.

- **Pa agoula - Moss Point, MS** — ckson
- **Pa co, WA** (See Richland - nnewick - Pasco)
- **Pa erson - Clifton - Passaic, J** — Passaic
- **P vtucket, RI** (See Provi nce - Warwick - Pawtucket)
- **P sacola, FL** — Escambia*, nta Rosa
- **P ria, IL** — Peoria*, azewell, Woodford
- **P th Amboy, NJ** (See New runswick - Perth Amboy - ayreville)
- **P tersburg - Colonial eights - Hopewell, VA** — olonial Heights*, Dinwiddie, opewell*, Petersburg*, Prince George
- **Pharr, TX** (See McAllen - Pharr - Edinburg)
- **Philadelphia, PA** —
  - **New Jersey Portion** — Burlington, Camden, Gloucester
  - **Pennsylvania Portion** — Bucks, Chester, Delaware, Montgomery, Philadelphia*
- **Philadelphia - Wilmington - Trenton Consolidated Area** — Metro Areas: Philadelphia, Wilmington (DE), Trenton
- **Phoenix, AZ** — Maricopa
- **Pine Bluff, AR** — Jefferson
- **Pittsburgh, PA** — Allegheny*, Beaver, Washington, Westmoreland
- **Pittsfield, MA** — Berkshire*
- **Pocatello, ID** — Bannock*, Power
- **Portage, MI** (See Kalamazoo - Portage)
- **Port Arthur, TX** (See Beaumont - Port Arthur - Orange)
- **Portland, ME** — Cumberland*, Sagadahoc
- **Portland, OR** —
  - **Oregon Portion** — Clackamas, Multnomah*, Washington
  - **Washington Portion** — Clark
- **Portsmouth, VA** (See Norfolk - Virginia Beach - Portsmouth)
- **Poughkeepsie, NY** — Duchess
- **Providence - Warwick - Pawtucket, RI** — Bristol, Kent*, Providence*, Washington
- **Provo - Orem, UT** — Utah
- **Pueblo, CO** — Pueblo
- **uincy, IL** — Adams
- **acine, WI** — Racine
- **aleigh - Durham, NC** — Durham*, Orange, Wake*
- **antoul, IL** (See Champaign - Urbana - Rantoul)
- **apid City, SD** — Meade, Pennington
- **eading, PA** — Berks
- **eno, NV** — Washoe
- **ichland - Kennewick - Pasco, WA** — Benton*, Franklin*
- **ichmond, VA** — Charles City, Chesterfield, Goochland, anover, Henrico, New Kent, Powhatan, Richmond City*
- **iverside - San Bernardino - Ontario, CA** — Riverside*, San Bernardino*
- **Roanoke VA** — Botetourt, Craig, Roanoke, Roanoke City*, Salem
- **Rochester, MN** — Olmsted
- **Rochester, NY** — Livingston, Monroe*, Ontario, Orleans, Wayne
- **Rockford, IL** — Boone, Winnebago*
- **Rock Island, IL** (See Davenport - Rock Island - Moline)
- **Rome, NY** (See Utica - Rome)
- **Sacramento, CA** — Placer, Sacramento*, Yolo
- **Saginaw, MI** — Saginaw
- **St. Cloud, MN** — Benton, Sherburne, Stearns*
- **St. Joseph, MI** (See Benton Harbor - St. Joseph)
- **St. Joseph, MO** — Andrew, Buchanan*
- **St. Louis, MO** —
  - **Illinois Portion** — Clinton, Madison, Monroe, St. Clair
  - **Missouri Portion** — Franklin, Jefferson, St. Charles, St. Louis, St. Louis City*
- **St. Paul, MN** (See Minneapolis - St. Paul)
- **St. Petersburg, FL** (See Tampa - St. Petersburg)
- **Salem, OR** — Marion*, Polk
- **Salinas - Seaside - Monterey, CA** — Monterey
- **Salisbury, NC** (See Kannapolis - Concord - Salisbury)
- **Salt Lake City - Ogden, UT** — Davis, Salt Lake*, Tooele, Weber*
- **San Angelo, TX** — Tom Green
- **San Antonio, TX** — Bexar*, Comal, Guadalupe
- **San Benito, TX** (See Brownsville - Harlingen - San Benito)
- **San Bernardino, CA** (See Riverside - San Bernardino - Ontario)
- **San Diego, CA** — San Diego
- **San Francisco - Oakland, CA** — Alameda*, Contra Costa, Marin, San Francisco*, San Mateo
- **San Francisco - Oakland - San Jose Consolidated Area** — Metro Areas: San Francisco - Oakland, San Jose, Vallejo - Fairfield - Napa
- **San Jose, CA** — Santa Clara
- **Santa Ana, CA** (See Anaheim - Santa Ana - Garden Grove)
- **Santa Barbara - Santa Maria - Lompoc, CA** — Santa Barbara
- **Santa Cruz, CA** — Santa Cruz
- **Santa Fe, NM** — Santa Fe
- **Santa Maria, CA** (See Santa Barbara - Santa Maria - Lompoc)
- **Santa Rosa, CA** — Sonoma
- **Sarasota, FL** — Sarasota
- **Savannah, GA** — Bryan, Chatham*, Effingham
- **Sayreville, NJ** (See New Brunswick - Perth Amboy - Sayreville)
- **Schnectady, NY** (See Albany - Schenectady - Troy)
- **Scranton, PA** (See Northeast Pennsylvania)
- **Seaside, CA** (See Salinas - Seaside - Monterey)
- **Seattle - Everett, WA** — King*, Snohomish
- **Seattle - Tacoma Consolidated Area** — Metro Areas: Seattle - Everett, Tacoma
- **Sheboygan, WI** — Sheboygan
- **Sherman - Denison, TX** – Grayson
- **Shreveport, LA** — Bossier, Caddo*, Webster
- **Simi Valley, CA** (See Oxnard - Simi Valley - Ventura)
- **Sioux City, IA** —
  - **Iowa Portion** — Woodbury*
  - **Nebraska Portion** — Dakota
- **Sioux Falls, SD** — Minnehaha
- **South Bend, IN** — Marshall, St. Joseph*
- **Spartanburg, SC** (See Greenville - Spartanburg)
- **Spokane, WA** — Spokane
- **Springdale, AR** (See Fayetteville - Springdale)
- **Springfield, IL** — Menard, Sangamon*
- **Springfield, MO** — Christian, Greene*
- **Springfield, OH** — Champaign, Clark
- **Springfield, OR** (See Eugene - Springfield)
- **Springfield - Chicopee - Holyoke, MA** — Hampden*, Hampshire
- **Stamford, CT** (See Bridgeport - Stamford - Norwalk - Danbury)
- **Steubenville - Weirton, OH - WV** —
  - **Ohio Portion** — Jefferson*
  - **West Virginia Portion** — Brooke, Hancock*
- **Stockton, CA** — San Joaquin
- **Superior, WI** (See Duluth - Superior)
- **Syracuse, NY** — Madison, Onondaga*, Oswego
- **Tacoma, WA** — Pierce
- **Tallahassee, FL** — Leon*, Wakulia*
- **Tampa - St. Petersburg, FL** — Hillsborough*, Pasco, Pinellas*
- **Temple, TX** (See Killeen - Temple)
- **Terre Haute, IN** — Clay, Sullivan, Vermillion, Vigo*
- **Texarkana, TX - AR** —
  - **Arkansas Portion** — Little River, Miller*
  - **Texas Portion** — Bowie*
- **Texas City, TX** (See Galveston - Texas City)
- **Titusville, FL** (See Melbourne - Titusville - Cocoa)
- **Toledo, OH** —
  - **Michigan Portion** — Monroe
  - **Ohio Portion** — Fulton, Lucas*, Ottawa, Wood
- **Topeka, KS** — Jefferson, Osage, Shawnee*
- **Trenton, NJ** — Mercer
- **Troy, NY** (See Albany - Schenectacy - Troy)
- **Tucson, AZ** — Pima
- **Tulsa, OK** — Creek, Mays, Osage, Rogers, Tulsa*, Wagoner
- **Tuscaloosa, AL** — Tuscaloosa
- **Two Rivers, WI** (See Manitowoc - Two Rivers)
- **Tyler, TX** — Smith
- **Urbana, IL** (See Champaign - Urbana - Rantoul)
- **Utica - Rome, NY** — Herkimer, Oneida
- **Vallejo - Fairfield - Napa, CA** — Napa*, Solano
- **Ventura, CA** (See Oxnard - Simi Valley - Ventura)
- **Victoria, TX** — Victoria
- **Vineland - Millville - Bridgeton, NJ** — Cumberland
- **Virginia Beach, VA** (See Norfolk - Virginia Beach - Portsmouth)
- **Waco, TX** — McLennan
- **Warren, OH** (See Youngstown - Warren)
- **Warwick, RI** (See Providence - Warwick - Pawtucket)
- **Washington, DC** —
  - **District of Columbia Portion** — District of Columbia*
  - **Maryland Portion** — Charles, Montgomery, Prince Georges
  - **Virginia Portion** — Alexandria, Arlington, Fairfax, Fairfax City, Falls Church, Loudoun, Manassas, Manassas Park, Prince William
- **Waterbury, CT** (See New Haven - West Haven - Waterbury - Meriden)
- **Waterloo - Cedar Falls, IA** — Black Hawk
- **Wausau, WI** — Marathon
- **Weirton, OH** (See Steubenville - Weirton)
- **West Haven, CT** (See New Haven - West Haven - Waterbury - Meriden)
- **West Lafayette, IN** (See Lafayette - West Lafayette)
- **West Palm Beach - Boca Raton, FL** — Palm Beach
- **Wheeling, WV** —
  - **Ohio Portion** — Belmont
  - **West Virginia Portion** — Marshall, Ohio*
- **Wichita, KS** — Butler, Sedgwick
- **Wichita, Falls, TX** — Clay, Wichita*
- **Wilkes-Barre, PA** (See Northeast Pennsylvania)
- **Williamsport, PA** — Lycoming
- **Wilmington, DE** —
  - **Delaware Portion** — New Castle*
  - **Maryland Portion** — Cecil
  - **New Jersey Portion** — Salem
- **Wilmington, NC** — Brunswick, New Hanover*
- **Winston-Salem, NC** (See Greensboro - Winston - Salem - High Point)
- **Winter Haven, FL** (See Lakeland - Winter Haven)
- **Worcester - Fitchburg - Leominster, MA** — Worcester
- **Yakima, WA** — Yakima
- **York, PA** — Adams, York*
- **Youngstown - Warren, OH** — Mahoning*, Trumbull*

ALA. ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROU 1979						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ANNISTON	**119.8**	**.0541**	**27.8**	**17.8**	**15.4**	**15.9**	**23.0**	**40.4**	**413,926**	**103,122**	**32,760**	**49,982**	**19,219**	**90,911**	**12,5**
Calhoun	119.8	.0541	27.8	17.8	15.4	15.9	23.0	40.4	413,926	103,122	32,760	49,982	19,219	90,911	12,5
• Anniston	32.8	.0148	32.5	11.0	12.9	16.7	30.1	12.2	274,572	67,685	17,026	27,912	11,443	79,492	7,6
SUBURBAN TOTAL	87.0	.0393	26.4	20.4	16.4	15.6	20.4	28.2	139,354	35,437	15,734	22,070	7,776	11,419	4,8
BIRMINGHAM	**829.1**	**.3743**	**31.0**	**12.2**	**15.4**	**16.9**	**27.0**	**295.1**	**3,441,452**	**703,354**	**246,671**	**429,430**	**174,411**	**851,376**	**104,8**
Jefferson	662.6	.2991	31.4	12.2	15.3	17.0	27.5	237.5	2,961,660	573,093	225,140	409,989	156,988	716,280	88,4
• Birmingham	277.2	.1251	32.3	13.1	14.4	15.9	30.2	105.5	1,444,015	213,333	122,016	181,273	93,952	408,934	35,6
St. Clair	38.0	.0172	30.1	11.4	15.9	15.7	26.5	13.1	81,677	24,691	3,972	3,959	1,669	25,927	2,90
Shelby	60.5	.0273	27.9	13.7	18.0	17.1	20.2	20.1	163,771	51,689	7,506	4,408	5,560	37,542	5,6
Walker	68.0	.0307	31.4	11.4	14.9	15.7	29.0	24.4	234,344	53,881	10,053	11,074	10,194	71,627	7,82
SUBURBAN TOTAL	551.9	.2492	30.5	11.8	16.2	17.3	25.3	189.6	1,997,437	490,021	124,655	248,157	80,459	442,442	69,26
FLORENCE	**129.4**	**.0584**	**30.8**	**12.5**	**16.4**	**17.2**	**26.0**	**46.3**	**483,141**	**113,571**	**27,761**	**68,869**	**22,076**	**110,695**	**11,49**
Colbert	51.5	.0232	31.1	11.7	16.5	17.4	26.1	18.4	231,665	55,528	13,037	30,804	6,334	49,165	4,46
Lauderdale	77.9	.0352	30.7	13.1	16.4	17.1	25.9	27.9	251,476	58,043	14,724	38,065	15,742	61,530	7,03
• Florence	37.1	.0167	30.7	14.7	14.8	17.7	25.8	13.5	219,717	47,687	13,677	37,797	14,591	52,570	5,29
SUBURBAN TOTAL	92.3	.0417	30.9	11.7	17.0	17.0	26.0	32.8	263,424	65,884	14,084	31,072	7,485	58,125	6,20
GADSDEN	**100.4**	**.0453**	**32.2**	**11.7**	**14.7**	**17.2**	**28.8**	**35.9**	**370,469**	**75,061**	**25,601**	**54,988**	**20,21**	**78,638**	**10,624**
Etowah	100.4	.0453	32.2	11.7	14.7	17.2	28.8	35.9	370,469	75,061	25,601	54,988	20,215	78,638	10,624
• Gadsden	54.9	.0248	32.8	12.0	14.3	16.4	30.5	20.5	293,422	50,702	18,452	46,213	16,935	73,296	8,59
SUBURBAN TOTAL	45.5	.0205	31.6	11.4	15.3	18.0	26.8	15.4	77,047	24,359	7,149	8,775	3,280	5,342	2,026
HUNTSVILLE	**297.0**	**.1340**	**29.0**	**13.1**	**19.4**	**18.5**	**19.7**	**98.0**	**1,134,911**	**232,900**	**85,569**	**144,975**	**49,08**	**287,526**	**26,641**
Limestone	45.4	.0205	29.4	13.1	17.3	16.3	24.0	14.4	114,216	33,287	5,043	8,199	5,334	23,047	3,995
Madison	188.8	.0852	28.3	13.7	20.9	19.6	16.3	60.4	748,171	131,351	69,737	118,612	34,830	162,086	17,250
• Huntsville	142.1	.0641	28.9	11.4	21.7	21.1	15.6	46.9	706,147	117,666	65,917	117,713	32,971	157,610	16,528
Marshall	62.8	.0283	31.4	11.3	16.4	17.0	27.0	23.2	272,524	68,262	10,789	18,164	8,917	102,393	5,396
SUBURBAN TOTAL	154.9	.0699	29.1	14.6	17.5	16.2	23.4	51.1	428,764	115,234	19,652	27,262	16,110	129,916	10,113
MOBILE	**446.1**	**.2013**	**28.6**	**12.3**	**15.8**	**16.0**	**23.9**	**145.5**	**1,655,976**	**341,447**	**118,422**	**256,132**	**77,201**	**351,671**	**55,679**
Baldwin	75.2	.0339	30.4	10.9	14.9	15.5	27.6	25.9	265,935	66,501	17,691	16,874	11,349	48,384	8,633
Mobile	370.9	.1674	28.2	12.6	15.8	16.1	23.1	119.6	1,390,041	274,946	100,731	239,258	65,852	303,287	47,046
• Mobile	204.2	.0922	29.0	12.6	15.4	16.1	24.7	67.5	1,051,243	153,714	79,092	216,982	54,041	273,930	31,115
Prichard	41.2	.0186	25.9	14.1	14.8	14.0	22.5	13.2	66,564	15,593	3,164	2,993	4,528	5,780	1,431
SUBURBAN TOTAL	241.9	.1091	28.2	12.1	15.9	16.0	23.2	78.0	604,733	187,733	39,330	39,150	23,160	77,741	24,564

ALABAMA'S SECOND LARGEST...

MOBILE

After Birmingham... MOBILE RANKS FIRST in Alabama in:

POPULATION	446,100
HOUSEHOLDS	145,500
EBI	$2,544,572,000
TOTAL RETAIL SALES	$1,655,976,000

(c) 1980 S&MM Survey of Buying Power

Press Register

represented by Newhouse Newspapers

.A. (cont.)

ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

ETRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ONTGOMERY	**262.3**	**.1184**	**29.3**	**12.4**	**15.7**	**16.4**	**24.6**	**87.0**	**1,057,446**	**193,345**	**85,832**	**167,649**	**44,603**	**237,479**	**24,310**
Autauga	30.1	.0136	28.4	10.5	17.5	16.4	22.0	9.4	75,021	19,422	5,330	8,031	1,273	17,152	3,069
Elmore	41.1	.0186	30.2	11.7	15.1	15.1	27.7	13.3	80,997	30,289	2,551	2,918	4,688	12,413	3,098
Montgomery	191.1	.0862	29.3	12.8	15.8	16.7	24.3	64.3	901,428	143,634	77,951	156,700	38,642	207,914	18,143
• Montgomery	159.5	.0720	30.2	12.6	14.4	17.4	25.8	55.4	860,263	135,507	75,916	156,220	29,724	206,020	18,143
SUBURBAN TOTAL	102.8	.0464	28.2	11.9	17.9	15.0	22.7	31.6	197,183	57,838	9,916	11,429	14,879	31,459	6,167
USCALOOSA	**131.8**	**.0595**	**27.3**	**19.3**	**15.0**	**15.4**	**23.0**	**41.1**	**481,598**	**96,898**	**37,394**	**69,498**	**22,322**	**96,001**	**13,496**
Tuscaloosa	131.8	.0595	27.3	19.3	15.0	15.4	23.0	41.1	481,598	96,898	37,394	69,498	22,322	96,001	13,496
• Tuscaloosa	73.7	.0333	26.6	23.8	14.4	14.5	23.4	22.5	351,993	55,067	30,989	43,392	18,874	77,331	9,948
SUBURBAN TOTAL	58.1	.0262	28.0	13.5	15.7	16.5	22.5	18.6	129,605	41,831	6,405	26,106	3,448	18,670	3,548
OTHER COUNTIES															
Barbour	25.6	.0116	30.7	11.9	12.7	14.7	29.8	9.0	65,510	17,477	2,998	6,886	2,595	14,414	2,762
Bibb	14.5	.0065	30.4	11.3	14.4	14.2	29.2	4.9	26,395	7,614	1,357	1,220	634	10,181	883
Blount	35.1	.0159	32.2	11.1	16.1	16.1	29.4	13.1	66,910	15,386	4,886	2,214	2,290	19,473	1,973
Bullock	10.9	.0049	29.0	10.8	11.5	12.0	31.0	3.7	25,167	8,711	485	2,466	469	3,144	600
Butler	21.2	.0095	32.2	10.9	12.6	14.1	32.4	7.4	61,915	21,997	3,235	4,037	2,864	7,007	2,477
Chambers	37.7	.0170	32.4	11.3	14.0	15.2	31.2	13.5	97,325	32,427	5,881	7,065	3,878	16,167	4,167
Cherokee	18.4	.0083	32.1	12.1	15.8	16.5	28.9	7.0	48,890	14,537	1,652	2,006	540	12,942	1,787
Chilton	29.6	.0134	32.1	11.3	14.4	15.3	30.5	11.0	70,548	25,150	2,991	2,133	3,891	13,594	2,637
Choctaw	18.1	.0082	28.9	11.7	15.2	14.0	26.7	6.1	36,275	9,962	4,990	1,432	767	7,163	836
Clarke	28.7	.0129	28.7	10.9	15.5	14.2	26.2	9.6	96,873	26,820	4,753	7,698	6,334	19,737	3,654
Clay	14.6	.0066	33.2	10.5	14.1	14.2	33.3	5.4	27,018	8,452	1,306	1,636	532	4,863	1,072
Cleburne	11.8	.0053	31.6	11.5	17.3	15.8	28.4	4.3	21,454	5,107	1,499	1,310	95	7,558	1,238
Coffee	36.2	.0164	28.8	14.0	16.7	15.8	23.9	13.1	128,784	26,255	4,758	8,445	7,130	42,325	3,795
Conecuh	16.4	.0074	32.4	10.6	11.6	13.2	33.8	5.5	27,364	9,740	314	1,394	126	5,594	588
Coosa	11.5	.0052	32.2	11.5	13.8	15.6	30.5	4.1	6,632	2,342	129	41	29	426	314
Covington	35.5	.0160	34.3	10.2	13.5	15.7	33.3	13.5	118,948	34,741	4,952	8,152	5,759	26,540	4,685
Crenshaw	15.4	.0070	34.3	11.1	12.1	14.1	35.1	5.6	25,562	8,248	549	1,119	627	5,946	775
Cullman	61.3	.0276	31.4	12.7	15.8	16.2	28.1	21.3	203,107	51,596	8,058	9,285	9,131	47,362	5,241
Dale	48.6	.0220	22.9	26.9	15.3	12.6	14.2	15.1	86,594	25,923	7,088	5,215	1,391	14,533	1,908
Dallas	54.8	.0247	26.5	13.1	14.2	13.4	24.5	18.0	178,530	45,034	8,805	18,331	10,224	38,660	5,355
De Kalb	50.8	.0229	32.6	11.1	14.8	15.9	30.6	19.0	140,476	32,823	3,681	4,514	7,814	49,881	5,144

HUNTSVILLE

ALABAMA'S THIRD LARGEST...

BANK	METRO AREA	POPULATION	EBI	TOTAL RETAIL SALES
1	BIRMINGHAM	829,100	$5,727,469,000	$3,441,452,000
2	MOBILE	446,100	2,544,572,000	1,655,976,000
3	HUNTSVILLE	297,000	1,937,417,000	1,134,911,000
4	MONTGOMERY	262,300	1,702,353,000	1,057,446,000

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HUNTSVILLE
TIMES & NEWS

Represented by Newhouse Newspapers

ALA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79 Total Population (Thousands)	% Of U.S	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1979 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000
Escambia	36.2	.0163	29.8	11.4	16.1	15.5	26.1	12.1	115,998	29,147	5,558	12,469	6,947	21,606	4,62
Fayette	17.2	0078	33.9	10.7	14.9	15.3	33.1	6.3	51,774	16,897	1,280	2,217	1,715	11,725	1,85
Franklin	28.3	0127	32.1	11.4	15.5	16.4	29.2	10.4	90,396	21,132	3,198	4,417	4,199	25,138	2,95
Geneva	24.9	0113	32.8	11.4	14.8	15.4	31.3	9.2	49,345	19,240	738	5,228	1,583	9,679	1,73
Greene	10.5	0047	30.4	9.6	10.5	12.1	33.0	3.3	21,879	5,852	903	2,064	322	6,596	57
Hale	15.0	0068	29.7	9.9	10.5	13.3	31.2	4.7	20,886	8,585	363	1,265	182	5,060	63
Henry	15.3	0069	31.4	11.7	12.5	14.3	31.1	5.5	35,849	10,891	1,253	2,260	1,286	4,051	92
Houston	74.6	0337	29.5	11.4	16.6	16.5	24.4	27.0	360,540	66,454	22,794	63,200	22,025	91,663	6,519
Jackson	52.2	0235	30.0	11.8	16.3	15.7	26.1	18.7	146,000	41,155	6,103	13,936	7,740	37,158	4,173
Lamar	16.5	0074	33.3	11.1	14.9	15.2	32.3	6.3	35,024	11,679	697	1,863	1,254	7,402	1,502
Lawrence	29.8	0134	28.9	12.5	16.7	15.1	24.7	9.9	40,864	16,116	1,137	1,425	2,316	5,378	1,850
Lee	73.3	.0331	24.1	27.7	15.8	12.9	17.8	24.4	259,118	50,706	18,861	37,528	11,651	64,971	6,292
Lowndes	14.0	0063	24.0	12.0	11.5	11.2	25.6	4.0	21,945	6,866	730	1,475	100	3,650	307
Macon	27.5	.0124	26.3	20.3	11.6	12.2	27.8	8.9	41,104	14,712	2,486	1,018	1,430	6,254	2,411
Marengo	24.4	.0110	29.3	10.2	13.2	14.0	28.5	8.1	66,589	22,635	2,245	5,207	3,167	11,339	1,777
Marion	27.6	.0125	32.5	11.6	15.5	15.7	30.5	10.4	62,449	18,857	3,242	3,028	2,771	13,950	4,224
Monroe	22.5	.0102	29.4	10.6	13.5	14.0	28.4	7.4	55,476	16,116	1,874	5,751	2,349	9,938	1,891
Morgan	88.6	.0400	29.6	12.0	18.4	17.3	22.7	31.3	300,046	59,934	19,894	25,105	18,478	75,562	9,024
Perry	13.0	.0059	28.8	13.3	11.3	12.3	30.7	4.2	22,246	6,675	797	1,205	617	4,709	955
Pickens	21.8	0098	31.6	10.2	13.3	14.5	30.9	7.5	44,833	18,979	872	2,518	1,851	8,541	1,166
Pike	26.0	.0117	27.1	20.0	12.4	12.6	27.6	8.8	83,410	22,239	5,735	6,711	1,897	22,486	2,676
Randolph	18.8	0085	33.8	10.4	13.0	15.3	33.1	7.0	43,903	12,589	1,291	3,516	1,739	10,938	1,912
☐ Russell	46.6	0210	28.4	12.9	15.4	15.9	23.9	15.1	105,917	31,361	7,970	11,762	2,048	16,476	4,095
Sumter	17.3	0078	27.0	14.4	10.6	11.6	29.8	5.1	36,244	10,231	1,424	3,111	1,502	4,574	1,135
Talladega	70.8	0320	28.7	12.0	14.6	15.6	25.1	23.8	193,419	61,054	12,131	18,884	7,741	40,010	9,129
Tallapoosa	36.7	.0165	31.7	11.5	14.5	15.6	29.7	13.1	109,740	35,174	4,817	8,924	6,687	21,978	4,038
Washington	18.1	0082	27.7	12.2	16.1	13.8	24.5	5.6	20,976	6,338	765	859	501	3,785	828
Wilcox	14.5	.0065	26.5	11.0	11.1	12.2	28.3	4.3	24,062	8,000	858	1,867	358	3,867	518
Winston	20.8	0094	31.2	11.4	16.7	16.1	27.5	7.7	68,824	19,099	2,141	5,434	2,348	15,009	1,767
TOTAL METRO COUNTIES	**2,362.5**	**1.0663**	**29.7**	**13.0**	**16.1**	**16.8**	**24.8**	**804.4**	**9,144,836**	**1,891,059**	**667,980**	**1,253,285**	**431,176**	**2,120,773**	**263,756**
TOTAL STATE	**3,815.4**	**1.7219**	**29.7**	**13.1**	**15.7**	**16.0**	**25.6**	**1,309.6**	**13,128,052**	**2,958,753**	**866,534**	**1,592,369**	**613,052**	**3,035,300**	**393,032**

MONTGOMERY.

FIRST IN HOUSEHOLD SPENDABLE INCOME
AND ALABAMA'S FASTEST GROWING METRO AREA!

METRO AREA	HOUSEHOLD EFFECTIVE BUYING INCOME
MONTGOMERY	**$18,203**
BIRMINGHAM	$17,853
MOBILE	$16,637

Rep: Sawyer Ferguson Walker Co.
Source: 1979 Sales and Marketing Management

THE MONTGOMERY ADVERTISER
THE ALABAMA JOURNAL

AL A.
ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
ANNISTON	**631,390**	**13,281**	**7.4**	**20.4**	**29.7**	**13.4**	**.0443**
Calhoun	631,390	13,281	7.4	20.4	29.7	13.4	.0443
• Anniston	182,134	12,030	7.7	18.0	23.7	15.8	.0179
SUBURBAN TOTAL	449,256	13,725	7.2	21.6	32.3	12.3	.0264
BIRMINGHAM	**5,727,469**	**16,792**	**5.6**	**14.2**	**28.9**	**26.5**	**.3682**
Jefferson	4,792,114	17,544	5.4	13.6	29.2	28.4	.3081
• Birmingham	1,793,461	14,777	6.6	15.8	29.1	20.2	.1292
St. Clair	180,029	12,228	7.6	20.9	26.7	12.0	.0118
Shelby	362,184	15,093	5.8	16.7	29.2	21.1	.0221
Walker	393,142	13,962	6.6	14.6	27.4	19.4	.0262
SUBURBAN TOTAL	3,934,008	18,016	5.0	13.3	29.0	30.0	.2390
FLORENCE	**732,319**	**14,103**	**6.2**	**17.2**	**29.8**	**17.1**	**.0508**
Colbert	313,709	15,504	5.6	15.3	31.1	20.5	.0223
Lauderdale	418,610	13,337	6.7	18.2	29.0	14.8	.0285
• Florence	221,948	14,309	6.4	17.1	28.7	18.9	.0176
SUBURBAN TOTAL	510,371	14,021	6.2	17.0	30.3	16.3	.0332

ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
GADSDEN	**528,340**	**13,328**	**6.7**	**17.3**	**30.1**	**14.0**	**.0380**
Etowah	528,340	13,328	6.7	17.3	30.1	14.0	.0380
• Gadsden	306,442	13,199	7.1	17.1	28.2	15.4	.0244
SUBURBAN TOTAL	221,898	13,489	6.2	17.6	32.6	12.0	.0136
HUNTSVILLE	**1,937,417**	**17,421**	**5.8**	**14.8**	**27.5**	**29.5**	**.1250**
Limestone	256,350	15,126	6.6	14.9	27.0	23.4	.0158
Madison	1,264,551	19,001	5.4	14.6	27.6	33.5	.0815
• Huntsville	1,029,191	20,633	4.8	13.3	28.3	37.4	.0685
Marshall	416,516	15,244	6.2	15.6	27.3	23.4	.0277
SUBURBAN TOTAL	908,226	14,733	6.7	16.2	26.8	22.3	.0565
MOBILE	**2,544,572**	**15,161**	**6.5**	**16.4**	**29.0**	**21.5**	**.1749**
Baldwin	455,788	15,356	6.9	15.5	28.2	23.0	.0299
Mobile	2,088,784	15,122	6.4	16.6	29.3	21.1	.1450
• Mobile	1,262,365	15,605	6.0	15.6	27.[illegible]	24.8	.0930
Prichard	177,531	11,855	8.9	19.8	27.9	9.7	.0115
SUBURBAN TOTAL	1,282,207	14,823	6.9	17.0	30.8	18.6	.0819

IF YOU'RE LOOKING FOR A NEW AND DYNAMIC TEST MARKET, TRY BIRMINGHAM!

Category	Metro Birmingham	Alabama	U. S.
Population Increase (1972-1978)	+7%	+7%	+5%
Total Sales Increase (1972-1978)	+119%	+100%	+94%
Food Sales Increase (1972-1978)	+90%	+96%	+86%
Eating and Drinking Sales Inc. (1972-1978)	+197%	+167%	+113%
General Merchandise Sales Inc. (1972-1978)	+79%	+78%	+42%
Furnishings/Furniture/Appliance Sales Inc. (1972-1978)	+115%	+81%	+90%
Auto Sales Inc. (1972-1978)	+102%	+85%	+94%
Effective Buying Income	+94%	+95%	+82%
Median Household Income	+123%	+100%	+40%

Source: 1973 Survey of Buying Power
1979 Survey of Buying Power

Pretty impressive credentials, wouldn't you say? Of course, there's a lot more we'd like to tell you about Birmingham, our SMSA, and the people who live here. So, why not give us a call at (205) 325-2134. We'll be glad to send you all the information you need on one of America's most dynamic and fastest growing markets . . . Birmingham, Alabama!

The Birmingham News
Birmingham Post-Herald

Represented nationally by Newhouse Newspapers.

ALA. (cont.)

ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (C) $25,000 & Over				Buying Power Index
			A	B	C	D	
MONTGOMERY	**1,702,353**	**16,415**	**5.9**	**14.1**	**25.3**	**28.8**	**.1119**
Autauga	181,095	17,670	4.4	13.1	27.8	30.7	.0108
Elmore	217,016	13,883	6.5	15.3	25.9	20.6	.0131
Montgomery	1,304,242	16,775	6.0	14.1	24.7	30.2	.0880
• Montgomery	1,077,484	16,033	6.3	14.6	25.0	28.1	.0769
SUBURBAN TOTAL	624,869	17,066	5.1	13.3	25.9	29.9	.0351
TUSCALOOSA	**787,615**	**15,711**	**5.8**	**14.2**	**24.7**	**27.1**	**.0526**
Tuscaloosa	787,615	15,711	5.8	14.2	24.7	27.1	.0526
• Tuscaloosa	466,103	15,657	6.0	13.4	21.4	30.1	.0330
SUBURBAN TOTAL	321,512	15,764	5.5	15.2	28.7	23.5	.0196
OTHER COUNTIES							
Barbour	119,546	9,623	7.5	15.2	20.0	13.5	.0082
Bibb	58,978	10,083	7.8	18.7	23.5	8.2	.0040
Blount	191,083	13,048	6.9	18.1	28.7	14.1	.0114
Bullock	42,208	7,655	7.9	12.5	17.9	10.1	.0031
Butler	94,954	10,256	8.4	17.4	22.9	10.7	.0069
Chambers	231,023	15,358	6.1	15.7	27.5	23.6	.0139
Cherokee	76,704	9,933	10.2	24.4	21.1	4.1	.0057
Chilton	145,471	10,869	7.9	19.2	23.5	10.5	.0095
Choctaw	77,025	9,820	7.6	15.6	22.3	11.4	.0053
Clarke	138,854	11,808	7.3	16.9	23.4	15.9	.0102
Clay	61,895	9,956	8.1	21.5	22.1	6.2	.0041
Cleburne	54,340	11,742	8.2	21.4	28.7	7.5	.0034
Coffee	203,670	13,267	7.2	19.9	26.6	16.6	.0139
Conecuh	66,655	8,809	7.8	15.9	19.4	10.1	.0043
Coosa	63,026	13,261	7.6	19.6	30.2	13.3	.0033
Covington	165,626	10,242	8.2	19.0	23.3	8.6	.0123
Crenshaw	63,271	8,333	8.3	16.2	19.0	7.9	.0042
Cullman	312,731	12,708	7.5	18.9	27.4	14.1	.0221
Dale	230,238	11,941	10.1	26.2	27.7	7.0	.0144
Dallas	239,194	10,250	7.6	16.7	21.3	12.9	.0183
De Kalb	252,939	11,227	7.3	18.7	23.6	12.0	.0172
Escambia	187,216	13,013	7.4	16.0	26.7	16.8	.013
Fayette	96,351	12,654	7.2	18.2	25.0	16.6	.006
Franklin	151,243	12,709	6.5	17.1	27.7	14.4	.010
Geneva	115,787	10,485	7.4	19.6	22.7	9.7	.007
Greene	39,212	7,023	7.6	10.2	14.5	12.6	.003
Hale	44,275	6,538	8.1	14.0	14.2	6.1	.003
Henry	67,964	9,977	8.3	17.1	22.2	10.6	.004
Houston	519,318	16,267	5.5	13.7	26.4	27.3	.035
Jackson	273,649	12,736	7.3	17.9	28.2	13.9	.018
Lamar	82,165	10,803	6.1	15.7	24.2	12.5	.005
Lawrence	148,485	13,214	6.7	16.8	29.1	14.9	.008
Lee	437,609	14,842	6.3	16.6	27.0	22.5	.028
Lowndes	46,824	8,000	8.5	13.5	17.1	10.9	.003
Macon	123,896	8,927	8.5	15.5	18.2	12.0	.007
Marengo	100,458	9,056	7.6	13.3	20.1	13.1	.007
Marion	150,208	12,692	6.9	20.2	27.2	13.0	.009
Monroe	103,255	10,419	8.3	16.0	21.8	13.8	.0071
Morgan	584,409	16,905	5.0	13.6	30.6	25.6	.036
Perry	52,030	8,793	8.8	14.0	19.7	11.1	.003
Pickens	101,778	10,753	8.4	16.0	22.2	14.8	.006
Pike	125,151	10,281	7.9	15.7	21.5	13.8	.0091
Randolph	95,038	11,654	6.9	18.2	25.6	12.3	.0061
☐ Russell	219,992	12,285	7.2	17.9	25.6	14.9	.0145
Sumter	57,141	7,235	8.3	13.2	15.6	9.1	.0046
Talladega	392,424	14,392	6.8	17.5	27.4	20.6	.0250
Tallapoosa	191,562	12,550	8.1	18.9	28.5	12.8	.0129
Washington	73,328	11,302	7.3	17.9	26.9	9.6	.0046
Wilcox	43,179	6,678	7.9	12.4	16.0	7.2	.0034
Winston	108,900	12,078	7.7	21.5	25.5	12.6	.0077
TOTAL METRO COUNTIES	**14,811,467**	**15,804**	**6.0**	**15.4**	**28.2**	**24.3**	**.9802**
TOTAL STATE	**22,213,753**	**14,267**	**6.5**	**16.2**	**27.0**	**20.6**	**1.4744**

ALASKA

ALASKA ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
ANCHORAGE	**187.7**	**.0847**	**24.3**	**16.8**	**20.7**	**17.9**	**9.7**	**58.8**	**1,077,093**	**246,300**	**139,875**	**158,213**	**40,580**	**155,829**	**62,216**
Anchorage	187.7	.0847	24.3	16.8	20.7	17.9	9.7	58.8	1,077,093	246,300	139,875	158,213	40,580	155,829	62,216
• Anchorage	187.7	.0847	24.3	16.8	20.7	17.9	9.7	58.8	1,077,093	246,300	139,875	158,213	40,580	155,829	62,216
OTHER COUNTIES															
Aleutian Islands	7.0	.0032	22.8	40.4	19.4	11.0	7.2	1.3	8,878	162	3,579	4,416	40		
Angoon	1.1	.0005	25.7	9.7	14.0	12.7	24.3	.2	1,235	251	81	655			
Barrow North Slope	8.3	.0038	21.5	17.8	17.0	12.9	11.2	2.1	42,861	107	24,736	7,874	36		
Bethel	9.0	.0040	21.1	14.6	16.4	13.6	11.9	1.8	15,814	6,403	[illegible]	5,010		657	
Bristol Bay Borough	1.5	.0007	24.1	27.0	23.7	15.5	7.5	.2	2,692	738	[illegible]				
Bristol Bay	4.2	.0019	22.4	14.1	16.8	14.2	13.8	.9	7,678	3,846	904	1,457		92	
Cordova-McCarthy	2.2	.0010	28.9	11.8	17.7	17.8	21.4	.7	10,263	3,144	2,412	454	41	559	482
Fairbanks	59.0	.0266	22.7	26.0	19.0	13.6	8.7	15.9	379,543	77,036	61,644	29,676	14,335	51,024	17,903

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ASKA (cont.)

ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

TRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Haines	1.6	.0007	24.3	8.4	11.3	18.2	19.7	.4	5,429	1,289	861	85		89	
Juneau	19.4	.0088	28.0	12.3	19.5	18.4	18.1	6.4	86,088	23,831	12,327	1,619	2,287	8,712	3,177
Kenai - Cook Inlet	23.5	.0106	26.0	11.7	20.2	19.2	12.5	6.6	129,869	40,994	11,841	5,950	1,529	16,585	5,032
Ketchikan	9.2	.0042	27.4	12.6	18.7	16.4	19.4	2.9	62,276	16,345	11,506	3,149	2,933	4,630	3,584
Kobuk	5.0	.0022	20.0	13.7	13.4	13.5	13.2	.9	11,332	1,469	1,755	5,901		196	
Kodiak	9.0	.0041	23.1	22.0	19.9	13.7	10.5	2.3	46,653	15,423	7,408	154	1,339	4,768	1,217
Kuskokwim	2.7	.0012	22.1	13.8	16.0	14.1	14.3	.6	5,123	1,701	826	1,967		254	
Matanuska-Susitna	19.2	.0087	27.1	9.2	14.4	18.8	19.8	5.4	50,214	13,449	5,570	7,742	353	5,098	1,616
Nome	6.4	.0028	22.0	14.9	14.8	13.9	14.9	1.5	24,175	7,362	3,221	4,180	54	372	268
Outer Ketchikan	1.7	.0008	25.5	13.3	25.5	13.7	12.0	.4	2,162	1,381	93	404			
Prince of Wales	3.2	.0015	29.3	11.8	24.1	18.4	17.9	.9	2,218	334	1,234	98	39		
Seward	3.2	.0014	30.4	11.4	14.2	17.8	25.7	.9	14,815	3,710	2,794	1,590		308	966
Sitka	7.2	.0033	27.2	12.7	19.2	17.4	17.7	2.1	31,967	8,130	4,172	2,328	1,812	2,167	2,009
Skagway-Yakutat	2.9	.0013	23.8	9.5	12.3	16.0	20.0	1.0	8,660	3,114	2,267	103	42	48	
Southeast Fairbanks	4.8	.0021	22.3	29.4	17.4	13.0	8.3	1.2	9,226	3,510	1,191	328	40	227	
Upper Yukon	1.9	.0009	28.7	15.1	26.1	21.2	12.3	.5	2,848	1,969	637	102			
Valdez-Chitina-Whittier	5.2	.0023	28.0	11.6	16.9	19.2	18.9	1.6	32,705	11,551	6,554	733	52	123	1,042
Wade Hampton	4.3	.0020	19.6	19.2	12.6	13.7	8.9	.8	9,343	5,760	1,269	1,212		175	
Wrangell-Petersburg	5.3	.0024	26.8	12.2	17.4	16.7	19.1	1.6	20,347	9,925	2,788	1,086	40	78	300
Yukon-Koyukuk	6.2	.0028	25.5	17.0	21.1	16.5	13.5	1.7	16,319	4,237	2,866	201	53	248	
TOTAL METRO COUNTIES	**187.7**	**.0847**	**24.3**	**16.8**	**20.7**	**17.9**	**9.7**	**58.8**	**1,077,093**	**246,300**	**139,875**	**158,213**	**40,580**	**155,829**	**62,216**
TOTAL STATE	**421.9**	**.1905**	**24.1**	**17.3**	**19.3**	**16.6**	**11.9**	**121.6**	**2,117,836**	**513,451**	**327,247**	**246,687**	**65,605**	**252,239**	**99,812**

ALASKA

ESTIMATES

EFFECTIVE BUYING INCOME 1979

% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ANCHORAGE	**1,832,970**	**27,279**	**2.8**	**10.3**	**23.1**	**55.5**	**.1099**
Anchorage	1,832,970	27,279	2.8	10.3	23.1	55.5	.1099
• Anchorage	1,832,970	27,279	2.8	10.3	23.1	55.5	.1099
OTHER COUNTIES							
Aleutian Islands	54,958	16,390	6.5	22.5	36.1	20.2	.0026
Angoon	743	2,846	8.0				.0001
Barrow - North Slope	43,339	16,707	5.6	8.9	31.1	25.3	.0036
Bethel	23,120	8,147	7.5	12.7	16.2	13.9	.0021
Bristol Bay Borough	8,599	22,600	3.0	9.5	26.5	42.0	.0004
Bristol Bay	13,459	12,591	7.0	20.8	22.8	17.8	.0011
Cordova-McCarthy	15,298	18,895	4.3	12.6	32.2	30.1	.0010
Fairbanks	746,303	36,655	1.3	5.5	19.3	69.0	.0413
Haines	8,938	21,588	3.0	13.7	37.0	34.0	.0005
Juneau	198,334	27,200	2.6	8.8	22.4	56.3	.0108
Kenai - Cook Inlet	201,266	26,852	2.8	8.0	22.2	55.1	.0127
Ketchikan	77,217	25,667	3.0	8.1	23.3	52.4	.0054
Kobuk	19,599	16,516	6.2	16.6	26.1	29.0	.0014

ESTIMATES

EFFECTIVE BUYING INCOME 1979

% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Kodiak	75,345	27,245	3.3	11.3	21.4	55.1	.0048
Kuskokwim	6,487	4,245	4.7	5.3	9.2	5.2	.0007
Matanuska-Susitna	110,738	18,256	5.1	12.3	24.9	31.0	.0068
Nome	33,953	16,733	5.5	14.5	19.3	34.3	.0024
Outer Ketchikan	10,859	20,800	7.3	14.9	28.3	39.2	.0006
Prince of Wales	18,076	15,520	5.1	17.6	38.9	14.0	.0008
Seward	23,208	22,737	2.2	14.3	21.3	44.1	.0015
Sitka	62,044	28,738	3.3	6.5	22.5	59.6	.0038
Skagway-Yakutat	21,223	20,312	4.7	11.5	29.8	34.9	.0012
Southeast Fairbanks	50,031	32,000	3.1	7.6	18.4	62.6	.0022
Upper Yukon	17,541	8,793	8.0	9.2	18.8	18.6	.0008
Valdez-Chitina-Whittier	80,962	40,950	2.0	6.6	10.4	67.9	.0040
Wade Hampton	11,333	7,633	10.6	20.0	10.1	7.1	.0011
Wrangell-Petersburg	43,360	25,260	2.8	7.1	23.4	50.8	.0025
Yukon-Koyukuk	70,563	30,564	3.1	7.6	13.6	58.5	.0034
TOTAL METRO COUNTIES	**1,832,970**	**27,279**	**2.8**	**10.3**	**23.1**	**55.5**	**.1099**
TOTAL STATE	**3,879,806**	**26,107**	**3.1**	**9.8**	**22.4**	**52.6**	**.2295**

ARIZONA

ARIZ.

ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
PHOENIX	**1,389.6**	**.6271**	**29.9**	**12.9**	**16.0**	**16.0**	**25.9**	**490.3**	**6,117,664**	**1,392,032**	**600,706**	**740,188**	**381,974**	**1,316,845**	**228,085**
Maricopa	1,389.6	.6271	29.9	12.9	16.0	16.0	25.9	490.3	6,117,664	1,392,032	600,706	740,188	381,974	1,316,845	228,085
Mesa	130.0	.0587	29.0	13.3	15.8	14.3	26.2	45.1	785,211	151,618	41,083	114,793	51,257	200,542	30,132
• Phoenix	769.3	.3472	30.3	12.0	16.4	16.3	25.9	276.3	3,047,440	[illegible]6_,081	357,946	400,471	208,970	609,015	118,554
Scottsdale	89.8	.0405	30.3	9.4	16.5	21.0	21.3	30.1	685,057	109,351	63,014	104,020	35,201	180,479	16,661
Tempe	114.3	.0516	24.1	24.8	20.3	14.0	12.6	35.9	487,642	132,856	63,732	39,322	30,245	112,429	11,810
SUBURBAN TOTAL	620.3	.2799	29.5	13.9	15.6	15.7	25.7	214.0	3,070,224	723,951	242,760	339,717	173,004	707,830	109,531
TUCSON	**485.0**	**.2189**	**30.0**	**14.1**	**15.0**	**15.2**	**27.3**	**172.0**	**2,054,626**	**486,805**	**172,568**	**272,464**	**105,846**	**447,742**	**80,235**
Pima	485.0	.2189	30.0	14.1	15.0	15.2	27.3	172.0	2,054,626	486,805	172,568	272,464	105,846	447,742	80,235
• Tucson	310.7	.1402	29.7	14.7	15.3	14.5	27.3	111.6	1,654,650	357,871	127,768	259,637	95,108	429,228	59,373
SUBURBAN TOTAL	174.3	.0787	30.6	13.0	14.6	16.4	27.2	60.4	399,976	128,934	44,800	12,827	10,738	18,514	20,862
OTHER COUNTIES															
Apache	48.1	.0217	19.4	11.2	14.7	12.0	14.4	11.7	65,399	12,286	4,434	22,101	293	3,165	2,214
Cochise	78.4	.0354	27.0	14.6	14.2	15.6	23.1	26.0	210,240	55,359	15,162	23,218	8,950	45,636	9,662
Coconino	74.8	.0337	23.1	19.9	15.5	13.7	15.4	22.2	289,179	65,589	39,635	38,179	9,454	31,742	5,395
Gila	34.9	.0158	30.0	10.6	15.0	14.9	27.6	12.2	112,914	36,732	11,489	6,982	2,378	22,580	3,218

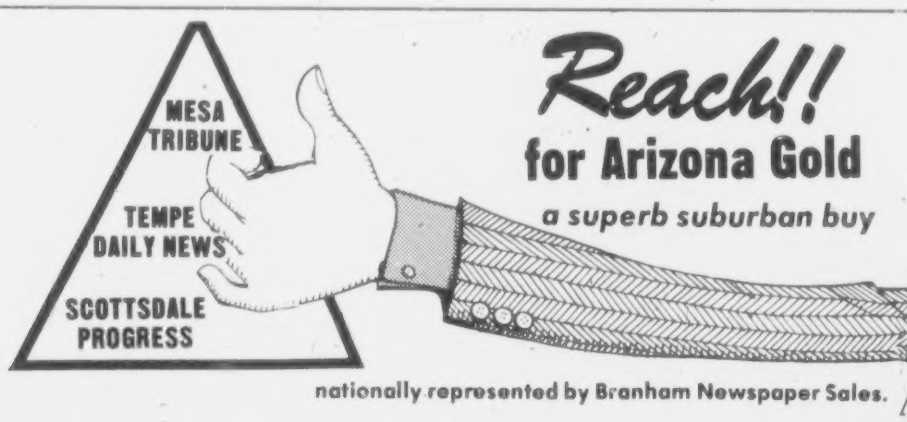
ARIZ. (cont.) S&MM ESTIMATES METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Graham	20.7	.0093	26.0	13.7	13.5	13.5	24.3	6.2	61,440	16,730	3,732	5,777	2,031	15,684	1,820
Greenlee	11.6	.0053	28.0	10.6	14.4	16.8	23.2	4.2	26,263	12,372	1,014	1,974	1,477	1,973	1,461
Mohave	43.8	.0198	34.3	8.0	15.3	15.8	33.1	16.6	204,249	60,472	16,341	6,026	5,285	29,880	6,497
Navajo	64.2	.0289	23.3	10.7	15.5	13.6	18.3	17.5	213,037	60,927	16,107	21,763	5,046	24,131	2,911
Pinal	92.5	.0418	27.6	11.7	15.4	15.5	23.0	28.1	185,142	66,787	14,419	9,885	3,303	31,270	9,060
Santa Cruz	18.3	.0082	28.2	9.9	14.1	15.9	24.5	5.8	98,626	24,404	7,454	16,486	5,921	8,467	4,285
Yavapai	59.6	.0269	40.5	7.9	11.3	14.6	40.8	23.5	228,625	70,561	24,370	13,417	7,847	26,212	10,978
Yuma	74.0	.0334	27.2	14.1	14.4	15.4	23.4	24.6	308,055	71,073	29,049	41,543	10,484	61,402	9,561
TOTAL METRO COUNTIES	**1,874.6**	**.8460**	**29.9**	**13.2**	**15.7**	**15.8**	**26.2**	**662.3**	**8,172,290**	**1,878,837**	**773,274**	**1,012,452**	**487,820**	**1,764,587**	**308,320**
TOTAL STATE	**2,495.5**	**1.1262**	**29.3**	**13.0**	**15.5**	**15.5**	**25.6**	**860.9**	**10,175,459**	**2,432,129**	**956,480**	**1,220,003**	**550,289**	**2,066,729**	**375,382**

ARIZ. S&MM ESTIMATES METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
PHOENIX	**10,742,859**	**19,273**	**5.2**	**14.1**	**29.3**	**33.6**	**.6640**
Maricopa	10,742,859	19,273	5.2	14.1	29.3	33.6	.6640
Mesa	945,840	19,074	5.2	14.6	31.5	31.5	.0675
• Phoenix	5,976,785	19,203	5.0	13.8	30.1	32.8	.3571
Scottsdale	833,229	26,001	2.9	8.6	25.8	53.1	.0570
Tempe	915,995	23,075	3.9	11.9	27.4	44.8	.0551
SUBURBAN TOTAL	4,766,074	19,371	5.5	14.5	28.2	34.6	.3069
TUCSON	**3,469,314**	**17,221**	**5.9**	**15.1**	**29.5**	**27.8**	**.2205**
Pima	3,469,314	17,221	5.9	15.1	29.5	27.8	.2205
• Tucson	2,095,319	16,294	6.2	16.3	30.0	24.5	.1487
SUBURBAN TOTAL	1,373,995	19,162	5.3	13.0	28.4	34.1	.0718
OTHER COUNTIES							
Apache	150,208	9,887	6.4	14.8	22.8	12.0	.0111

S&MM ESTIMATES METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Cochise	460,015	15,154	6.2	17.9	31.4	19.2	.0284
Coconino	403,718	15,666	5.3	16.9	30.7	21.7	.0289
Gila	202,463	15,537	6.1	16.6	35.1	17.4	.0134
Graham	115,064	15,649	5.6	15.5	27.3	24.6	.0074
Greenlee	83,102	19,640	2.9	9.0	52.7	20.4	.0045
Mohave	264,132	14,579	6.6	18.5	33.6	14.9	.0191
Navajo	253,185	12,505	5.9	15.1	27.0	15.0	.0208
Pinal	446,888	14,005	6.8	19.0	31.4	14.6	.0283
Santa Cruz	104,709	14,881	7.3	17.6	27.0	22.6	.0083
Yavapai	373,258	13,810	6.6	16.6	28.1	17.9	.0245
Yuma	498,798	17,069	5.9	16.4	29.0	27.6	.0326
TOTAL METRO COUNTIES	**14,212,173**	**18,712**	**5.4**	**14.4**	**29.2**	**32.1**	**.8845**
TOTAL STATE	**17,567,713**	**17,691**	**5.6**	**14.9**	**29.5**	**29.0**	**1.1118**

ARKANSAS

ARK. S&MM ESTIMATES METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
FAYETTEVILLE - SPRINGDALE	**164.8**	**.0744**	**28.8**	**17.3**	**16.0**	**14.2**	**25.9**	**58.9**	**653,342**	**140,606**	**48,115**	**100,911**	**30,928**	**130,232**	**14,758**
Benton	67.0	.0302	32.1	11.5	14.8	14.6	31.1	24.7	231,179	57,716	18,216	24,060	11,670	48,901	3,873
Washington	97.8	.0442	26.8	21.3	16.7	13.9	22.5	34.2	422,163	82,890	29,899	76,851	19,258	81,331	10,885
• Fayetteville	35.6	.0161	24.0	35.7	15.9	11.0	18.0	12.3	238,558	40,716	16,836	56,561	13,914	46,345	6,161
• Springdale	22.3	.0101	29.5	11.6	18.9	15.7	23.9	8.0	152,264	31,109	11,042	19,568	5,144	31,332	3,917
SUBURBAN TOTAL	106.9	.0482	31.1	12.3	15.3	14.9	29.1	38.6	262,520	68,781	20,237	24,782	11,870	52,555	4,680
FORT SMITH	**196.9**	**.0888**	**31.2**	**10.9**	**15.8**	**15.5**	**28.6**	**71.4**	**760,015**	**171,026**	**53,157**	**99,913**	**36,150**	**168,412**	**18,817**
Crawford	34.8	.0157	31.0	10.4	15.7	15.2	28.6	12.2	93,466	27,116	7,365	8,413	3,221	16,030	2,254
Sebastian	92.9	.0419	30.8	11.5	16.7	15.9	27.1	34.1	515,365	89,522	35,910	78,824	28,771	120,375	12,646
• Fort Smith	68.0	.0307	31.0	11.7	15.9	16.8	27.0	25.4	493,345	79,670	35,400	78,382	28,292	117,534	12,407
Le Flore, Okla.	*39.3*	*.0177*	*33.4*	*10.0*	*13.7*	*14.7*	*33.1*	*14.7*	*80,143*	*30,845*	*3,754*	*5,638*	*2,242*	*17,611*	*3,349*



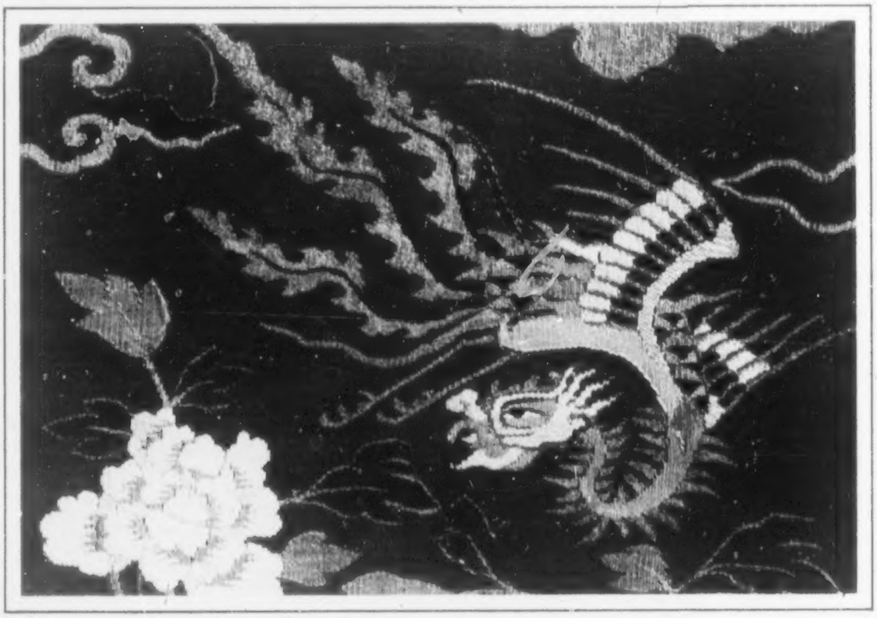
This rare bird makes pleasure a business and business a pleasure.

Which means a lot of new business for you.

Phoenix is in the middle of America's biggest playground. Our tourist trade accounts for nearly $2 billion annually. But, pleasure isn't the only business growing wild in the desert. Our manufacturing output is more than $3 billion. And all for the same basic reason.

Phoenix is a great place to be. That's why over 162,000 people moved here last year. And why so many industries have extensive facilities here. Like Honeywell, Litton, Motorola, Armour-Dial. Western Electric, Siemens Corp., American Express, Intel, GTE, Sperry, Revlon and Sentry Insurance. Or corporate headquarters like Greyhound, Talley Industries, Best Western, Ramada Inns, Combined Communications and Del Webb Corp.

It all adds up to a lot of jobs and a lot of very spendable income. We're 3rd fastest-growing in employment and 2nd in population and personal income growth. In short, Phoenix is a rare bird and an advertiser's dream. And, The Phoenix Newspapers can make it come true for you with an unduplicated 80% of the total adult metro area with a combination of Sunday and any other weekday. Plus, 86% with 5-day unduplicated coverage.* No other medium can top it. It'll be our pleasure to give you the business.



Phoenix Bird from ancient Chinese tapestry on display at the Metropolitan Museum of Art, New York

Phoenix is named for the mythical Phoenix Bird, which consumed itself in flame on a pyre of spices and was reborn—just as the city of Phoenix grew out of the "ashes" of four previous ancient American Indian cities.

THE ARIZONA REPUBLIC/*The Phoenix Gazette*

Represented nationally by STORY & KELLY-SMITH, INC.

*Scarborough Research Corp., October, 1979

POPULATION—12/31/79

RETAIL SALES BY STORE GROU 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Sequoyah, Okla.	*29.9*	*.0135*	*30.4*	*10.5*	*15.9*	*15.4*	*27.4*	*10.4*	*71,041*	*23,543*	*6,126*	*7,038*	*1,916*	*14,396*	*5.*
SUBURBAN TOTAL	128.9	.0581	31.3	10.5	15.6	14.8	29.5	46.0	264,670	91,356	17,757	21,531	7,858	50,878	6,4
LITTLE ROCK - NORTH LITTLE ROCK	**388.3**	**.1752**	**28.9**	**12.8**	**17.6**	**16.3**	**22.9**	**137.4**	**1,722,070**	**329,354**	**122,129**	**289,738**	**82,389**	**383,906**	**58,4**
Pulaski	340.2	.1535	28.6	13.1	17.6	16.1	22.7	121.1	1,596,273	299,062	114,693	276,504	76,503	349,131	55,4
• Little Rock	156.1	.0704	30.4	12.2	17.0	15.7	26.5	60.4	910,854	155,657	68,799	145,190	52,930	231,400	42,8
• North Little Rock	64.2	.0290	30.4	11.4	17.3	16.6	25.5	23.0	432,047	86,485	31,221	103,754	11,187	47,870	9,2
Saline	48.1	.0217	30.6	10.9	17.0	17.5	25.1	16.3	125,797	30,292	7,436	13,234	5,886	34,775	2,9
SUBURBAN TOTAL	168.0	.0758	27.0	14.0	18.2	16.7	18.6	54.0	379,169	87,212	22,109	40,794	18,272	104,636	6,3
PINE BLUFF	**84.5**	**.0382**	**28.3**	**13.7**	**14.8**	**14.8**	**25.3**	**28.3**	**316,506**	**67,401**	**18,976**	**48,653**	**15,893**	**67,935**	**11,10**
Jefferson	84.5	.0382	28.3	13.7	14.8	14.8	25.3	28.3	316,506	67,401	18,976	48,653	15,893	67,935	11,10
• Pine Bluff	53.7	.0242	29.0	14.2	14.1	15.4	26.2	18.7	299,107	60,096	18,068	48,274	15,860	67,680	10,6
SUBURBAN TOTAL	30.8	.0140	27.2	12.9	16.2	13.7	23.6	9.6	17,399	7,305	908	379	33	255	4
TEXARKANA	**119.3**	**.0538**	**31.4**	**11.6**	**15.2**	**15.7**	**28.9**	**44.2**	**494,150**	**128,936**	**34,077**	**61,119**	**17,794**	**105,157**	**12,22**
Little River	11.4	.0051	30.0	11.6	15.2	14.5	27.9	4.0	29,505	9,623	636	3,113	609	9,073	1,00
Miller	33.5	.0152	30.9	12.0	15.1	15.3	28.5	12.0	136,614	51,828	9,740	9,191	1,766	4,829	4,80
• Texarkana	21.1	.0095	31.4	12.2	15.3	15.0	29.5	7.9	124,351	49,174	8,277	8,594	1,607	4,346	4,8
Bowie, Tex.	*74.4*	*.0335*	*31.9*	*11.5*	*15.0*	*16.1*	*29.2*	*28.2*	*328,031*	*67,485*	*23,701*	*48,815*	*15,419*	*91,255*	*6,41*
• Texarkana	*39.8*	*.0180*	*33.7*	*12.3*	*13.1*	*14.9*	*33.4*	*16.1*	*256,615*	*41,251*	*18,835*	*47,718*	*13,835*	*80,760*	*4,54*
SUBURBAN TOTAL	58.4	.0263	30.2	11.0	16.6	16.5	25.5	20.2	113,184	38,511	6,965	4,807	2,352	20,051	2,879
OTHER COUNTIES															
Arkansas	24.1	.0109	31.0	10.7	14.5	15.4	28.8	8.5	83,712	22,405	3,941	8,181	3,411	14,802	3,333
Ashley	26.6	.0120	29.8	11.3	16.7	15.2	26.1	8.8	67,802	18,839	2,786	8,085	2,578	19,317	2,073
Baxter	25.9	.0117	44.6	7.6	11.5	13.0	45.3	10.6	89,266	23,753	6,814	9,526	5,144	13,805	1,933
Boone	24.7	.0112	34.4	9.5	14.6	15.3	33.8	9.5	119,703	23,598	5,625	11,220	7,016	33,104	2,651
Bradley	12.8	.0057	35.0	9.7	12.0	15.0	35.0	4.7	35,564	11,260	827	2,801	1,117	6,590	1,225
Calhoun	5.5	.0025	33.7	12.0	12.7	13.6	34.7	1.8	8,720	4,322	556	373	78	567	523
Carroll	15.1	.0068	38.8	8.9	13.0	14.5	39.2	5.9	43,864	12,216	3,353	5,630	1,165	4,069	1,285
Chicot	16.4	.0074	30.2	10.0	11.5	13.3	31.2	5.5	36,141	9,751	1,212	2,189	483	7,981	2,309
Clark	22.8	.0103	27.4	22.6	12.3	12.9	27.7	7.7	90,945	17,838	5,426	7,394	1,923	33,021	2,300
Clay	20.3	.0092	36.9	9.1	13.9	15.6	36.3	7.7	38,132	12,155	1,629	1,882	1,073	8,117	1,446
Cleburne	16.5	.0074	37.5	8.8	13.3	15.4	37.1	6.0	44,671	10,897	2,030	4,048	2,219	9,396	1,394
Cleveland	7.5	.0034	33.9	9.7	14.8	14.1	34.3	2.7	4,642	1,787	36	41	34	178	269
Columbia	25.9	.0117	31.7	14.4	13.6	14.6	30.9	9.2	73,966	20,916	3,829	9,180	2,781	13,047	1,839
Conway	18.6	.0084	31.4	10.8	14.1	15.0	29.9	9.0	59,799	12,351	2,853	5,880	1,778	16,629	1,307
Craighead	64.7	.0292	28.3	18.0	15.8	14.9	24.5	22.9	301,332	59,031	17,861	37,860	15,980	75,075	8,321
☐ Crittenden	49.4	.0223	27.0	12.1	16.4	14.6	22.3	15.1	187,735	41,481	7,806	11,712	4,333	50,150	6,070
Cross	19.0	.0086	28.1	11.8	14.7	13.9	26.0	6.0	58,194	16,724	2,765	6,778	1,497	13,462	1,992
Dallas	10.0	.0045	33.7	10.1	13.4	14.1	34.2	3.4	34,639	9,208	982	3,642	1,284	8,304	1,401
Desha	19.1	.0086	28.6	11.1	12.5	13.3	28.8	6.1	55,165	15,984	1,962	6,067	1,192	9,988	1,772
Drew	17.1	.0077	28.5	16.1	13.9	12.9	28.0	5.6	49,502	12,424	3,444	5,741	989	13,189	928
Faulkner	45.1	.0204	27.1	19.0	13.7	13.7	25.4	13.0	138,203	33,692	10,047	12,081	7,884	18,873	3,729
Franklin	13.5	.0061	34.0	9.9	13.7	14.7	33.9	4.9	31,262	7,006	2,503	529	800	9,251	1,349
Fulton	9.1	.0041	38.9	9.5	11.5	15.8	38.3	3.5	15,103	3,985	630	823	719	1,959	1,437
Garland	67.2	.0303	36.7	9.5	13.3	15.0	36.8	27.5	268,035	64,511	26,470	28,881	11,800	53,137	9,396
Grant	13.5	.0061	32.0	10.9	15.8	15.2	30.0	4.8	27,061	7,124	1,363	858	676	8,203	1,014
Greene	32.0	.0144	32.6	11.2	15.2	15.5	30.9	11.8	92,893	20,410	5,016	8,331	3,196	19,737	2,370
Hempstead	20.3	.0092	34.4	9.6	13.4	13.8	35.4	7.3	54,707	16,685	2,399	3,458	4,127	9,013	1,905
Hot Spring	24.8	.0112	32.6	11.4	14.3	16.1	30.5	8.9	67,510	16,986	2,257	8,889	2,955	16,150	1,813
Howard	13.5	.0061	34.8	9.0	14.0	14.2	35.6	5.0	43,685	13,264	1,993	4,175	1,405	10,700	1,830
Independence	27.2	.0123	33.6	11.0	14.6	16.4	31.6	10.2	106,057	22,932	5,589	13,275	3,389	30,909	3,091
Izard	10.6	.0047	40.1	8.4	13.2	14.8	40.2	4.1	19,479	3,123	554	3,403	286	4,750	880
Jackson	21.9	.0099	32.3	11.4	14.3	15.7	30.4	7.9	65,852	16,288	4,751	5,991	1,919	12,600	3,165
Johnson	16.9	.0076	35.3	11.8	13.1	13.7	36.5	6.4	47,113	10,434	2,754	5,092	1,252	16,321	1,575
Lafayette	9.5	.0043	32.4	10.4	13.5	13.1	33.4	3.4	13,130	3,804	533	578	250	3,330	661
Lawrence	20.4	.0092	33.1	11.8	13.5	14.4	33.1	7.9	51,560	14,920	2,009	5,609	1,952	13,121	1,106
Lee	17.5	.0079	27.4	11.6	12.1	13.5	27.3	5.3	26,071	9,722	1,274	1,437	424	5,061	1,036
Lincoln	12.6	.0057	29.1	13.7	15.8	13.9	26.8	3.7	15,976	5,351	1,010	1,177	131	4,093	459
Logan	18.9	.0085	35.3	9.6	13.0	13.9	36.3	6.9	58,056	18,665	3,676	3,923	3,788	15,315	1,381
Lonoke	35.3	.0160	29.7	10.5	15.3	14.5	27.3	11.9	81,424	20,566	2,316	3,410	2,333	24,549	2,89
Madison	11.6	.0052	34.7	9.9	13.1	15.2	34.3	4.1	23,507	5,848	869	1,351	399	8,022	1,314
Marion	12.5	.0056	42.3	8.0	11.3	14.3	42.7	5.4	15,709	5,819	851	207	364	2,551	475
Mississippi	64.6	.0291	27.1	12.7	15.0	14.4	23.8	21.0	182,509	40,994	9,273	25,179	5,865	49,262	5,25
Monroe	14.7	.0067	30.1	10.7	12.9	13.2	30.4	5.1	44,421	12,409	2,674	4,243	1,344	4,900	1,50
Montgomery	6.8	.0030	38.5	8.1	13.0	14.2	39.1	2.6	10,440	4,609	473	1,069	111	416	2
Nevada	11.2	.0051	36.1	9.6	11.8	12.9	38.1	3.9	25,129	6,269	666	1,000	1,704	5,072	98
Newton	7.0	.0031	32.5	10.7	13.3	15.1	31.7	2.7	4,460	2,772	299	88			10
Ouachita	29.0	.0131	32.5	11.0	13.4	16.0	30.6	10.4	95,287	25,173	4,534	10,836	3,822	20,966	1,5
Perry	7.6	.0035	32.4	9.1	14.3	14.0	32.2	2.7	4,916	1,841	323			770	1
Phillips	38.1	.0171	27.7	10.4	13.5	13.2	26.9	12.1	99,049	32,102	4,664	8,210	4,126	18,211	3,4
Pike	8.8	.0040	35.6	9.1	14.5	14.6	36.0	3.3	33,960	10,364	1,084	1,498	210	13,115	1,5
Poinsett	28.2	.0127	30.2	11.9	15.8	15.3	27.1	9.5	65,485	20,317	3,809	3,808	1,874	16,170	2,3
Polk	15.4	.0070	36.2	9.0	13.0	14.1	37.1	5.9	44,784	12,712	1,886	4,824	2,005	9,870	1,0
Pope	37.8	.0171	29.2	15.7	16.0	14.9	25.8	13.2	158,942	33,960	10,126	18,257	5,994	42,562	5,0
Prairie	10.5	.0047	32.8	10.1	14.9	15.2	31.5	3.8	26,486	5,054	636	593	523	9,690	6
Randolph	18.3	.0083	35.2	9.0	13.2	14.9	35.2	6.7	36,849	11,512	1,487	5,254	1,358	6,634	1,1
St. Francis	31.5	.0142	26.5	11.6	14.6	13.3	24.3	9.8	103,620	25,063	5,475	7,808	4,778	18,192	1,9
Scott	8.9	.0040	34.6	9.4	15.7	14.8	34.5	3.5	13,048	3,286	723	771	451	4,021	5
Searcy	8.5	.0039	36.3	10.0	11.9	15.6	35.7	3.3	18,386	5,525	393	968	372	3,140	1,5
Sevier	12.9	.0058	33.5	10.1	14.8	14.6	33.2	4.6	42,236	13,729	2,605	2,154	869	9,562	1,2
Sharp	12.8	.0058	40.5	8.4	11.0	13.9	41.2	5.2	36,289	13,812	2,394	4,423	1,344	5,507	1

A K. (cont.)
[illegible] ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
Stone	8.7	.0039	34.9	8.9	12.8	15.7	34.2	2.9	21,601	6,631	767	1,423	769	4,106	365
Union	46.0	.0208	33.4	10.0	13.9	16.0	31.8	16.9	167,346	40,803	9,862	16,351	7,366	44,311	6,713
Van Buren	11.4	.0051	37.4	9.3	12.1	15.6	36.9	4.2	26,826	7,821	1,219	1,295	877	8,016	1,100
White	49.0	.0221	30.5	15.0	14.4	14.7	28.9	17.5	169,058	42,049	7,798	20,055	5,478	45,382	3,410
Woodruff	10.8	.0048	32.0	10.7	12.2	12.7	33.6	3.9	24,286	9,728	683	400	1,078	3,829	910
Yell	17.2	.0078	33.7	10.6	14.0	14.7	33.5	6.1	33,949	11,291	1,571	1,053	719	6,765	2,167
TOTAL METRO COUNTIES	**859.6**	**.3880**	**29.1**	**13.4**	**16.7**	**15.5**	**24.6**	**302.0**	**3,654,603**	**756,931**	**250,677**	**550,555**	**167,910**	**782,530**	**111,044**
TOTAL STATE	**2,221.8**	**1.0027**	**30.7**	**12.4**	**15.1**	**14.9**	**28.6**	**788.3**	**7,702,117**	**1,793,351**	**472,896**	**942,111**	**322,738**	**1,719,285**	**237,241**

ARK.
[illegible] ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
FAYETTEVILLE - SPRINGDALE	**1,039,744**	**14,682**	**7.1**	**17.9**	**27.5**	**21.4**	**.0692**
Benton	402,388	13,729	7.4	19.1	27.9	17.4	.0264
Washington	637,356	15,413	6.9	17.2	27.3	24.2	.0428
• Fayetteville	259,353	15,810	7.3	16.6	23.6	28.8	.0193
• Springdale	157,759	17,280	6.1	16.5	32.1	26.4	.0120
SUBURBAN TOTAL	622,632	13,848	7.3	18.8	27.8	17.9	.0379
FORT SMITH	**1,104,071**	**12,587**	**7.7**	**18.5**	**25.3**	**16.1**	**.0779**
Crawford	185,722	13,239	7.4	19.5	28.7	14.2	.0122
Sebastian	640,593	15,717	6.7	17.6	28.5	24.0	.0457
• Fort Smith	508,245	16,740	6.4	16.2	28.5	27.1	.0385
Le Flore, Okla.	*168,744*	*8,824*	*8.5*	*18.6*	*18.6*	*7.8*	*.0115*
Sequoyah, Okla.	*109,012*	*8,972*	*10.1*	*20.2*	*20.0*	*4.4*	*.0085*
SUBURBAN TOTAL	595,826	10,789	8.5	19.7	23.5	10.1	.0394
LITTLE ROCK - NORTH LITTLE ROCK	**2,862,950**	**17,899**	**5.6**	**14.6**	**28.0**	**30.9**	**.1817**
Pulaski	2,591,744	18,371	5.6	14.1	27.0	32.7	.1647
• Little Rock	1,297,924	17,690	6.0	14.5	25.0	32.4	.0850
• North Little Rock	460,137	17,782	5.8	13.0	27.4	30.0	.0346

[illegible] ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Saline	271,206	15,601	6.1	18.0	34.9	17.7	.0170
SUBURBAN TOTAL	1,104,889	18,127	5.2	15.3	31.6	29.4	.0621
PINE BLUFF	**525,134**	**15,047**	**6.0**	**13.7**	**24.7**	**25.3**	**.0345**
Jefferson	525,134	15,047	6.0	13.7	24.7	25.3	.0345
• Pine Bluff	356,078	15,864	5.9	13.2	24.7	27.7	.0260
SUBURBAN TOTAL	169,056	13,472	6.1	14.7	25.2	20.5	.0085
TEXARKANA	**689,950**	**13,702**	**6.6**	**17.5**	**29.1**	**16.1**	**.0489**
Little River	64,208	14,142	5.9	14.3	27.7	19.6	.0041
Miller	196,528	14,419	6.6	16.9	28.5	19.4	.0137
• Texarkana	133,436	14,824	6.2	16.9	28.1	21.2	.0102
Bowie, Tex.	*429,214*	*13,354*	*6.8*	*18.1*	*29.5*	*14.2*	*.0311*
• Texarkana	*239,131*	*12,170*	*8.1*	*17.5*	*26.3*	*13.9*	*.0197*
SUBURBAN TOTAL	317,383	14,414	5.7	17.7	31.7	15.9	.0190
OTHER COUNTIES							
Arkansas	159,037	15,269	5.6	15.1	26.5	24.3	.0099
Ashley	146,924	14,472	6.0	14.2	25.5	22.9	.0092
Baxter	155,882	11,303	9.1	18.6	21.6	15.5	.0101

The Arkansas Gazette has the largest circulation in Little Rock & Arkansas.

The Arkansas Gazette reaches more than half the households in the 95th ranked SMSA (Pulaski and Saline Counties), a market with an effective buying income of $2.6 billion. With circulation of 154,569 on Sunday and 129,274 daily, we're Arkansas's newspaper leader . . . by far. With numbers like these, it figures that the Arkansas Gazette is the only newspaper you'll ever need.

Arkansas Gazette.

Represented nationally by Sawyer-Ferguson-Walker Company.
Source: ABC, 3/31/80; Survey of Buying Power, 1979.

ARK. (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Boone	142,403	11,784	7.1	17.6	24.4	14.1	.0106
Bradley	61,292	10,319	9.1	16.9	22.8	11.6	.0043
Calhoun	21,040	9,525	7.1	16.0	25.7	6.8	.0015
Carroll	79,403	10,736	9.0	19.2	22.7	11.3	.0052
Chicot	65,801	7,866	7.5	15.7	15.2	11.0	.0048
Clark	126,202	13,344	7.2	15.0	26.0	18.7	.0091
Clay	89,828	9,030	8.5	18.4	19.4	8.1	.0058
Cleburne	78,837	9,509	7.1	16.5	19.6	12.5	.0055
Cleveland	35,141	10,948	8.5	18.9	24.0	11.2	.0019
Columbia	153,516	12,745	7.4	14.8	24.3	19.3	.0095
Conway	122,752	11,280	7.4	16.8	25.5	12.4	.0076
Craighead	438,443	15,484	5.9	15.1	26.0	25.5	.0294
☐ Crittenden	252,905	12,510	5.9	12.3	22.4	21.7	.0186
Cross	104,515	13,822	6.6	14.0	24.5	22.3	.0068
Dallas	54,614	12,295	7.5	16.3	25.0	16.6	.0038
Desha	108,818	12,663	6.7	13.9	21.0	22.6	.0071
Drew	89,390	11,505	8.7	15.7	22.0	17.9	.0058
Faulkner	216,975	13,637	7.6	19.2	26.7	18.1	.0155
Franklin	58,911	10,041	8.6	20.4	22.2	7.6	.0042
Fulton	34,937	7,118	8.4	16.8	14.7	5.5	.0023
Garland	399,678	11,541	7.6	17.8	22.7	15.3	.0275
Grant	75,390	13,610	7.3	18.8	29.6	15.0	.0044
Greene	185,040	12,528	7.5	17.5	24.9	16.6	.0118
Hempstead	115,692	12,230	7.2	17.0	22.3	18.8	.0072
Hot Spring	136,233	14,099	6.3	16.8	30.6	16.1	.0088
Howard	68,101	11,860	7.2	20.6	25.4	12.2	.0048
Independence	156,515	12,306	7.6	17.9	25.0	15.6	.0108
Izard	40,108	7,739	7.7	19.2	18.7	3.0	.0029
Jackson	123,211	12,007	8.3	17.8	22.4	17.6	.0081
Johnson	79,523	9,878	8.7	19.4	20.8	9.2	.0055
Lafayette	45,337	11,158	6.0	15.9	25.0	12.3	.0028
Lawrence	103,997	9,608	7.8	15.8	20.1	12.5	.0067
Lee	69,723	8,291	6.9	13.9	17.0	13.3	.0046
Lincoln	53,833	10,234	7.8	14.6	21.2	15.0	.0034
Logan	90,244	10,734	8.3	18.8	25.1	9.0	.0064
Lonoke	180,070	12,266	7.8	17.7	24.1	16.6	.0115
Madison	45,219	8,667	8.3	19.7	16.8	7.9	.0032
Marion	52,924	7,444	9.0	17.6	16.2	3.4	.0033
Mississippi	325,446	12,238	7.1	16.6	23.4	17.5	.0221
Monroe	64,524	8,829	8.0	14.6	18.6	12.2	.0048
Montgomery	38,360	11,698	8.7	14.6	24.0	16.9	.0021
Nevada	47,899	9,262	8.0	16.6	19.5	11.1	.0033
Newton	21,703	5,838	9.5	14.5	10.1	3.0	.0015
Ouachita	163,172	13,017	6.6	14.4	26.1	18.6	.0110
Perry	35,647	10,077	8.1	19.4	20.8	10.1	.0019
Phillips	173,931	9,749	6.8	12.5	19.0	17.7	.0121
Pike	41,539	10,310	8.9	20.6	21.5	9.4	.0032
Poinsett	139,243	11,393	8.8	16.7	23.2	15.5	.0090
Polk	75,644	11,307	7.0	20.4	24.5	10.3	.0053
Pope	229,755	14,578	6.9	16.9	28.0	20.6	.0159
Prairie	52,420	11,000	8.5	18.9	22.0	13.0	.0035
Randolph	82,753	9,509	8.1	19.0	19.4	9.6	.0055
St. Francis	123,131	9,626	6.9	16.2	22.6	9.9	.0101
Scott	33,065	7,800	11.0	19.1	16.3	2.3	.0022
Searcy	33,737	7,748	11.4	18.2	12.8	6.1	.0024
Sevier	68,488	12,935	7.1	15.6	27.1	16.3	.0047
Sharp	51,950	7,780	9.3	15.9	18.3	5.2	.0039
Stone	34,065	8,508	10.6	19.8	13.7	9.0	.0026
Union	290,643	14,297	6.6	14.4	26.4	21.7	.0189
Van Buren	53,757	9,728	9.0	19.0	19.1	10.8	.0035
White	252,632	11,449	7.7	17.2	24.0	14.1	.0179
Woodruff	51,454	9,234	7.8	15.1	19.5	12.7	.0034
Yell	79,900	11,093	8.2	19.6	25.9	8.5	.0053
TOTAL METRO COUNTIES	**5,767,784**	**16,062**	**6.2**	**15.7**	**27.3**	**26.0**	**.3797**
TOTAL STATE	**12,898,141**	**13,150**	**7.0**	**16.4**	**24.8**	**19.3**	**.8594**

VELL DON'T THAT YUST BEAT ALL

Orange County, California has more buying power than Minneapolis/St. Paul.

Minneapolis/St. Paul is too important a market to overlook. More than 2 million people. $14.6 billion buying power. $20,745 average spendable income.

That doesn't even come close to Orange County, California. (We're the SMSA between Los Angeles and San Diego.) Our 1.8 million people have more than $15 billion to spend. Average income? $21,932. Growth rate? 31.9 percent.

The Register's Orange County Metro Group reaches more of Orange County than any other newspaper. Our more than 240,000 subscribers include 50.2 percent of Orange County households with more than $30,000 income. And 73 percent of our subscribers read no other newspaper.

Yumpin' yimminy, you vouldn't vanna overlook that vould ya?

The Register

Orange County MetroGroup

Orange County, CA 92711 Represented nationally by Story & Kelly-Smith

Sources: Media Records, Inc. 1979; S &MM 1979
Survey of Buying Power Data Service; Facts Consolidated, 1978

CALIFORNIA

CA ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
ANAHEIM - SANTA ANA - GARDEN GROVE	**1,913.2**	**.8634**	**28.9**	**13.1**	**18.5**	**19.1**	**19.7**	**715.8**	**9,550,489**	**1,875,267**	**918,289**	**1,291,933**	**547,444**	**1,963,628**	**256,221**
Orange	1,913.2	.8634	28.9	13.1	18.5	19.1	19.7	715.8	9,550,489	1,875,267	918,289	1,291,933	547,444	1,963,628	256,221
• Anaheim	209.9	.0947	28.9	15.0	17.3	20.2	19.3	81.8	995,087	191,559	126,597	90,662	90,820	176,297	28,650
Buena Park	62.6	.0283	26.9	12.2	18.2	21.0	14.3	20.3	358,120	65,463	24,309	88,425	14,417	77,516	12,334
Costa Mesa	80.9	.0365	29.1	14.5	18.6	17.9	21.2	31.5	950,710	91,054	59,693	232,281	56,524	258,554	7,208
Fullerton	102.5	.0463	29.4	15.3	16.2	19.7	21.3	39.9	547,691	90,268	52,038	106,936	21,555	140,039	19,186
• Garden Grove	115.0	.0519	28.0	12.5	18.8	20.0	16.8	40.2	509,003	137,149	49,851	24,757	24,957	136,555	20,448
Huntington Beach	165.0	.0745	27.8	10.9	23.3	19.3	14.0	57.7	738,779	173,372	58,857	97,425	40,903	145,041	22,120
La Habra	46.5	.0210	29.2	13.4	16.0	21.5	19.2	17.4	243,414	39,179	18,112	26,854	12,449	87,339	5,556
Newport Beach	68.1	.0307	34.0	14.9	16.8	20.2	28.1	31.7	529,895	80,972	100,077	61,693	15,116	135,941	13,872
Orange	87.9	.0397	28.7	12.4	18.2	19.9	18.6	31.8	635,516	79,377	44,204	123,247	40,243	125,613	10,824
• Santa Ana	189.5	.0855	27.9	14.4	18.9	16.0	20.7	71.2	1,090,577	176,131	92,416	109,077	68,323	257,371	31,440
Westminster	71.5	.0323	27.3	10.9	20.3	19.4	15.0	24.1	539,505	89,095	30,298	116,366	49,632	114,195	6,012
SUBURBAN TOTAL	1,398.8	.6313	29.2	12.8	18.6	19.3	19.8	522.6	6,955,822	1,370,428	649,425	1,067,437	363,344	1,393,405	175,683
BAKERSFIELD	**376.0**	**.1697**	**29.1**	**12.2**	**16.0**	**16.6**	**24.0**	**126.7**	**1,628,053**	**398,677**	**138,718**	**156,347**	**81,144**	**308,808**	**70,521**
Kern	376.0	.1697	29.1	12.2	16.0	16.6	24.0	126.7	1,628,053	398,677	138,718	156,347	81,144	308,808	70,521
• Bakersfield	90.0	.0406	30.4	12.3	16.1	16.5	26.1	32.7	936,628	166,472	73,409	138,791	61,745	218,167	49,989
SUBURBAN TOTAL	286.0	.1291	28.7	12.2	16.1	16.6	23.3	94.0	691,425	232,205	65,309	17,556	19,399	90,641	20,532

What is the difference between 'median' and 'average'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey*'s information. A helpful explanation of what these column headings mean is provided in a special section titled "Explanation of Terms" that appears at the end of Section A. Most of the inquiries we receive concerning *Survey* data are due to the user's failure to check the "Explanation of Terms" section. You can save yourself time, as well as make more accurate use of *Survey* data, if you read the Explanation.

A BAKERS-FIELD DOZEN

13 Big Reasons to Buy The Bakersfield Californian*

1. Now in the top 100 SMSA's.
2. California's fastest growing newspaper.
3. Advertise in a city that's one of the 10 fastest growing in California.
4. Dominate a billion dollar retail sales market.
5. Harvest the nation's 2nd most productive agri-business community.
6. Capture California's 3rd largest county.
7. Test market your products in an isolated cross section of American buying habits.
8. Compute your strategy using our supplemental market research.
9. Reach the other half of the southern California market normally missed.
10. Our retail sales per household is 9.2% above California's average.
11. Our retail sales per household is 15% above national.
12. Strike it rich in the nations number one oil producing county.
13. We have the 3rd highest cable incursion in the United States . . . you can't reach this market effectively through television.

The Bakersfield Californian

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SAWYER • FERGUSON • WALKER COMPANY, INC.
OR CONTACT OUR GENERAL ADVERTISING DEPARTMENT AT (805) 395-7259

*Sources Available Upon Request

FRESNO AND THE BEE... GROWING BIGGER TOGETHER

Fresno, the fastest growing city in the State's top 10 with a 3.9% population increase in 1979.* And — Advertising Age has again named Fresno to the Golden Dozen metro areas and central cities. Fresno shows a 112% increase in per capita personal income growth (that's #3 in the nation) and ranks 80th in population.**

The Bee is growing with Fresno. Daily circulation is now at 130,279 and Sunday's is 151,766.***

The Fresno Bee

The Bee keeps Fresno buzzing.

*State Finance Department, Populations Research Unit
**Advertising Age, December 19, 1979
***ABC Fas-Fax Report for six months, ending 3/31/80

McCLATCHY NEWSPAPERS • CRESMER, WOODWARD, O'MARA & ORMSBEE, INC. • NATIONAL REPRESENTATIVES

CAL. (cont.)
ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
FRESNO	**491.7**	**.2219**	**28.7**	**14.0**	**15.1**	**16.1**	**24.4**	**166.4**	**2,189,169**	**503,995**	**171,872**	**267,670**	**110,868**	**471,400**	**106,190**
Fresno	491.7	.2219	28.7	14.0	15.1	16.1	24.4	166.4	2,189,169	503,995	171,872	267,670	110,868	471,400	106,190
• Fresno	201.1	.0908	29.3	15.5	16.0	15.1	25.9	73.7	1,236,366	233,874	116,874	228,155	81,532	185,390	61,918
SUBURBAN TOTAL	290.6	.1311	28.3	12.9	14.8	16.7	23.4	92.7	952,803	270,121	54,998	39,515	29,336	286,010	44,272
LOS ANGELES - LONG BEACH	**7,161.3**	**3.2319**	**31.2**	**13.1**	**17.5**	**17.4**	**26.0**	**2,817.2**	**31,088,897**	**6,827,246**	**3,081,034**	**3,832,173**	**1,740,916**	**5,980,291**	**1,095,324**
Los Angeles	7,161.3	3.2319	31.2	13.1	17.5	17.4	26.0	2,817.2	31,088,897	6,827,246	3,081,034	3,832,173	1,740,916	5,980,291	1,095,324
Alhambra	61.4	.0277	36.9	13.0	16.8	13.5	38.1	28.1	331,381	55,807	24,036	32,755	18,849	122,793	10,255
Arcadia	47.7	.0215	38.1	9.5	12.6	19.5	34.5	19.2	344,897	61,698	43,428	97,095	13,792	22,154	14,515
Baldwin Park	44.7	.0202	26.9	11.9	18.1	15.7	19.7	14.6	110,228	51,508	8,309	1,707	2,641	17,812	2,420

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WASHINGTON, D.C.
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MONEY TALKS.

And in Southwest Los Angeles County, we have a

9 Billion Dollar Income. And More.

MEDIAN INCOME . $23,814 MEDIAN AGE 31
TOTAL RETAIL SALES $4,298,104,000
TOTAL DAILY BREEZE CIRCULATION 103,990

"The Fastest Growing Newspaper in Los Angeles County"

A Copley Newspaper

The Daily Breeze

Sources: ABC 1-1-80
L.A. Co. Regional Planning

HIT HOME.

coverups:
ways to dress bed & body for spring
HOME

Buy into HOME on Sundays and reach the Los Angeles households that account for:

- 54% of every dollar spent on wine and champagne
- 50% of every dollar spent on distilled spirits
- 49% of every dollar spent on vacation and recreation travel
- 45% of every dollar spent on new furniture
- 39% of every dollar spent on groceries

To find out how a schedule in HOME magazine can add impact to your media dollar, call Pete Delano at (213) 972-3026.

Los Angeles Times

Note: Los Angeles refers to Los Angeles and Orange counties.
Source: Consumer Trend Analysis, Los Angeles Times Marketing Research Department, 1979.

DISCOVER
GOLD

5 More Reasons Why You Should Buy the Orange Coast Daily Pilot

1. Delivers the highest buying income households in the Anaheim-Santa Ana-Garden Grove SMSA (37% higher than inland Orange County).
2. Totally new offset printing capability.
3. Spot color and quality process color available.
4. Select Market Coverage with Coast Life reaches 83% of the county's youngest, most highly educated, affluent BUYING audience.
5. Specially tailored editions make the Daily Pilot THE community news paper for California's leading growth area — the Orange Coast.

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WRITE FOR OUR NEW, FREE MARKET FACTS

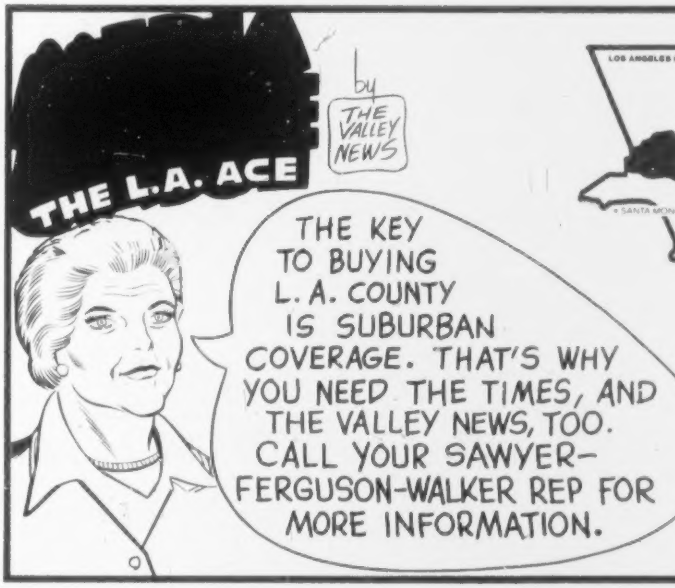
ORANGE COAST
DAILY PILOT

CAL. (cont.)
S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Bellflower	52.4	.0236	29.4	18.5	17.9	15.1	25.0	22.0	262,292	47,524	23,459	34,833	16,923	79,958	10,564
Burbank	84.4	.0381	35.0	11.7	17.4	16.3	33.7	37.1	359,554	88,908	45,256	16,656	23,349	66,339	20,845
Carson	80.7	.0364	26.2	9.5	20.1	19.7	12.7	23.3	385,703	81,784	16,897	58,497	14,178	120,285	9,079
Compton	72.3	.0326	24.1	13.0	17.2	16.3	14.9	21.5	189,910	52,173	14,266	34,208	7,242	36,098	9,897
Downey	85.6	.0386	32.1	14.6	16.3	19.2	26.0	33.2	590,731	102,513	42,838	64,802	24,641	240,118	13,470
El Monte	67.7	.0306	28.4	14.4	18.7	14.1	23.5	25.3	335,690	58,119	25,821	27,475	8,807	124,170	10,593
Gardena	45.5	.0205	32.7	12.0	17.5	19.8	26.1	17.6	225,632	74,113	14,601	31,894	8,208	36,727	11,046
Glendale	136.8	.0617	37.8	10.9	16.4	16.1	36.9	63.1	766,821	172,988	54,791	94,519	53,674	179,546	13,286
Hawthorne	55.3	.0250	30.1	13.8	21.1	17.5	22.2	22.3	274,628	46,823	24,033	50,513	12,660	42,247	15,467
Inglewood	87.1	.0393	33.4	14.2	19.7	15.7	31.2	40.0	367,331	96,965	24,426	34,929	16,472	108,569	13,260
Lakewood	81.0	.0366	29.4	11.5	17.4	20.2	20.0	27.3	268,329	56,465	22,145	77,574	10,966	26,317	13,747
• Long Beach	342.6	.1546	34.3	15.6	14.9	15.3	33.7	154.7	1,421,058	291,776	155,835	125,238	90,732	389,328	45,615
• Los Angeles	2,794.6	1.2612	32.0	13.3	17.7	17.5	27.2	1,175.5	12,233,651	2,678,337	1,361,397	1,354,669	801,023	1,931,009	459,900
Lynwood	39.4	.0178	32.6	12.5	16.4	15.0	31.1	15.9	126,539	52,215	8,171	22,106	1,085	13,061	6,631
Montebello	49.6	.0224	32.3	13.9	14.8	17.7	28.3	18.5	202,364	58,454	22,197	5,188	9,564	37,572	12,155
Monterey Park	49.9	.0225	31.7	12.3	17.3	19.2	25.0	18.6	171,382	44,656	26,707	4,919	7,254	25,582	10,762
Norwalk	86.1	.0389	26.5	13.1	17.3	19.6	15.7	25.3	294,609	68,977	29,237	29,244	6,667	94,841	10,574



by THE VALLEY NEWS
THE KEY TO BUYING L. A. COUNTY IS SUBURBAN COVERAGE. THAT'S WHY YOU NEED THE TIMES, AND THE VALLEY NEWS, TOO. CALL YOUR SAWYER-FERGUSON-WALKER REP FOR MORE INFORMATION.

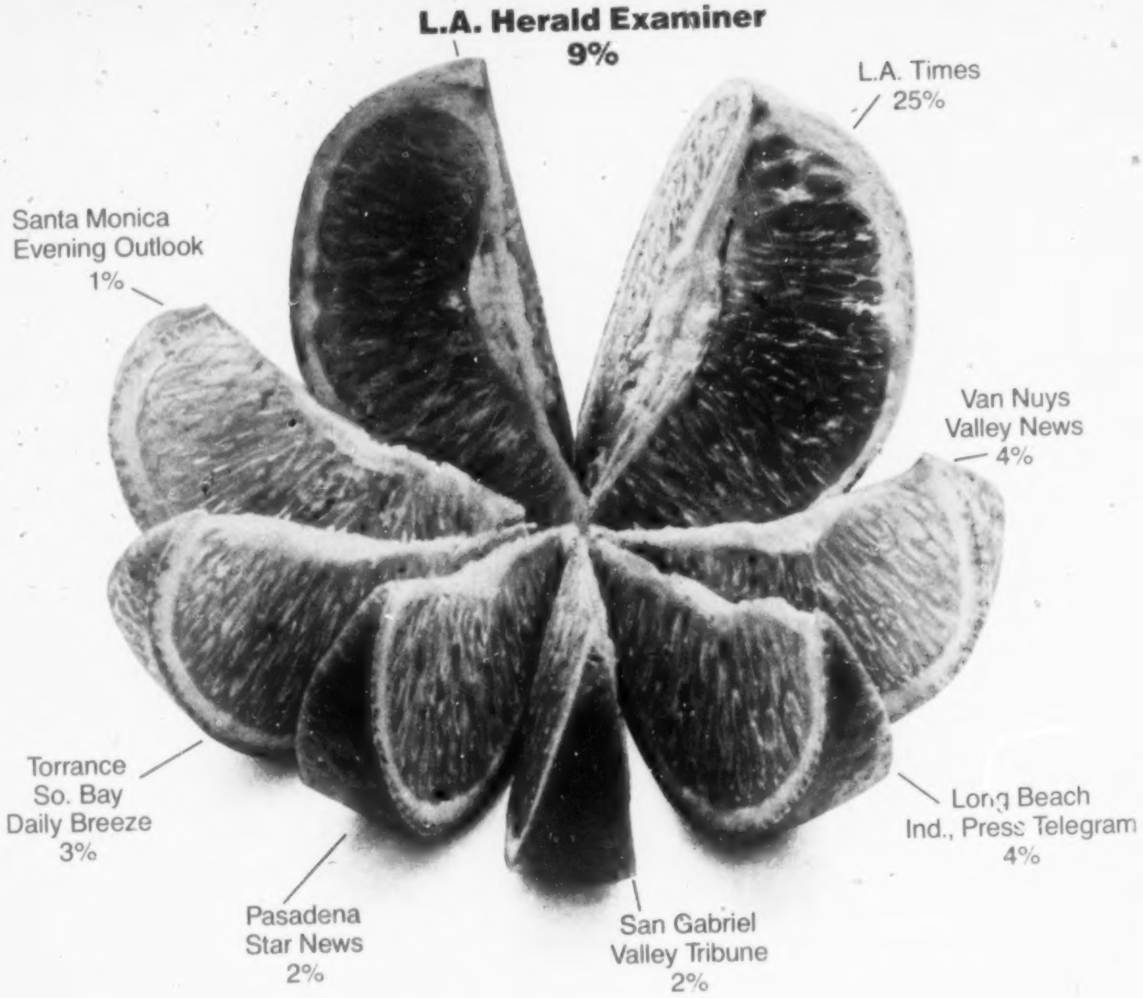
LOS ANGELES COUNTY
PASADENA
SAN GABRIEL
SAN FERNANDO VALLEY
SANTA MONICA
TORRANCE
LONG BEACH

HOW TO BUY L. A. COUNTY.

• **Los Angeles – Long Beach Metro Area**	**% Circulation To Total Households in County**	**Cumulative Penetratio**
Los Angeles Times	26%	26%
Valley News	9%	35%
Long Beach Independent Press-Telegram	5%	40%
Torrance-Breeze San Pedro News-Pilot	4%	44%
San Gabriel Tribune	3%	47%
Pasadena Star-News	2%	49%
Santa Monica Outlook	1%	51%

© Valley News 1

FOR A MAJOR SLICE OF LOS ANGELES COUNTY, YOU NEED THE HERALD EXAMINER



If you're planning a 50-60% household coverage goal in L.A. County, you can't afford to leave out the Herald Examiner.

Every day, it reaches nearly 700,000 people. They help make up a ripe, 30-billion-dollar-a-year market. The second largest retail market in the nation.

To reach your goal quickly and effectively, include the Herald Examiner. It's a faster way to enjoy the fruits of your labor.

THE LOS ANGELES HERALD EXAMINER

Represented by Hearst Advertising Service

Sources: Sales Management's Survey of Buying Power, July 1979; SRDS "Newspaper Circulation Analysis," Sept. 1980

Are you missing one of the real top 10 markets?

It's PALM SPRINGS.

In the last two months of available data prior to press time, January and February 1980, the Palm Springs Desert Sun ran 1,999,387 and 1,973,988 lines of full run advertising. That's more business than major dailies in 7 OUT OF THE NATION'S 10 LARGEST MARKETS in population size. (Not to mention 11 out of 20 and 18 out of the top 30).

THE DESERT SUN ran more advertising than both daily newspapers in Philadelphia, St. Louis, and Baltimore (#4, #12, and #14 nationally), and more than all four papers in the twin cities of Minneapolis/St. Paul (#15). And this is not an isolated situation — all factors point to a continuation of this trend.

Truly, PLEASURABLE PALM SPRINGS MEANS BIG BUSINESS, TOO . . . and there's only one vehicle that effectively supports your merchandising in this booming market — THE DESERT SUN!

Ask your Branham Newspaper Sales representative for further details.

The Desert Sun
PALM SPRINGS — PALM DESERT

Source — Editor & Publisher

CAL. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
Pasadena	104.8	.0473	35.8	13.2	15.7	14.4	36.4	48.0	735,530	134,833	63,945	143,955	37,949	180,579	15,482
Pico Rivera	51.4	.0232	27.6	11.6	15.8	19.4	18.9	15.2	96,045	46,450	12,222	1,192	3,173	3,638	3,804
Pomona	84.9	.0383	28.3	14.1	16.7	15.4	23.5	30.2	433,114	77,603	34,515	42,565	18,338	143,667	13,255
Redondo Beach	63.4	.0286	28.6	14.0	21.0	16.6	20.0	24.7	290,863	79,493	48,908	40,581	18,273	39,949	8,838
Rosemead	41.3	.0186	30.0	11.4	17.6	14.3	26.9	14.9	132,877	30,659	11,794	25,182	6,883	10,948	6,062
Santa Monica	91.0	.0411	37.5	13.1	19.0	15.6	36.9	45.9	568,723	80,651	70,823	44,311	40,348	151,038	25,004
South Gate	60.9	.0275	35.3	12.2	16.5	14.6	35.7	28.0	183,847	54,596	13,178	13,015	6,615	51,169	8,108
Torrance	129.0	.0582	30.2	12.3	18.3	21.7	19.5	46.5	1,112,740	196,869	75,756	229,756	71,952	248,800	31,985
West Covina	74.0	.0334	28.2	11.5	16.5	22.2	16.6	24.4	446,783	74,184	32,869	94,830	27,222	108,206	15,279
Whittier	71.5	.0323	34.0	15.0	12.7	18.1	30.6	28.6	453,594	95,236	25,671	49,052	29,488	137,443	16,341
SUBURBAN TOTAL	4,024.1	1.8161	30.5	12.7	17.6	17.6	24.5	1,487.0	17,434,188	3,857,133	1,563,802	2,352,266	849,161	3,659,954	589,809
LOS ANGELES - LONG BEACH - ANAHEIM CONSOLIDATED AREA	***11,034.6***	***4.9800***	***30.6***	***13.0***	***17.5***	***17.6***	***24.7***	***4,251.5***	***48,539,510***	***10,451,849***	***4,683,067***	***6,212,615***	***2,620,689***	***9,566,793***	***1,644,301***
MODESTO	**251.1**	**.1133**	**30.2**	**12.3**	**15.5**	**16.0**	**26.6**	**93.3**	**1,122,162**	**252,636**	**84,465**	**154,031**	**72,267**	**189,784**	**47,269**
Stanislaus	251.1	.1133	30.2	12.3	15.5	16.0	26.6	93.3	1,122,162	252,636	84,465	154,031	72,267	189,784	47,269
• Modesto	94.4	.0426	30.1	12.0	17.4	16.1	25.4	36.7	709,723	126,690	54,265	132,939	51,186	120,678	34,183
SUBURBAN TOTAL	156.7	.0707	30.4	12.4	14.4	16.0	27.3	56.6	412,439	125,946	30,200	21,092	21,081	69,106	13,086

TO SEE WHY THE BEE IS THE BUY IN MODESTO-STOCKTON, JUST TAKE A LOOK AT THE RECORD.

STOCKTON RECORD	Daily	MODESTO BEE
56,488	Circulation	65,063
$.70	Line Rate	$.70
$12.39	Milline	$10.76
	Sunday	
57,387	Circulation	70,960
$.70	Line Rate	$.70
$12.20	Milline	$9.86

Source: Circulation – ABC Fas-Fax Report: 3/31/80

It's simple. When you want to reach the most for the least in Modesto-Stockton, you're buying The Modesto Bee.

THE MODESTO BEE
Was there really any other choice?

McCLATCHY NEWSPAPERS • CRESMER, WOODWARD, O'MARA & ORMSBEE, INC.
NATIONAL REPRESENTATIVES

Grab a Spanish lover.

He loves a good drink.
And when it comes to
pleasing his palate,
he settles for only the best.

He loves to eat out.
And takes his family to
a fast food restaurant
at least once a week. If not more.

He loves a good smoke.
After all, it was they who discovered
the joys of tobacco.

He loves to look good.
It's all part
of his image.

He is a true Spanish lover. He loves enjoying life and he loves to consume. And there are 1,500,000 like him in the Los Angeles area. But they won't know how much they love your product unless you tell them about it. They read La Opinión. It's their newspaper. Call us collect at (213) 748-1191; and we'll give you all the information you need to grab yourself a new lover.

LA OPINION

Since 1926 the only Spanish language daily in Los Angeles.

CAL. (cont.)
ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979							
	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
OXNARD - SIMI VALLEY - VENTURA	**505.3**	**.2281**	**28.3**	**11.9**	**18.5**	**18.4**	**19.2**	**171.7**	**1,916,634**	**484,638**	**159,704**	**231,570**	**92,136**	**430,323**	**76,74**
Ventura	505.3	.2281	28.3	11.9	18.5	18.4	19.2	171.7	1,916,634	484,638	159,704	231,570	92,136	430,323	76,74
• Oxnard	97.1	.0438	26.8	13.9	16.9	18.4	17.7	32.8	483,749	106,384	37,381	73,862	20,079	108,834	12,59
• Simi Valley	79.8	.0360	25.8	8.4	24.6	17.9	9.5	23.1	228,817	75,284	20,264	49,407	9,984	22,055	7,18
• Ventura	71.9	.0324	31.4	11.6	16.9	18.4	25.6	29.0	468,902	89,179	33,202	65,203	30,322	155,135	13,04
SUBURBAN TOTAL	256.5	.1159	29.1	12.4	17.5	18.5	21.1	86.8	735,166	213,794	68,857	43,098	31,751	144,299	43,92
RIVERSIDE - SAN BERNARDINO - ONTARIO	**1,454.8**	**.6566**	**30.5**	**12.7**	**15.6**	**15.8**	**27.2**	**546.8**	**5,983,490**	**1,264,698**	**524,040**	**856,939**	**240,193**	**1,192,551**	**216,014**
Riverside	639.9	.2888	31.9	11.7	15.1	15.3	30.0	244.3	2,794,604	607,019	244,754	336,895	104,812	606,692	101,19
• Riverside	162.2	.0732	28.9	14.8	15.9	17.5	22.8	58.5	903,092	141,292	[illegible]	180,746	34,591	238,448	24,15
San Bernardino	814.9	.3678	29.5	13.4	16.1	16.2	24.9	302.5	3,188,886	657,679	279,286	520,044	135,381	585,859	114,81
• Ontario	71.5	.0323	28.7	12.5	17.8	15.2	23.7	27.2	317,222	76,148	23,809	19,334	11,088	88,296	11,05
• San Bernardino	108.6	.0490	31.0	13.1	15.6	15.4	28.4	42.8	887,425	90,813	73,831	247,160	57,885	191,398	21,62
SUBURBAN TOTAL	1,112.5	.5021	30.8	12.3	15.5	15.6	27.9	418.3	3,875,751	956,445	356,336	409,699	136,629	674,409	159,18
SACRAMENTO	**980.5**	**.4425**	**29.6**	**14.0**	**16.6**	**18.0**	**23.0**	**361.3**	**4,591,234**	**1,026,893**	**430,153**	**604,300**	**247,925**	**931,861**	**189,032**
Placer	111.1	.0502	32.7	11.0	14.5	18.4	28.2	39.9	526,476	136,280	59,346	5,174	12,581	146,833	29,838

• ONE OF THE NATION'S LARGEST AGRICULTRUAL CENTERS • THE NATION'S CENTER FOR THE CITRUS INDUSTRY • Home OF THE RIVERSIDE RACEWAY • METRO MARKET BIGGER THAN PORTLAND •

THE NATION'S CENTER FOR THE CITRUS INDUSTRY • Home OF THE RIVERSIDE RACEWAY • METRO MARKET BIGGER THAN PORTLAND

RIVERSIDE
PRESS & ENTERPRISE
RIVERSIDE PRESS & ENTERPRISE
LARGEST NEWSPAPERS IN THE 25TH METRO MARKET
E.B.I. OVER $9. BILLION
Riverside is Largest City by nearly 50%
City of RIVERSIDE
RIVERSIDE COUNTY
L.A.
PALM SPRINGS
SAN DIEGO

EXTRA! EXTRA!

Offering a rich, juicy slice of Southern California

We're the largest newspapers in the largest city in the 25th Metro Market

We're the golf capital of the world

We're prosperous Palm Springs spenders

We're year 'round swimmers and tennis players

We're health and beauty enthusiasts

We're skiers and style lovers and gourmet cooks

We're luxury car people

We're an EBI of $9 Billion

And we're 88% unsold by the L.A. Dailies

Send for our Buying Performance Brochure and check any product's potential in the

RIVERSIDE PRESS & ENTERPRISE

Riverside, California 92502
Circ. Daily 104,743 Sunday 111,674 Source 3/80 P.S.

HOME OF TWO COLLEGES AND TWO UNIVERSITIES • METRO MARKET BIGGER THAN SACRAMENTO • HOME OF THE RIVERSIDE MISSION INN • U.S. DATE CAPITAL • METRO MARKET BIGGER THAN MEM

The 1980 SALES BUILDER CATALOG of products and services for the sales and marketing executive is now available. To get yours, just send a note to:

Ms. Laurie Amato
Sales Builders
Sales & Marketing Management
633 Third Ave.
New York, NY 10017

BUYING SOUTHERN CALIFORNIA?

san bernardino county...

DON'T OVERLOOK THE LARGEST PART OF THE NATION'S 25TH LARGEST MARKET . . .

SAN BERNARDINO COUNTY

Less than 10% coverage by any
Los Angeles daily newspaper

THE SUN
San Bernardino
Gannett Newspaper Advertising Sales

newsplan

CAL. (cont.) ESTIMATES	POPULATION--12/31/79								RETAIL SALES BY STORE GROUP 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
METRO AREA County City				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Sacramento	760.2	.3430	29.6	13.5	16.9	18.3	22.5	283.1	3,638,496	773,439	329,662	594,206	221,672	689,731	139,318
• Sacramento	264.7	.1195	32.3	13.3	15.4	16.3	29.5	111.0	1,287,048	300,647	144,924	173,216	80,198	213,589	36,078
Yolo	109.2	.0493	26.8	21.2	17.1	15.5	20.5	38.3	426,262	117,174	41,145	4,920	13,672	95,297	19,876
SUBURBAN TOTAL	715.8	.3230	28.7	14.3	17.1	18.7	20.9	250.3	3,304,186	726,246	285,229	431,084	167,727	718,272	152,954
SALINAS - SEASIDE - MONTEREY	**285.5**	**.1289**	**26.8**	**17.5**	**16.2**	**15.2**	**21.6**	**84.4**	**1,165,401**	**239,305**	**122,983**	**104,039**	**60,060**	**224,665**	**52,540**
Monterey	285.5	.1289	26.8	17.5	16.2	15.2	21.6	84.4	1,165,401	239,305	122,983	104,039	60,060	224,665	52,540
• Monterey	28.0	.0126	28.4	17.6	20.0	14.2	22.5	9.7	211,375	30,294	34,670	13,019	12,064	36,543	7,659
• Salinas	77.5	.0350	29.1	11.3	15.9	17.1	23.5	25.0	482,596	114,813	31,880	57,694	32,301	85,658	23,675
• Seaside	36.2	.0163	22.0	28.1	13.3	12.8	11.7	9.5	140,896	6,438	11,454	11,826	8,235	81,402	2,347
SUBURBAN TOTAL	143.8	.0650	27.6	18.2	16.2	15.1	22.9	40.2	330,534	87,760	44,979	21,500	7,460	21,062	18,859
SAN DIEGO	**1,841.2**	**.8309**	**28.3**	**17.5**	**16.1**	**16.1**	**23.2**	**704.4**	**7,512,742**	**1,490,114**	**718,601**	**1,173,634**	**447,294**	**1,424,469**	**220,709**
San Diego	1,841.2	.8309	28.3	17.5	16.1	16.1	23.2	704.4	7,512,742	1,490,114	718,601	1,173,634	447,294	1,424,469	220,709
Chula Vista	85.7	.0387	29.2	13.0	16.6	18.6	21.8	35.0	362,727	63,818	28,960	86,917	23,155	57,110	14,360
El Cajon	69.6	.0314	29.6	13.3	16.4	17.0	24.2	28.0	718,311	83,578	46,448	146,763	30,846	186,338	24,646
National City	47.6	.0215	24.4	27.2	17.0	14.0	16.8	14.3	345,454	46,032	15,751	65,353	9,335	117,389	7,131
Oceanside	69.0	.0311	27.8	16.0	14.6	15.4	24.1	28.2	257,369	51,488	24,297	49,312	10,189	51,498	9,438
• San Diego	829.7	.3744	28.3	18.4	16.7	15.8	23.2	337.5	3,474,935	684,586	400,034	525,112	260,530	605,257	93,740
SUBURBAN TOTAL	1,011.5	.4565	28.3	16.8	15.6	16.3	23.1	366.9	4,037,807	805,528	318,567	648,522	186,764	819,212	126,969

The Sacramento Bee's Circulation Gain Biggest In U.S. Market Grows Too.

With the largest percentage circulation increase in the United States of the top 100 ABC local newspapers, The Sacramento Bee's daily circulation is now over 203,700. That outstrips the other Sacramento paper by over 99,900 — that's 96% better coverage. On Sunday we sell over 233,000 papers — over 127,000 more papers than the nearest competition — an incredible 121% better Sunday coverage.*

Sacramento is the hub of the rapidly growing Sacramento SMSA. The 1980 forecast for population growth puts Sacramento ahead of the San Francisco-Oakland and San Jose Markets in percentage gain.** 88% of The Sacramento Bee's total gain is in the 3-county hub of the Sacramento Market Area. You get 78% more coverage in this area than Sacramento's other daily newspaper.

*ABC Fas-Fax Report for six months ending 3/31/80. Computations by McClatchy Research
**United California Bank Forecast 1980

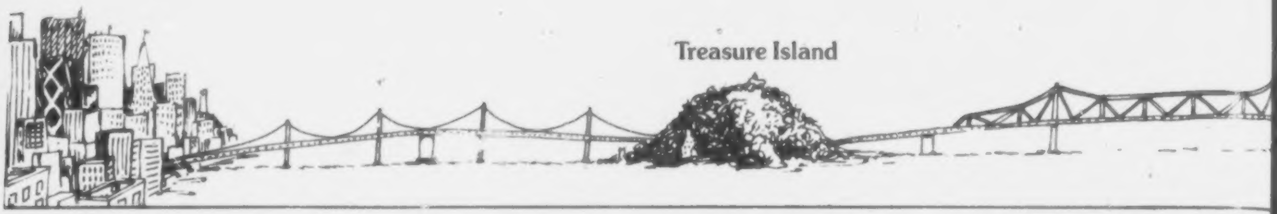
B
© Walt Disney

The Sacramento Bee
Nobody else even comes close.

McCLATCHY NEWSPAPERS • CRESMER, WOODWARD, O'MARA & ORMSBEE, INC. • NATIONAL REPRESENTATIVES

To put the San Francisco Bay on your side

San Francisco
Pop. 640,000
(City and County)



First, let's talk numbers.

Circulation for the Oakland Tribune/Eastbay Today has now hit the 200,000 mark. And here's how it happened.

A few months back we introduced Eastbay Today, the new Sunrise edition of the Oakland Tribune. It was a tremendous success. And it is growing every day.

In short, we think the reading habits of the San Francisco Bay Area will never be the same. Now the Oakland Tribune is read by more people on the East side of the Bay than any other newspaper. In fact we're read by 64%* more East Bay peopl than the San Francisco Examiner an Chronicle combined.

But a newspaper is more tha numbers.

The Oakland Tribune is part o

Gannett Newspaper Advertising Sales:
New York (212) 949-0920 • Atlanta (404) 233-9466 • Detroit (313) 642-0700 • Dallas (214) 688-0441
Philadelphia (215) 667-3961 • Chicago (312) 527-0550 • Los Angeles (213) 384-0088 • San Francisco (415) 433-4310

*Chronicle/Examiner East Bay circulation based on September 1, 1979 ABC annual audit. Our circulation based on current sales data. 6/9/80.
**Media Records.

CAL. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979							
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
SAN FRANCISCO - OAKLAND	**3,222.7**	**1.4544**	**31.8**	**13.9**	**18.1**	**17.7**	**26.5**	**1,311.1**	**14,683,264**	**3,213,895**	**1,599,932**	**1,867,709**	**817,835**	**2,646,752**	**654,905**
Alameda	1,114.8	.5031	30.6	15.4	18.1	16.6	25.4	449.5	4,691,245	1,036,399	444,172	543,439	230,964	1,003,476	229,604
Alameda	71.3	.0322	29.6	17.7	15.5	15.5	26.1	27.7	244,658	63,770	23,822	18,708	7,038	64,704	19,080
Berkeley	108.1	.0488	28.3	27.7	21.2	11.9	23.9	49.6	468,129	99,223	53,168	11,253	35,240	87,704	15,032
Fremont	123.5	.0557	27.2	10.4	19.9	20.7	13.7	39.1	594,246	111,484	43,526	90,022	26,904	167,695	24,352
Hayward	96.3	.0435	27.9	15.2	18.7	18.1	18.7	34.8	700,116	114,082	45,609	118,738	35,470	205,649	38,143
● Oakland	328.1	.1481	33.7	14.2	16.5	15.2	32.7	148.6	1,265,895	276,325	137,566	130,382	63,993	255,574	57,792

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(Contra Costa and Alameda Counties)

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CAL. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
San Leandro	67.7	.0306	36.7	12.0	13.2	19.4	32.8	28.6	445,207	99,588	34,265	91,886	26,563	90,268	14,010
Contra Costa	**641.8**	**.2897**	**30.9**	**12.1**	**17.4**	**19.4**	**23.4**	**228.7**	**2,659,854**	**619,472**	**204,248**	**458,476**	**140,302**	**444,334**	**126,484**
Concord	103.5	.0467	28.3	12.4	19.7	20.3	16.4	34.6	576,435	100,660	37,507	109,212	29,479	142,283	18,995
Richmond	71.5	.0323	31.3	13.4	16.9	16.9	26.8	27.5	265,337	36,265	12,957	69,446	21,654	53,696	4,261
Marin	**226.0**	**.1020**	**32.4**	**11.3**	**20.0**	**20.6**	**24.2**	**87.6**	**1,103,749**	**253,369**	**122,107**	**99,158**	**58,619**	**235,621**	**47,555**
San Francisco	**647.0**	**.2920**	**34.4**	**14.9**	**18.5**	**15.8**	**33.0**	**315.5**	**3,262,107**	**677,461**	**539,689**	**351,267**	**206,091**	**358,773**	**104,714**
• San Francisco	647.0	.2920	34.4	14.9	18.5	15.8	33.0	315.5	3,262,107	677,461	539,689	351,267	206,091	358,773	104,714
San Mateo	**593.1**	**.2676**	**32.0**	**12.8**	**18.5**	**18.9**	**25.5**	**229.8**	**2,966,309**	**627,194**	**289,716**	**415,369**	**181,859**	**604,548**	**146,548**
Daly City	76.3	.0344	29.9	14.4	19.7	19.5	20.4	28.8	464,235	71,871	37,337	109,613	46,280	81,742	20,588
Redwood City	54.9	.0248	32.5	15.2	18.6	17.3	28.1	23.5	365,946	75,006	28,246	33,759	11,834	117,552	25,279
San Mateo	78.3	.0353	34.4	12.3	17.4	17.7	31.2	33.2	536,160	91,379	53,026	101,064	21,191	83,464	24,827

S&MM'S FOUR SURVEY ISSUES

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial Purchasing Power, published in April, provides data on total manufacturing activity at the county level, as well as local market information on 457 customer industries that buy goods and services from consumer and industrial products manufacturers.

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Source: © S&MM Survey of Buying Power, July 1980
Audit Bureau of Circulations, March 31, 1980
Publisher's Statement, subject to audit
Market Opinion Research, 1977

CAL. (cont.) ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
South San Francisco	50.7	0229	30.0	12.7	17.6	20.4	20.8	18.4	197,362	61,827	17,106	12,272	21,545	25,111	2,873
SUBURBAN TOTAL	2,247.6	1.0143	30.8	13.5	18.5	18.6	23.7	847.0	10,155,262	2,260,109	922,677	1,386,060	547,751	2,032,405	492,399
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	***4,797.9***	***2.1652***	***30.7***	***14.0***	***18.7***	***17.7***	***24.3***	***1,878.4***	***22,048,814***	***4,707,882***	***2,244,325***	***2,828,479***	***1,253,229***	***4,239,659***	***941,742***
SAN JOSE	**1,262.7**	**.5698**	**28.6**	**14.3**	**20.2**	**18.3**	**18.8**	**454.4**	**6,176,709**	**1,212,495**	**528,448**	**842,910**	**381,072**	**1,335,429**	**226,976**
Santa Clara	1,262.7	.5698	28.6	14.3	20.2	18.3	18.8	454.4	6,176,709	1,212,495	528,448	842,910	381,072	1,335,429	226,976
Mountain View	56.8	0256	29.5	18.5	27.3	15.7	19.3	26.0	412,114	69,591	30,613	118,470	31,363	36,031	22,527
Palo Alto	55.7	0251	33.2	12.8	18.4	19.2	27.5	24.4	418,299	58,465	49,139	72,687	15,339	77,425	7,346
• San Jose	603.3	.2723	27.6	14.2	21.6	17.0	17.0	209.8	2,483,466	516,223	203,570	314,839	161,845	540,534	82,948
Santa Clara	84.2	0380	28.2	16.8	19.3	18.4	18.4	30.4	643,262	99,602	44,795	111,498	42,209	174,198	31,664
Sunnyvale	106.3	0480	28.9	14.0	21.6	19.6	17.1	39.7	560,480	89,156	43,812	14,668	15,718	241,745	15,496
SUBURBAN TOTAL	659.4	.2975	29.7	14.4	19.0	19.3	20.6	244.6	3,693,243	696,272	324,878	528,071	219,227	794,895	144,028

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(ABC Publisher's Statement — 6 months ending 3/31/80)

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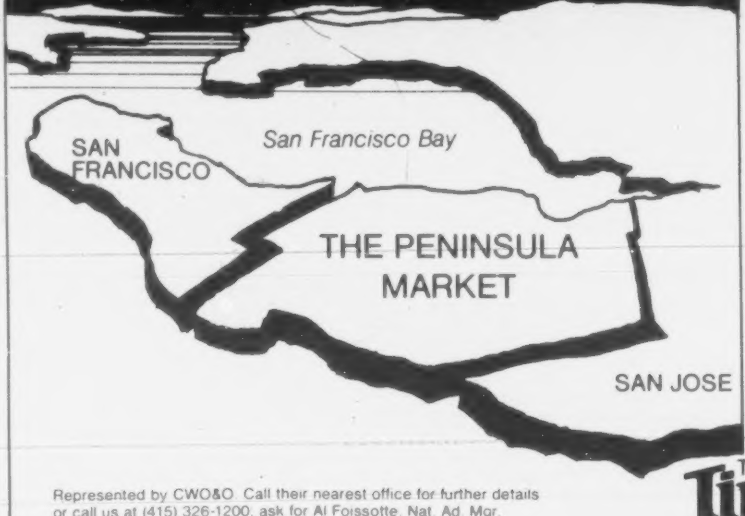

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SOURCE Sales & Marketing Management October 1979
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CAL. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1979 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
SANTA BARBARA - SANTA MARIA - LOMPOC	**297.2**	**.1342**	**29.3**	**17.1**	**17.0**	**16.5**	**23.8**	**107.6**	**1,274,736**	**260,802**	**157,682**	**117,686**	**73,680**	**201,532**	**50,019**
Santa Barbara	297.2	.1342	29.3	17.1	17.0	16.5	23.8	107.6	1,274,736	260,802	157,682	117,686	73,680	201,532	50,019
• Lompoc	24.8	.0112	26.0	19.1	20.9	16.2	15.0	8.3	94,105	23,528	7,261	12,110	5,691	18,717	2,876
• Santa Barbara	75.7	.0342	37.8	13.4	14.9	14.3	38.3	34.4	519,668	107,969	74,116	46,825	35,153	90,908	19,375
• Santa Maria	37.1	.0167	29.2	13.7	17.8	16.4	23.2	13.3	324,440	40,111	20,680	36,681	19,417	74,653	13,236
SUBURBAN TOTAL	159.6	.0721	26.9	19.4	17.1	17.6	18.5	51.6	336,523	89,194	55,625	22,070	13,419	17,254	14,532
SANTA CRUZ	**180.0**	**.0813**	**33.5**	**13.4**	**13.5**	**14.3**	**33.7**	**70.8**	**820,050**	**194,600**	**80,041**	**76,989**	**32,904**	**152,924**	**38,394**
Santa Cruz	180.0	.0813	33.5	13.4	13.5	14.3	33.7	70.8	820,050	194,600	80,041	76,989	32,904	152,924	38,394
• Santa Cruz	39.9	.0180	35.0	17.4	11.6	13.4	36.6	17.2	353,034	66,274	36,850	29,007	18,423	91,898	10,784
SUBURBAN TOTAL	140.1	.0633	33.2	12.2	14.1	14.5	32.9	53.6	467,016	128,326	43,191	47,982	14,481	61,026	27,610

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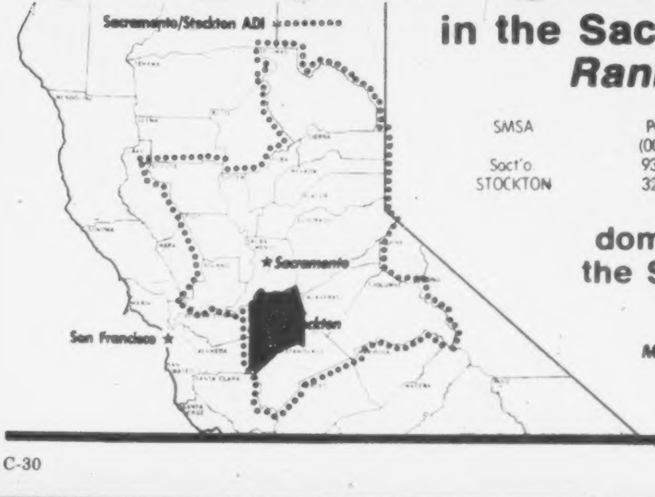
CAL. (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
SANTA ROSA	282.5	.1275	32.3	11.9	15.3	15.4	30.4	108.7	1,324,213	320,283	113,576	136,218	63,474	223,327	53,014
Sonoma	282.5	.1275	32.3	11.9	15.3	15.4	30.4	108.7	1,324,213	320,283	113,576	136,218	63,474	223,327	53,014
• Santa Rosa	77.9	.0352	34.2	12.2	14.3	15.9	33.0	32.6	586,933	103,124	48,504	107,869	40,787	88,540	30,892
SUBURBAN TOTAL	204.6	.0923	31.6	11.8	15.6	15.2	29.5	76.1	737,280	217,159	65,072	28,349	22,687	134,787	22,12
STOCKTON	322.1	.1454	31.1	12.9	14.9	16.5	27.6	109.2	1,397,761	318,716	118,791	160,418	76,513	297,589	70,201
San Joaquin	322.1	.1454	31.1	12.9	14.9	16.5	27.6	109.2	1,397,761	318,716	118,791	160,418	76,513	297,589	70,201
• Stockton	127.8	.0577	30.9	15.3	14.5	15.4	28.6	46.0	695,142	118,482	61,214	138,944	41,786	159,092	22,667
SUBURBAN TOTAL	194.3	.0877	31.2	11.3	15.4	17.3	26.9	63.2	702,619	200,234	57,577	21,474	34,727	138,497	47,534
VALLEJO - FAIRFIELD - NAPA	312.5	.1410	29.2	14.5	16.3	16.4	24.2	112.9	1,188,841	281,492	115,945	117,860	54,322	257,478	59,861
Napa	95.5	.0431	33.9	12.4	14.8	16.5	31.9	36.3	359,677	96,241	33,937	28,234	15,054	71,734	16,009
• Napa	51.0	.0230	31.4	12.4	16.8	16.7	27.2	20.7	303,077	79,074	23,840	27,809	14,053	65,824	13,524
Solano	217.0	.0979	27.5	15.4	17.2	16.4	20.7	76.6	829,164	185,251	82,008	89,626	39,268	185,744	43,852
• Fairfield	58.8	.0265	24.0	16.6	19.2	18.2	10.3	17.7	223,559	31,665	19,446	38,338	11,213	55,562	13,383
• Vallejo	73.4	.0331	30.3	14.4	14.8	15.2	27.8	28.6	334,157	70,283	21,731	44,966	18,929	96,515	16,757
SUBURBAN TOTAL	129.3	.0584	30.8	14.4	15.7	16.2	27.2	45.9	328,048	100,470	50,928	6,747	10,127	39,577	16,197
OTHER COUNTIES															
Alpine	.8	.0004	32.4	6.5	19.5	15.4	29.6	.3	1,575	297	627	108			
Amador	18.5	.0083	37.9	9.8	13.7	15.5	37.5	7.5	88,231	28,188	6,570	4,542	2,753	23,780	2,000
Butte	136.9	.0618	32.4	15.8	13.4	14.1	32.5	54.5	573,278	148,421	49,517	47,666	34,061	99,734	23,257
Calaveras	19.6	.0088	40.5	8.0	13.1	16.1	39.8	7.6	46,696	18,211	5,694	434	2,305	3,039	2,524
Colusa	13.2	.0060	33.0	10.3	14.1	16.1	31.1	5.2	40,140	13,361	5,340	1,647	1,284	4,309	3,035
Del Norte	16.6	.0074	31.4	10.1	14.5	16.7	28.0	6.6	67,992	21,361	8,840	1,655	2,104	7,388	1,567
El Dorado	81.7	.0369	33.0	10.3	15.6	18.1	28.7	32.8	359,918	93,853	42,718	8,694	12,501	39,407	25,402
Glenn	20.6	.0093	33.6	9.7	13.4	16.3	31.9	7.6	65,272	20,282	6,456	2,229	1,373	11,185	1,421
Humboldt	110.4	.0498	29.4	15.5	16.0	15.9	25.1	41.4	443,045	122,162	41,341	28,889	14,343	67,869	33,034
Imperial	94.2	.0425	27.4	11.5	14.5	16.3	22.6	30.9	336,402	93,984	24,159	45,860	9,666	50,932	18,354
Inyo	18.5	.0084	36.0	8.5	14.1	17.5	33.5	7.6	88,785	18,621	11,098	3,529	1,224	16,841	2,845
Kings	73.3	.0331	26.5	14.5	17.6	14.9	20.2	24.2	226,011	57,684	17,343	18,019	8,735	55,684	10,560
Lake	32.1	.0145	48.7	5.9	9.7	13.2	48.9	14.2	114,996	43,270	8,126	867	4,835	20,778	6,188
Lassen	20.2	.0091	31.4	13.6	14.0	17.7	27.2	7.9	74,117	20,604	6,396	2,223	1,351	15,655	6,274
Madera	53.5	.0241	30.8	10.6	13.4	15.7	28.7	19.4	181,739	50,575	17,534	3,399	6,496	34,994	9,369
Mariposa	10.0	.0045	38.9	9.9	13.0	15.5	38.6	4.1	29,593	10,156	2,107	309	300	319	689
Mendocino	65.8	.0297	32.4	9.8	14.8	16.4	29.8	24.9	306,015	84,076	31,517	13,516	9,522	51,758	19,220
Merced	129.3	.0584	27.0	13.6	15.3	16.4	21.3	43.8	432,635	108,847	37,767	42,631	16,958	86,449	21,314
Modoc	8.9	.0040	35.3	8.7	14.0	17.5	32.8	3.6	27,992	4,678	2,074	649	730	8,282	1,045
Mono	8.3	.0037	31.2	11.5	18.2	18.8	24.2	3.2	40,720	13,292	8,262	748	753	179	898
Nevada	46.4	.0209	39.5	8.3	12.2	14.9	39.6	19.9	196,045	50,670	19,650	5,432	5,373	24,059	7,192
Plumas	15.5	.0070	35.6	8.3	13.1	18.1	32.6	6.2	73,382	17,430	6,515	11,150	645	12,641	3,042
San Benito	22.1	.0100	29.0	11.7	14.2	15.3	26.2	7.9	80,604	23,364	4,028	953	1,941	12,213	3,189
San Luis Obispo	152.5	.0688	30.6	18.3	14.4	14.0	29.7	57.1	589,225	148,261	71,755	28,957	28,156	101,959	25,687
Shasta	110.0	.0496	31.2	10.9	16.2	17.3	26.5	41.9	593,977	134,771	37,753	49,327	24,690	108,593	35,422
Sierra	3.2	.0014	40.4	7.1	12.4	17.6	38.7	1.3	4,356	615	719	193		1,160	228
Siskiyou	37.7	.0171	34.3	10.3	13.9	17.6	31.5	14.9	137,309	46,809	13,786	2,174	2,951	16,246	6,840
Sutter	49.9	.0225	29.9	12.0	16.7	17.0	24.4	18.5	199,396	54,529	14,069	16,927	7,086	32,290	19,177
Tehama	37.3	.0169	32.9	10.3	15.3	16.8	30.1	14.2	142,144	32,937	9,858	4,296	2,756	36,419	3,187
Trinity	12.0	.0054	34.1	7.8	15.1	16.9	31.7	4.9	19,548	7,967	2,201	1,857	171	459	1,048
Tulare	230.5	.1040	29.2	11.8	14.8	15.2	26.3	81.0	928,269	226,206	54,305	108,914	35,203	233,381	34,275
Tuolumne	32.2	.0145	34.8	10.3	16.3	17.4	32.3	12.7	130,523	38,956	13,267	1,206	4,337	17,045	10,806
Yuba	48.7	.0219	27.1	14.2	18.4	16.2	19.3	16.5	156,977	39,516	14,681	10,352	7,441	30,811	12,527
TOTAL METRO COUNTIES	21,140.3	9.5408	30.3	13.8	17.3	17.3	24.6	8,062.7	93,613,845	20,165,752	9,064,274	11,992,426	5,140,047	18,232,811	3,483,932
TOTAL STATE	22,870.7	10.3215	30.3	13.7	17.1	17.2	24.8	8,707.0	100,410,752	21,959,706	9,660,347	12,461,778	5,392,091	19,458,469	3,835,548

STOCKTON Metro No. 2



in the Sacramento-STOCKTON ADI
Ranked 23rd Nationally

SMSA	Pop. (000)	EBI ($000)	Retail Sales ($000)	Food Sales ($000)
Sact'o	930.5	6,074,503	3,638,496	1,026,893
STOCKTON	322.1	2,167,187	1,397,761	318,716

dominated by ONE newspaper
the Stockton RECORD, reaching
141,125 adult readers

Maximum outside daily (S.F. Chron.) newspaper home coverage less than 9%

☐ © 1980 S&MM Survey of Buying Powe

Advertising Representatives: Gannett Newspaper Advertising Sales

C L.

ESTIMATES

SS EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	 B	 C	 D	Buying Power Index
ANAHEIM - SANTA ANA - GARDEN GROVE	**17,500,110**	**22,350**	**3.9**	**11.5**	**30.3**	**41.5**	**1.0361**
Orange	17,500,110	22,350	3.9	11.5	30.3	41.5	1.0361
• Anaheim	1,874,224	21,100	4.1	12.6	33.4	36.6	.1105
Buena Park	488,517	22,110	3.1	10.7	38.5	38.4	.0329
Costa Mesa	657,540	19,470	4.9	14.6	30.3	33.1	.0598
Fullerton	1,043,638	22,957	3.4	11.0	28.6	44.4	.0600
• Garden Grove	908,717	21,681	3.6	11.1	37.4	36.8	.0557
Huntington Beach	1,495,534	24,100	3.0	9.4	31.1	46.8	.0861
La Habra	404,041	21,886	3.7	11.8	32.9	39.4	.0249
Newport Beach	1,026,251	25,663	3.4	10.2	21.2	51.2	.0558
Orange	755,100	22,165	4.1	11.0	30.9	40.4	.0527
• Santa Ana	1,392,130	17,854	5.6	16.5	32.6	27.0	.0970
Westminster	559,352	22,470	3.0	10.8	34.9	40.2	.0420
SUBURBAN TOTAL	13,325,039	23,287	3.6	10.7	28.9	44.7	.7729
BAKERSFIELD	**2,313,027**	**16,209**	**6.2**	**15.3**	**29.7**	**24.2**	**.1604**
Kern	2,313,027	16,209	6.2	15.3	29.7	24.2	.1604
• Bakersfield	625,277	17,590	5.4	12.6	28.5	28.9	.0591
SUBURBAN TOTAL	1,687,750	15,799	6.5	16.2	30.2	22.5	.1013
FRESNO	**3,017,316**	**15,474**	**6.7**	**15.6**	**28.0**	**23.5**	**.2115**
Fresno	3,017,316	15,474	6.7	15.6	28.0	23.5	.2115
• Fresno	1,281,948	15,369	6.4	14.6	28.0	23.1	.0995
SUBURBAN TOTAL	1,735,368	15,552	7.0	16.4	28.0	23.7	.1120
LOS ANGELES - LONG BEACH	**61,425,789**	**18,680**	**5.1**	**14.0**	**28.5**	**32.4**	**3.5946**
Los Angeles	61,425,789	18,680	5.1	14.0	28.5	32.4	3.5946
Alhambra	555,737	17,719	5.2	14.8	30.3	28.5	.0339
Arcadia	583,262	23,465	3.6	11.8	24.7	46.1	.0340
Baldwin Park	259,726	16,562	5.4	18.1	36.2	20.6	.0158
Bellflower	423,036	17,934	4.9	15.5	34.5	25.8	.0267
Burbank	781,897	19,266	5.0	15.5	31.0	32.3	.0439
Carson	539,810	22,595	3.4	11.5	35.1	40.6	.0370
Compton	342,609	14,806	6.8	18.8	33.8	15.4	.0235
Downey	829,155	22,534	3.4	11.3	31.4	42.3	.0533
El Monte	413,070	15,041	6.7	19.6	33.3	16.9	.0302
Gardena	382,963	20,868	4.1	12.7	32.4	35.7	.0236
Glendale	1,378,020	18,505	5.1	14.5	27.4	33.0	.0808
Hawthorne	456,403	19,518	4.8	15.6	35.9	30.2	.0284
Inglewood	757,024	17,227	5.7	17.2	32.9	25.3	.0437
Lakewood	672,591	23,321	2.5	9.0	37.4	43.0	.0372
• Long Beach	3,031,198	16,210	5.7	14.2	27.0	26.7	.1726
• Los Angeles	24,344,950	16,777	5.9	15.2	26.2	29.0	1.4178
Lynwood	280,047	16,269	5.7	16.5	35.5	20.1	.0165
Montebello	412,647	19,871	4.5	13.3	31.6	34.5	.0241
Monterey Park	447,867	21,974	3.5	12.6	30.0	41.1	.0241
Norwalk	546,518	20,705	2.9	12.4	42.3	31.7	.0346
Pasadena	1,083,465	16,933	5.9	14.4	24.4	31.2	.0678
Pico Rivera	319,390	20,212	3.8	13.0	39.1	32.0	.0178
Pomona	560,660	17,044	5.8	15.6	32.1	24.8	.0396
Redondo Beach	556,688	21,352	3.8	10.8	33.0	37.5	.0328
Rosemead	260,724	16,452	5.6	16.2	33.8	21.7	.0163
Santa Monica	921,440	16,545	5.9	15.9	26.3	28.4	.0559

If the *Survey of Buying Power* is important to your work, you owe it to yourself to see and evaluate the new 1980 *Survey of Buying Power* DATA SERVICE. For more information, see the brochure in this magazine.

Buying the Los Angeles ADI?

The **INDEPENDENT/PRESS-TELEGRAM**

delivers the Long Beach EXCEPTION

THE LOS ANGELES ADI DEFINITION
Counties include: Inyo, Kern (east), Los Angeles, Orange, Riverside (west), San Bernardino (west) and Ventura.

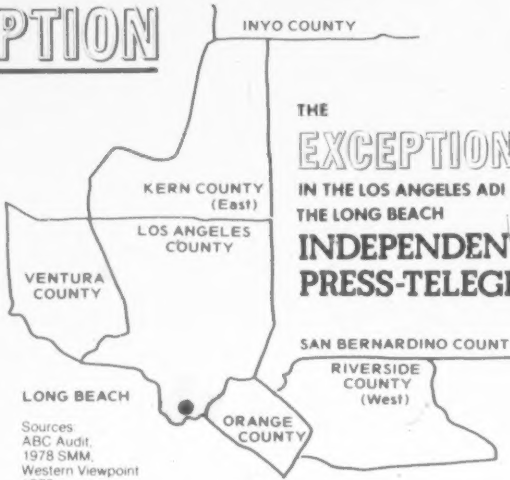
THE LOS ANGELES TIMES IS VITAL TO MOST SEGMENTS OF THE ADI.
For example: The primary market for the Los Angeles Valley News has 32% coverage by the L.A. Times. The primary market for the South Bay Breeze has 29% coverage by the L.A. Times. Even Orange County, the primary market for the Register, has 24% coverage by the L.A. Times.

THE EXCEPTION to this dominant coverage pattern by the L.A. Times...

THE INDEPENDENT/PRESS-TELEGRAM

where the L.A. Times coverage is ONLY 15.7%. This rich market is made up of 18 communities lining the Pacific Ocean. Important statistics include...
8.6% of the ADI Population and
12.1% of the ADI Retail Sales

Be Analytical... Buy the EXCEPTION in the Los Angeles ADI



Sources: ABC Audit, 1978 SMM, Western Viewpoint 1979

THE EXCEPTION IN THE LOS ANGELES ADI THE LONG BEACH INDEPENDENT PRESS-TELEGRAM

BUY THE LONG BEACH
INDEPENDENT/PRESS-TELEGRAM
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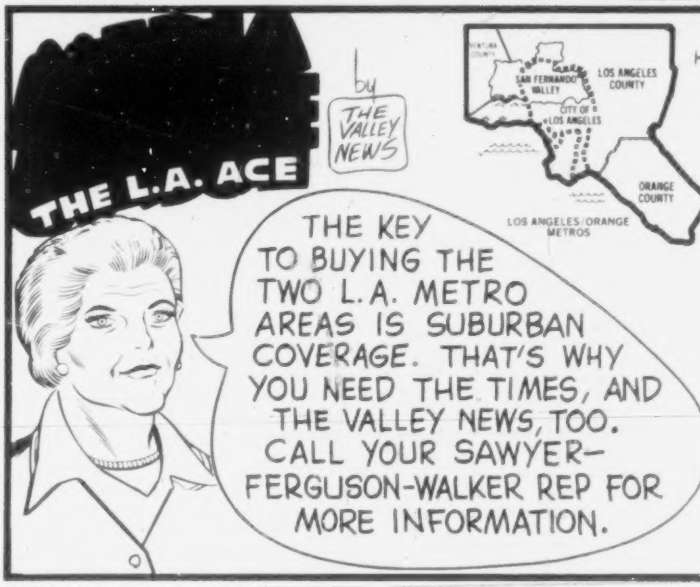
(213) 435-1161 From L.A. (213) 775-6211
Represented Nationally by KNIGHT-RIDDER Newspaper Sales


THE L.A. ACE
by THE VALLEY NEWS
VENTURA COUNTY
SAN FERNANDO VALLEY
LOS ANGELES COUNTY
CITY OF LOS ANGELES
ORANGE COUNTY
LOS ANGELES/ORANGE METROS
THE KEY TO BUYING THE TWO L.A. METRO AREAS IS SUBURBAN COVERAGE. THAT'S WHY YOU NEED THE TIMES, AND THE VALLEY NEWS, TOO. CALL YOUR SAWYER-FERGUSON-WALKER REP FOR MORE INFORMATION.

HOW TO BUY THE TWO L.A. METRO AREAS.

• Los Angeles – Long Beach Metro Area	% Circulation To Total Households in Metro Area	Cumulative % Penetration
Los Angeles Times	26%	26%
Valley News	9%	35%
Long Beach Independent Press-Telegram	5%	40%
Torrance Breeze/San Pedro News-Pilot	4%	44%
San Gabriel Tribune	2%	46%
Pasadena Star-News	2%	48%
Santa Monica Outlook	1%	49%
• Los Angeles Orange County Metro Area		
Los Angeles Times	23%	23%
Valley News	6%	29%
Orange County Metro Group	6%	35%
Long Beach Independent Press-Telegram	4%	39%
Torrance Breeze/San Pedro News-Pilot	2%	41%
San Gabriel Tribune	2%	43%

© Valley News 1980

CAL. (cont.)

ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000-$9,999 (B) $10,000-$14,999 (C) $15,000-$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
South Gate	466,634	15,436	6.6	19.0	33.6	18.1	.0261
Torrance	1,209,941	24,975	2.6	9.4	29.0	50.0	.0866
West Covina	659,815	25,338	2.3	7.7	31.4	51.2	.0422
Whittier	711,086	21,591	4.3	11.7	26.9	40.8	.0438
SUBURBAN TOTAL	34,049,641	20,290	4.4	13.1	30.3	35.8	2.0042
LOS ANGELES - LONG BEACH - ANAHEIM CONSOLIDATED AREA	***92,665,883***	***19,022***	***5.0***	***13.8***	***29.2***	***32.7***	***5.4990***
MODESTO	**1,949,321**	**17,877**	**6.2**	**13.7**	**26.4**	**31.6**	**.1208**
Stanislaus	1,949,321	17,877	6.2	13.7	26.4	31.6	.1208
• Modesto	828,476	20,479	4.6	11.4	27.1	37.4	.0581
SUBURBAN TOTAL	1,120,845	16,294	7.2	15.2	25.9	27.8	.0627
OXNARD - SIMI VALLEY - VENTURA	**3,564,208**	**19,202**	**4.8**	**14.3**	**34.6**	**29.9**	**.2205**
Ventura	3,564,208	19,202	4.8	14.3	34.6	29.9	.2205
• Oxnard	592,818	16,465	6.1	19.0	34.7	21.0	.0434
• Simi Valley	507,489	21,292	2.5	10.7	47.0	32.1	.0306
• Ventura	602,794	19,091	5.2	13.3	31.9	31.1	.0410
SUBURBAN TOTAL	1,861,107	19,482	4.8	14.0	31.8	32.4	.1055
RIVERSIDE - SAN BERNARDINO - ONTARIO	**10,175,776**	**16,209**	**6.2**	**15.6**	**29.8**	**24.0**	**.6478**
Riverside	4,406,085	15,352	6.7	15.9	28.4	22.7	.2882
• Riverside	1,193,402	18,218	5.3	13.7	30.3	29.9	.0820
San Bernardino	5,769,691	16,876	5.9	15.3	31.0	25.2	.3596
• Ontario	474,039	16,267	5.7	16.3	33.6	20.8	.0318
• San Bernardino	739,205	14,767	6.6	16.7	28.5	20.7	.0626
SUBURBAN TOTAL	7,769,130	16,087	6.4	15.7	29.7	23.8	.4714
SACRAMENTO	**7,638,407**	**18,943**	**4.9**	**13.8**	**30.2**	**32.2**	**.4797**
Placer	843,582	19,033	4.6	12.8	30.1	32.1	.0539
Sacramento	6,074,503	19,323	4.8	13.7	30.0	33.3	.3792

Who are the people with the 8th highest household income in the U.S.?

U.S. per household income

Rank	Market	Income
1	Honolulu	$29,985
2	Washington, D.C.	28,872
3	Nassau/Suffold	28,171
4	New Brunswick	26,971
5	Anaheim	26,609
6	Bridgeport	26,392
7	San Jose	25,821
8	Sacramento	25,801
9	Long Beach	25,332
10	Oxnard	24,975

The Union People are a unique, exclusive segment of the Sacramento Primary Market Area.

The Union's growth and readership make it a Must Sacramento Buy. The Union has passed 112,000 in May 1980, with a readership over 350,000.

Sacramento is the West's only large Metro market where 2 newspapers compete head-to-head in the morning. Duplication is low. Newspaper loyalty is high. Combined, the two newspapers deliver a daily 70% penetration of the PMA, the highest of any major western r ty.

We're The Union People

The Sacramento Union
California's new basic buy.

Sacramento is an upscale market.

A large government and military presence combine with a strong agricultural base to make it virtually recession-proof. It is a market that has been growing rapidly since 1967, and will reach 1 million population in 1980.

During the period 1967 - 80, the Sacrament PMA has grown 58%. The Union kept pace with a 50% growth, while the other morning paper grew only 14%.

The Union is the newspaper with the proven track record of growth. The Union understands and has grown with the market. Its competitor commands a steadily-shrinking share of the PMA (down from 60% to 43% in 12 years).

No newspaper delivers all of Sacramento. Sacramento is a two-newspaper town.

The Union People should be your people too.

SOURCE: ABC Audit Reports for 12 months ending March 31, 1967 and 1980; calculations by The Sacramento Union (Marketing Research Department). Marketing Economics Guide, 1978 - 79 (Marketing Economics Institute, Inc.)

CAL. (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000-$9,999 (B) $10,000-$14,999 (C) $15,000-$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
• Sacramento	2,127,627	16,423	5.9	15.0	27.1	27.2	.1331
Yolo	720,322	16,353	6.0	15.7	30.4	24.4	.0466
SUBURBAN TOTAL	5,510,780	19,978	4.5	13.3	31.5	34.4	.3466
SALINAS - SEASIDE - MONTEREY	**1,886,774**	**17,923**	**5.6**	**15.7**	**30.2**	**29.1**	**.1234**
Monterey	1,886,774	17,923	5.6	15.7	30.2	29.1	.1234
• Monterey	212,460	18,716	5.5	15.0	31.7	30.4	.0162
• Salinas	523,299	18,835	4.9	13.4	31.0	31.1	.0395
• Seaside	193,121	14,232	7.3	22.6	32.3	14.3	.0140
SUBURBAN TOTAL	957,894	18,327	5.7	15.7	29.0	31.0	.0537
SAN DIEGO	**14,125,990**	**16,763**	**6.1**	**16.3**	**30.7**	**25.1**	**.8566**
San Diego	14,125,990	16,763	6.1	16.3	30.7	25.1	.8566
Chula Vista	657,276	17,540	5.0	16.5	33.8	25.1	.0403
El Cajon	527,871	17,421	5.4	14.8	34.5	24.3	.0469
National City	291,532	13,886	8.1	21.3	31.7	13.3	.0250
Oceanside	479,960	14,770	7.8	18.5	29.2	20.0	.0298

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000-$9,999 (B) $10,000-$14,999 (C) $15,000-$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
• San Diego	6,731,941	16,264	6.3	16.5	28.8	25.2	.4003
SUBURBAN TOTAL	7,394,049	17,192	6.0	16.2	32.3	25.1	.4563
SAN FRANCISCO - OAKLAND	**30,883,788**	**20,827**	**4.3**	**12.1**	**28.0**	**38.1**	**1.7410**
Alameda	10,000,558	19,907	4.6	12.2	28.6	35.3	.5680
Alameda	647,939	19,202	5.0	14.5	28.3	34.6	.0347
Berkeley	982,838	14,975	6.5	15.4	24.0	25.9	.0559
Fremont	1,036,897	25,291	2.1	6.7	32.9	51.1	.0633
Hayward	760,246	21,082	3.6	12.1	36.5	35.2	.0558
• Oakland	2,834,899	15,871	5.8	14.8	27.1	25.6	.1600
San Leandro	685,244	22,569	4.0	10.5	30.8	42.0	.0423
Contra Costa	5,656,145	22,739	3.5	10.1	30.1	42.7	.3226
Concord	818,587	23,331	3.1	9.4	34.5	43.4	.0541
Richmond	532,536	17,984	5.1	13.9	32.7	27.0	.0319
Marin	2,457,547	24,844	3.4	10.0	24.9	49.5	.1336

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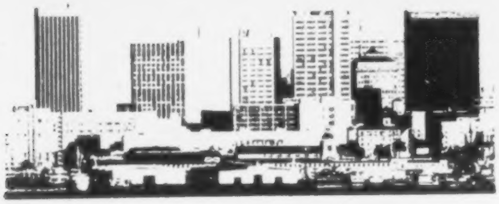
HELLO UNION-TRIBUNE.



FACT: Southern California is America's Number One Marketplace.

FACT: You can't cover Southern California without San Diego.

FACT: No one covers San Diego better than the Union-Tribune.

MORE FACTS: Call our National Representatives, Sawyer-Ferguson-Walker for 7 books about San Diego . . . the Market Overview ☐ Automotive ☐ Travel ☐ Liquor ☐ Books ☐ Groceries ☐ Business Activity ☐ and samples of the best 4 color work ever.

The San Diego Union
The Evening Tribune

Copley Newspapers represented by Sawyer-Ferguson-Walker

CAL. (cont.) ESTIMATES	SS EFFECTIVE BUYING INCOME 1979						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
San Francisco	6,507,832	16,518	5.5	15.9	26.6	28.2	.3696
• San Francisco	6,507,832	16,518	5.5	15.9	26.6	28.2	.3696
San Mateo	6,261,706	24,475	3.0	9.8	27.8	48.4	.3472
Daly City	673,469	22,316	3.2	11.6	34.0	40.1	.0434
Redwood City	533,284	21,376	3.9	13.1	30.2	38.2	.0338
San Mateo	859,046	23,681	3.6	10.5	27.7	45.9	.0517
South San Francisco	443,947	23,132	2.7	9.8	34.5	42.8	.0250
SUBURBAN TOTAL	21,541,057	23,082	3.5	10.3	28.7	44.0	1.2114
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	***45,413,182***	***21,602***	***4.1***	***11.7***	***27.6***	***40.3***	***2.5808***
SAN JOSE	**12,269,228**	**24,883**	**3.2**	**9.4**	**26.1**	**49.6**	**.7016**
Santa Clara	12,269,228	24,883	3.2	9.4	26.1	49.6	.7016
Mountain View	653,042	23,465	3.4	11.6	29.2	45.3	.0392
Palo Alto	734,314	26,540	3.6	9.5	21.1	53.1	.0419
• San Jose	5,239,910	23,931	3.4	9.7	27.3	46.7	.3003
Santa Clara	775,477	24,373	3.4	10.3	26.5	48.1	.0533
Sunnyvale	1,084,542	26,265	2.6	8.6	26.9	53.8	.0620
SUBURBAN TOTAL	7,029,318	25,829	3.1	9.2	24.8	52.3	.4013

ESTIMATES	SS EFFECTIVE BUYING INCOM 1979						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buyi Powe Inde
			A	B	C	D	
SANTA BARBARA - SANTA MARIA - LOMPOC	**2,486,056**	**20,036**	**5.2**	**12.9**	**26.9**	**36.9**	**.146**
Santa Barbara	2,486,056	20,036	5.2	12.9	26.9	36.9	.146
• Lompoc	173,228	19,704	5.9	12.9	31.3	32.8	.010
• Santa Barbara	699,079	16,563	5.8	14.7	25.6	29.0	.046
• Santa Maria	294,204	20,469	5.2	12.0	30.3	36.0	.023
SUBURBAN TOTAL	1,319,545	22,391	4.6	11.9	26.4	43.0	.066
SANTA CRUZ	**1,294,758**	**15,044**	**6.2**	**14.3**	**24.9**	**25.2**	**.0841**
Santa Cruz	1,294,758	15,044	6.2	14.3	24.9	25.2	.0841
• Santa Cruz	284,664	12,476	6.7	14.3	21.7	21.4	.0243
SUBURBAN TOTAL	1,010,094	15,903	6.1	14.3	25.9	26.4	.0598
SANTA ROSA	**2,130,485**	**17,078**	**5.6**	**13.2**	**28.4**	**27.2**	**.1360**
Sonoma	2,130,485	17,078	5.6	13.2	28.4	27.2	.1360
• Santa Rosa	672,320	18,537	5.4	12.5	26.4	32.0	.0476
SUBURBAN TOTAL	1,458,165	16,528	5.7	13.5	29.3	25.2	.0884

Need to know more? Go deeper? Develop a finer analysis?
The new 1980 *Survey of Buying Power* DATA SERVICE can help.
For more information, see the brochure in this magazine.

The Unbeatable Combination...

35
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G
CONTRA COSTA COUNTY
San Francisco
SAN FRANCISCO COUNTY
Pacific Ocean
San Jose

The Golden Gate Suburban Group, the "Unbeatable Combination," delivers over 200,000 affluent Bay Area households.

The Golden Gate Suburban Group, with 203,522 circulation in California's highest income county, Marin, California's second highest income county, San Mateo and the affluent suburban areas of Southern Alameda County, delivers the "Cream-of-the-Crop," of the San Francisco/Oakland SMSA.

The GGSG is the "Unbeatable Combination" because it takes the best of the nation's seventh largest SMSA, and gives it to you in one easy package, a 1-order, 1-bill, newspaper buy with a 6% discount, plus a Newsplan discount.

GOLDEN GATE SUBURBAN GROUP

The Golden Gate Suburban Group Market:

Population	1,321,500
Households	487,100
Effective Buying Income Per Household	$23,648
Total Effective Buying Income	$11.5 Billion
Total Retail Sales	$5.8 Billion

The Golden Gate Suburban Group newspapers:

THE INDEPENDENT-JOURNAL, serves Marin County, ABC daily paid circulation: 45,644

THE SAN MATEO TIMES, the only daily newspaper published in San Mateo County, ABC daily paid circulation: 48,002.

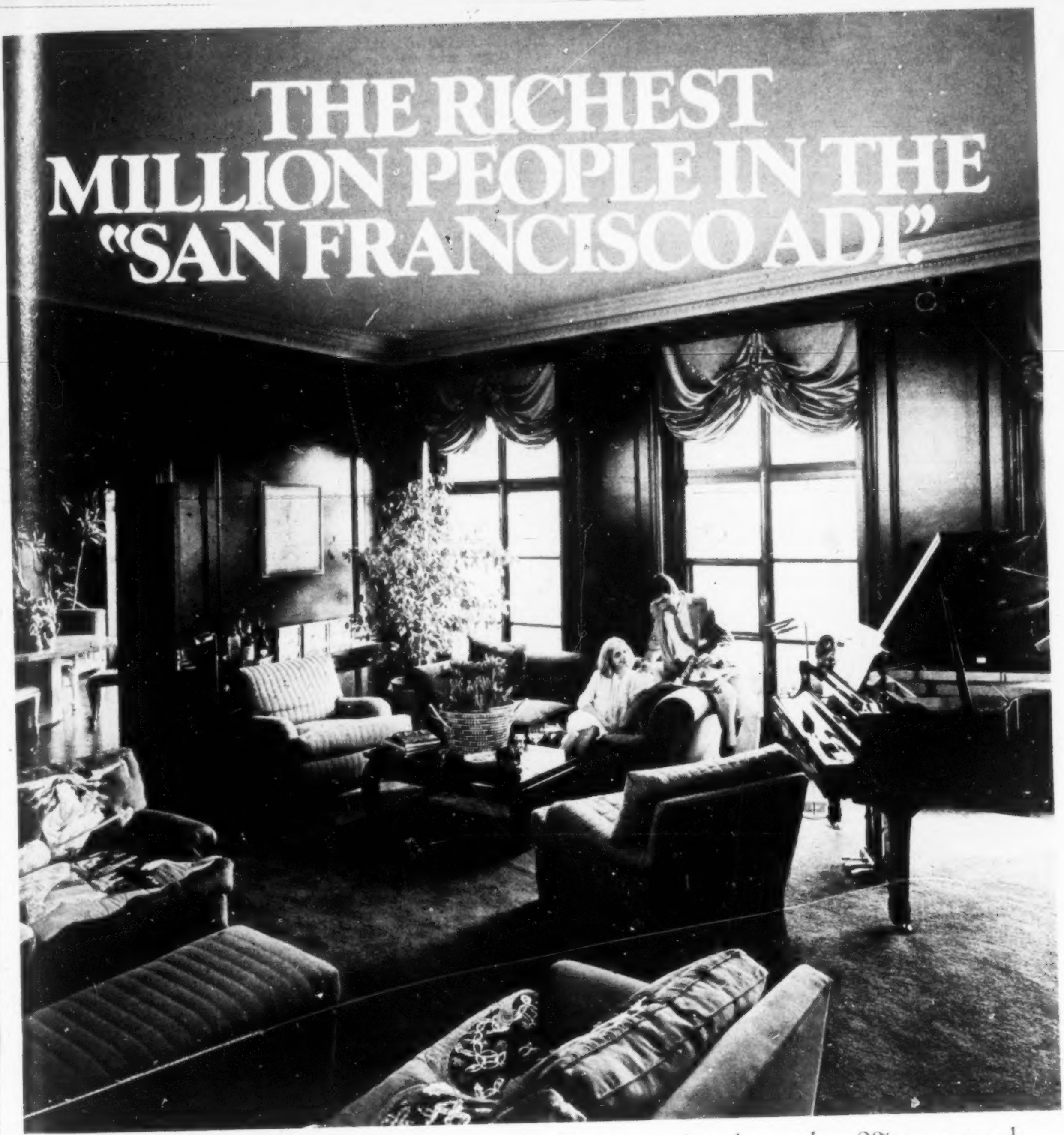
ALAMEDA COUNTY BAY SPARKS NEWSPAPERS, serves Southern Alameda County, The Hayward Daily Review, ABC daily paid circulation: 42,922. The Fremont-Newark Argus ABC daily paid circulation: 18,359. The Livermore Tri-Valle Herald, ABC daily paid circulation: 14,506. The Danvill Tri-Valley News, Published Wednesday, Friday and Sunday verified audited circulation: 34,089.

Total GGSG Circulation: 203,522.

The GGSG is a 1-order, 1-bill newspaper buy. The rate $2.16 per line, representing a 6% discount, plus a Newspla discount. Insertion orders are to be sent to: Golden Ga Suburban Group, c/o California Newspaper Markets, P. Box 1427, Burlingame, California 94010, (415) 342-943

Printing materials are to be sent to individual paper Independent-Journal (1 set), 1040 "B" Street, San Rafa CA 94902; San Mateo Times (1 set), 1080 So. Amphle Blvd., San Mateo, CA 94402; The Sparks Newspapers sets), P. O. Box 5050, Hayward, CA 94540.

Represented by California Newspaper Markets, Burlingam California and Western Dailies, New York, Detroit a Chicago.



Santa Clara County's 1.2 million people have an average household EBI of $24,673, the highest in the ADI.*

The Mercury News really reaches The San Jose SMSA (Santa Clara County): 54% daily, 5-issue reach 69%. The San Francisco Chronicle/Examiner barely reaches 9% on a good day. That's why the Mercury News is #1 in display, classified and total linage in the Bay Area.

THE SAN JOSE MERCURY NEWS

Reaching California's richest
million people.

*Among major counties. Sources: Sales and Marketing Management Survey of Buying Power, 1979. San Jose "CMS," 1978-79, Belden Associates. Represented by Knight-Ridder Newspaper Sales.

CAL. (cont.)

ESTIMATES

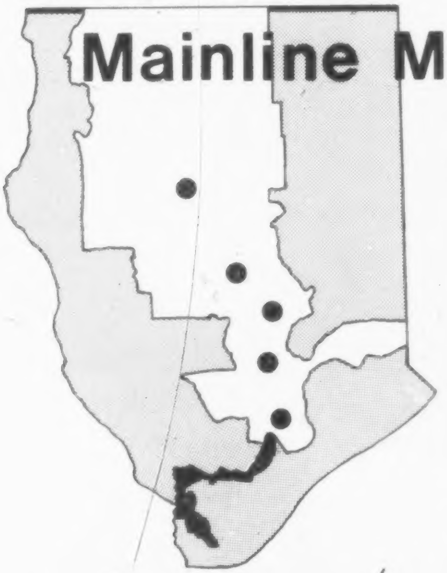
EFFECTIVE BUYING INCOME 1979

% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
STOCKTON	**2,167,187**	**17,558**	**5.4**	**13.0**	**30.0**	**27.6**	**.1432**
San Joaquin	2,167,187	17,558	5.4	13.0	30.0	27.6	.1432
• Stockton	879,431	16,475	5.7	12.7	28.2	25.8	.0622
SUBURBAN TOTAL	1,287,756	18,265	5.2	13.2	31.6	28.7	.0810
VALLEJO - FAIRFIELD - NAPA	**2,260,166**	**17,865**	**5.4**	**15.1**	**31.7**	**27.5**	**.1382**
Napa	623,846	15,879	5.9	15.8	33.8	19.2	.0400
• Napa	352,674	16,231	5.6	16.1	35.5	18.8	.0257
Solano	1,636,320	19,011	5.2	14.7	30.5	31.5	.0982
• Fairfield	406,426	20,378	3.8	15.1	33.4	34.9	.0254
• Vallejo	574,294	18,703	5.3	14.4	30.7	29.7	.0357
SUBURBAN TOTAL	926,772	17,176	6.0	15.0	29.7	27.3	.0514
OTHER COUNTIES							
Alpine	4,809	13,625	7.3	20.0	27.0	19.3	.0003
Amador	124,906	14,719	6.4	19.0	30.9	18.0	.0085
Butte	912,884	13,726	7.6	15.5	25.8	20.3	.0599
Calaveras	123,339	13,711	6.9	17.4	28.1	17.1	.0071
Colusa	93,210	14,335	7.4	18.0	28.8	18.8	.0055
Del Norte	108,793	15,137	6.0	18.5	34.1	16.4	.0072
El Dorado	584,883	16,007	6.6	15.6	31.4	22.3	.0375
Glenn	133,264	15,026	6.6	18.3	29.3	20.8	.0084
Humboldt	827,301	17,751	5.3	13.1	31.4	27.6	.0503
Imperial	510,436	14,043	7.6	18.9	28.1	18.4	.0357
Inyo	146,031	17,769	4.3	12.5	33.0	25.5	.0092
Kings	435,392	14,853	7.0	18.9	28.5	21.0	.0278
Lake	174,923	9,379	9.6	16.5	21.0	9.6	.01
Lassen	123,001	13,863	7.2	21.2	31.5	13.4	.00
Madera	337,109	14,425	7.9	16.7	27.0	21.2	.02
Mariposa	48,387	9,911	9.7	21.5	23.0	5.1	.00
Mendocino	444,083	15,674	6.3	15.7	30.6	21.7	.029
Merced	776,864	14,966	6.9	18.7	28.2	21.7	.050
Modoc	54,188	13,230	9.5	16.7	30.0	13.0	.003
Mono	49,129	15,175	5.3	18.2	39.4	11.5	.003
Nevada	318,849	13,845	6.8	18.3	28.8	16.8	.020
Plumas	109,685	15,962	5.1	18.1	34.8	18.9	.007
San Benito	160,156	17,391	5.4	15.2	29.5	28.2	.009
San Luis Obispo	988,838	14,332	7.1	15.6	28.6	19.5	.064
Shasta	791,359	17,229	5.6	14.3	31.2	25.9	.054
Sierra	22,963	13,755	6.0	17.6	23.6	21.7	.001
Siskiyou	282,435	17,204	5.2	13.6	33.8	24.2	.0167
Sutter	359,094	16,749	6.7	15.8	29.3	26.4	.0223
Tehama	237,871	14,960	6.0	18.0	31.5	18.4	.0156
Trinity	78,942	15,350	6.4	15.6	38.0	13.4	.0042
Tulare	1,410,959	14,358	7.9	17.5	26.8	21.2	.0957
Tuolumne	184,406	12,940	6.3	20.3	29.5	12.3	.0130
Yuba	241,189	12,161	9.2	24.1	24.8	11.9	.0172
TOTAL METRO COUNTIES	**177,088,386**	**19,162**	**5.0**	**13.6**	**28.8**	**33.3**	**10.5423**
TOTAL STATE	**188,288,064**	**18,811**	**5.1**	**13.8**	**28.9**	**32.4**	**11.2746**

Northern California's

Mainline Markets



	FLAT RATE	GROUP RATE
REDDING RECORD SEARCHLIGHT	.48	.42
CHICO ENTERPRISE RECORD	.32	.29
OROVILLE MERCURY REGISTER	.23	.19
MARYSVILLE APPEAL DEMOCRAT	.30	.27
SACRAMENTO THE UNION	1.18	.91
TOTAL	2.51	2.08

Rate effective July 1, 1980
Guaranteed to January 1, 1981

save

17%

Northern California's
largest discount group

Over 200,000
daily circulation

11 counties
534,300 households

Branham

NEWSPAPER SALES

Allowance should be made for the 6 column format in Reddin

COLORADO

COLO. S&M ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
COLORADO SPRINGS	**298.8**	**.1348**	**24.7**	**19.5**	**17.1**	**16.0**	**16.2**	**99.4**	**1,210,363**	**230,420**	**99,878**	**147,944**	**68,906**	**280,040**	**23,958**
El Paso	291.3	.1314	24.6	19.8	17.1	16.0	15.9	96.4	1,192,706	226,827	98,185	147,540	68,629	279,385	23,363
• Colorado Springs	191.9	.0866	26.4	16.2	17.7	16.0	18.7	70.4	1,076,322	202,362	84,150	136,614	61,803	271,661	21,437
Teller	7.5	.0034	31.3	8.1	16.9	17.9	25.9	3.0	17,657	3,593	1,693	404	277	655	595
SUBURBAN TOTAL	106.9	.0482	23.3	25.5	16.0	16.0	11.6	29.0	134,041	28,058	15,728	11,330	7,103	8,379	2,521
DENVER - BOULDER	**1,584.0**	**.7150**	**29.0**	**13.9**	**19.2**	**18.2**	**20.2**	**571.6**	**7,176,249**	**1,503,407**	**714,815**	**919,879**	**347,000**	**1,514,337**	**180,985**
Adams	244.3	.1103	26.8	12.3	21.2	19.1	13.5	76.1	1,062,208	276,214	74,839	170,455	33,970	189,084	18,430
Arapahoe	268.7	.1213	28.6	11.9	18.7	20.7	17.4	91.6	1,547,329	244,163	113,128	261,917	52,069	455,130	32,573
Aurora	143.2	.0646	26.8	18.1	21.1	18.3	14.5	48.5	730,236	165,681	53,182	146,005	25,032	123,001	12,445
Boulder	179.0	.0808	27.2	20.1	20.6	16.0	18.0	66.1	827,695	177,108	78,435	58,129	47,140	169,648	28,394
• Boulder	90.3	.0408	25.0	28.9	20.4	13.4	16.1	34.0	405,417	86,627	44,874	31,535	26,633	65,804	11,084
Denver	501.1	.2262	30.8	16.2	17.7	15.2	27.3	206.4	2,132,223	459,443	301,541	206,702	147,268	310,275	54,144
• Denver	501.1	.2262	30.8	16.2	17.7	15.2	27.3	206.4	2,132,223	459,443	301,541	206,702	147,268	310,275	54,144
Douglas	25.0	.0113	29.5	8.2	17.3	19.8	20.6	7.7	35,752	12,659	2,682	316	908	7,975	1,512
Gilpin	2.3	.0010	34.3	9.5	15.7	17.9	30.9	1.0	3,771	432	1,692	51		57	47
Jefferson	363.6	.1641	29.4	10.7	20.2	20.6	18.1	122.7	1,567,271	333,388	142,498	222,309	65,645	382,168	45,885
Arvada	82.9	.0374	27.9	8.1	21.3	22.3	12.7	25.0	237,834	59,842	20,913	35,323	6,398	18,321	6,004
Lakewood	140.5	.0634	29.5	10.6	21.6	20.6	17.4	48.1	768,237	97,875	64,220	154,308	47,285	252,599	16,233
SUBURBAN TOTAL	992.6	.4480	28.5	11.4	19.9	20.1	17.0	331.2	4,638,609	957,337	368,400	681,642	173,099	1,138,258	115,757
FORT COLLINS	**136.7**	**.0617**	**26.5**	**22.1**	**17.3**	**13.6**	**21.8**	**48.7**	**632,294**	**122,989**	**58,634**	**59,812**	**33,732**	**138,705**	**15,130**
Larimer	136.7	.0617	26.5	22.1	17.3	13.6	21.8	48.7	632,294	122,989	58,634	59,812	33,732	138,705	15,130
• Fort Collins	69.3	.0313	23.9	33.5	16.0	11.4	17.6	23.8	369,948	77,247	33,621	54,301	20,015	79,230	5,278
SUBURBAN TOTAL	67.4	.0304	30.7	10.4	18.4	16.0	26.0	24.9	262,346	45,742	25,013	5,511	13,717	59,475	9,852
GREELEY	**115.2**	**.0520**	**27.2**	**18.0**	**16.2**	**15.0**	**22.4**	**39.1**	**355,967**	**78,383**	**31,762**	**43,171**	**18,536**	**68,840**	**8,042**
Weld	115.2	.0520	27.2	18.0	16.2	15.0	22.4	39.1	355,967	78,383	31,762	43,171	18,536	68,840	8,042
• Greeley	50.1	.0226	25.0	26.8	15.7	13.0	21.1	17.3	266,091	62,835	16,173	42,641	12,629	54,342	6,301
SUBURBAN TOTAL	65.1	.0294	28.8	11.4	16.4	16.6	23.3	21.8	89,876	15,548	15,589	530	5,907	14,498	1,741
PUEBLO	**123.4**	**.0557**	**30.0**	**13.5**	**14.8**	**17.1**	**25.5**	**43.7**	**467,567**	**110,584**	**39,963**	**68,912**	**23,956**	**102,051**	**10,653**
Pueblo	123.4	.0557	30.0	13.5	14.8	17.1	25.5	43.7	467,567	110,584	39,963	68,912	23,956	102,051	10,653
• Pueblo	103.7	.0468	30.6	13.5	14.2	17.5	26.3	37.3	432,332	104,135	37,624	58,015	21,103	100,243	9,966
SUBURBAN TOTAL	19.7	.0089	27.6	13.4	17.9	15.1	21.6	6.4	35,235	6,449	2,339	10,897	2,853	1,808	687

IN DENVER AND COLORADO, LET'S TALK ABOUT THE NEWS . . . FIRST! *

FIRST . . . in total Daily circulation
FIRST . . . in total City Zone circulation
FIRST . . . in 7-county SMSA
FIRST . . . in 14-county PMA
FIRST . . . in 38-county ADI
FIRST . . . in Colorado Daily circulation

*A.B.C. AUDIT REPORTS SEPTEMBER 30, 1979
*A.B.C. PUBLISHER STATEMENTS MARCH 31, 1980

We continue to gain. The afternoon paper continues to lose. And, we're rapidly approaching 300,000 in total Sunday circulation!

We're also FIRST in weekday readership of adults, men and women 18-24, 25-34, 35-44, 45-54*

FIRST in household income brackets $10,000-$14,999; $15,000-$19,999; $20,000-$24,999; $25,000 and over.

FIRST in most other categories.

*Belden Continuing Market Study, Denver, 1980

When you think of advertising to Denver and the hub of the Rocky Mountain West, think of the News FIRST.

Our readers do.

Rocky Mountain News
A Scripps-Howard Newspaper
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ATLANTA-NEW YORK-BOSTON-SAN FRANCISCO-CHICAGO-DALLAS-LOS ANGELES-PHILADELPHIA-DETROIT

COLO. (cont.)

S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROU 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Dru ($00
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
OTHER COUNTIES															
Alamosa	11.3	.0051	25.2	21.9	15.0	13.6	21.6	3.8	54,884	12,608	4,715	7,825	4,229	8,638	[illegible]
Archuleta	4.0	.0018	28.5	11.0	16.2	16.3	23.1	1.2	10,868	2,675	839	56	122	1,542	[illegible]
Baca	5.5	.0024	34.1	9.8	13.5	17.6	31.2	2.1	15,179	2,097	725	729	55	2,881	[illegible]
Bent	6.0	.0027	37.0	10.0	12.0	17.8	34.6	2.2	13,689	2,823	594	700		2,214	[illegible]
Chaffee	12.4	.0056	31.8	10.5	15.4	17.2	27.9	4.6	60,922	16,884	4,881	2,517	728	11,520	[illegible]
Cheyenne	2.4	.0011	32.9	10.2	13.6	15.4	31.8	.7	5,921	2,726	537		378	629	[illegible]
Clear Creek	5.4	.0024	30.0	9.6	21.0	16.3	23.2	2.0	21,385	6,494	4,380	471	133	728	[illegible]
Conejos	7.5	.0034	26.9	11.3	12.5	14.4	25.4	2.0	11,010	4,358	394	58		344	[illegible]
Costilla	3.2	.0015	29.5	12.2	12.4	13.3	29.8	1.2	2,736	1,223	350	141	31		[illegible]
Crowley	2.8	.0012	39.6	8.4	11.1	15.5	39.3	1.0	3,174	589	265		57	1,102	[illegible]
Custer	1.4	.0007	41.3	7.0	9.9	17.0	40.1	.6	1,008	386	114	47		57	
Delta	20.3	.0091	40.8	7.6	10.7	14.5	41.1	8.2	62,175	16,050	3,441	2,031	1,482	16,452	[illegible]
Dolores	1.7	.0007	30.4	10.2	14.6	16.0	26.7	.7	3,483	411	231			2,131	
Eagle	13.4	.0061	26.9	14.7	21.5	15.4	17.2	4.4	90,151	20,743	19,782	450	972	566	[illegible]
Elbert	6.6	.0030	35.1	7.3	14.1	16.4	33.7	2.3	6,841	1,764	706	65	80	166	[illegible]
Fremont	27.4	.0124	37.3	9.5	13.5	15.6	36.8	10.1	74,146	19,111	7,151	4,903	3,735	11,992	1,974
Garfield	20.6	.0093	31.4	11.8	15.5	16.1	28.2	8.0	110,363	24,194	7,798	1,383	3,262	30,062	6,115
Grand	6.5	.0030	30.1	9.7	14.6	19.4	23.5	2.7	32,444	8,198	5,085	839	128	3,362	825
Gunnison	9.3	.0041	23.5	36.7	14.2	12.8	15.2	3.2	41,715	15,220	6,576	220	1,358	5,028	513
Hinsdale	.7	.0004	38.3	4.0	15.3	19.6	34.6	.2	1,722		262	60		67	97
Huerfano	6.1	.0027	38.6	7.7	12.1	14.8	38.7	2.4	17,097	5,328	1,295	140	423	2,420	706
Jackson	1.7	.0007	29.9	11.9	21.2	16.8	22.3	.6	6,066	2,371	898		34	970	112
Kiowa	2.3	.0010	33.5	8.5	15.7	16.0	31.7	.8	4,013	768	638		260	127	220
Kit Carson	7.3	.0033	32.0	9.0	16.0	16.2	29.0	2.7	29,897	7,944	1,195	741	1,106	5,526	1,122
Lake	8.2	.0037	27.3	13.7	21.6	18.3	15.0	2.9	26,948	8,864	3,535	608	631	5,366	912
La Plata	26.5	.0120	28.8	15.6	13.1	16.0	25.9	8.8	121,106	28,438	14,403	9,020	4,935	14,233	2,273
Las Animas	15.3	.0069	35.0	13.7	10.6	13.8	36.1	6.0	41,272	12,784	2,895	3,508	624	8,118	1,142
Lincoln	4.6	.0020	36.9	7.8	13.8	16.6	35.5	1.8	24,792	3,702	3,262	411	454	6,739	893
Logan	19.7	.0089	30.0	14.6	14.3	16.5	26.3	7.2	85,420	16,922	6,031	6,916	4,177	18,431	1,148
Mesa	72.9	.0329	32.0	11.9	14.3	16.5	29.2	27.1	371,590	70,699	26,492	46,241	20,708	81,745	4,945
Mineral	.9	.0004	30.4	13.2	23.6	16.4	22.7	.4	2,052	1,059	157				60
Moffat	11.7	.0053	30.8	8.4	16.4	17.6	25.6	4.2	68,572	19,867	5,866	2,754	517	18,106	2,478
Montezuma	15.5	.0070	30.5	9.1	15.1	17.4	25.8	5.6	78,968	17,867	8,783	4,877	3,124	18,380	2,745
Montrose	22.1	.0100	32.0	8.6	15.8	17.7	27.5	7.7	97,067	22,646	7,343	4,016	2,586	19,327	3,435
Morgan	21.3	.0096	31.9	9.7	15.2	16.5	28.7	7.8	89,706	16,048	7,275	8,426	1,139	20,349	643
Otero	24.0	.0108	31.7	11.4	13.9	15.3	30.2	8.7	70,939	20,648	4,376	5,542	3,501	13,839	2,028
Ouray	2.0	.0009	33.4	7.7	16.6	15.8	31.6	.8	3,642	293	965	123	33	61	59
Park	5.2	.0024	32.9	6.8	15.3	19.1	27.7	2.0	6,973	1,802	881	60	79	62	212
Phillips	4.5	.0020	38.4	7.4	12.6	16.3	37.4	2.0	14,580	2,194	666	2,316	131	5,118	1,105
Pitkin	11.6	.0052	28.0	17.0	28.9	18.3	11.6	4.4	107,447	13,505	24,417		5,291	1,303	4,941
Prowers	13.2	.0060	29.7	12.3	15.3	15.0	26.9	4.7	59,451	16,030	4,648	5,503	2,515	8,492	2,365
Rio Blanco	5.2	.0023	29.3	14.6	15.0	18.0	23.4	2.1	16,297	5,396	2,358	58	536	440	264
Rio Grande	10.5	.0048	30.8	10.5	13.9	15.9	28.3	3.6	33,576	11,205	1,580	677	2,493	6,083	957
Routt	11.7	.0053	29.7	11.8	16.6	16.0	25.2	4.7	58,106	12,726	7,242	1,214	1,348	5,393	2,552
Saguache	4.5	.0020	29.6	11.3	13.9	15.2	27.2	1.3	6,971	1,589	584		32	2,232	458
San Juan	1.0	.0004	27.3	13.0	15.1	18.1	20.3	.3	2,990	475	375				
San Miguel	2.9	.0014	29.5	9.6	17.7	15.8	24.5	1.1	10,401	2,304	1,640	211	224	1,831	589
Sedgwick	3.6	.0016	37.2	7.9	11.6	16.8	35.7	1.4	17,559	4,148	1,657	299	595	4,656	374
Summit	6.7	.0030	27.0	12.0	23.7	15.9	15.1	2.5	55,112	14,496	13,887	983	655	1,097	938
Washington	5.3	.0024	36.0	8.1	14.1	18.1	33.1	2.0	13,676	5,084	453	980	92	1,016	411
Yuma	9.4	.0042	37.1	8.0	13.4	16.0	36.2	3.8	31,743	7,000	2,057	3,758	1,257	7,729	568
TOTAL METRO COUNTIES	**2,258.1**	**1.0192**	**28.2**	**15.3**	**18.4**	**17.4**	**20.2**	**802.5**	**9,842,440**	**2,045,783**	**945,052**	**1,239,718**	**492,130**	**2,103,973**	**238,764**
TOTAL STATE	**2,783.9**	**1.2564**	**28.7**	**14.7**	**17.8**	**17.2**	**21.7**	**995.1**	**12,040,285**	**2,558,439**	**1,171,732**	**1,371,595**	**568,380**	**2,482,639**	**297,416**

COLO.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
COLORADO SPRINGS	**1,865,088**	**15,535**	**7.0**	**19.8**	**32.1**	**20.1**	**.1254**
El Paso	1,824,915	15,656	7.0	19.7	32.1	20.5	.1229
• Colorado Springs	1,229,991	15,359	6.9	19.0	31.8	19.6	.0917
Teller	40,173	12,067	9.9	23.9	26.9	10.3	.0025
SUBURBAN TOTAL	635,097	15,926	7.4	21.7	32.5	21.6	.0337
DENVER - BOULDER	**13,022,633**	**20,369**	**4.5**	**13.0**	**31.8**	**35.3**	**.7878**
Adams	1,629,082	20,142	3.8	13.8	42.2	29.5	.1082
Arapahoe	2,145,596	20,987	4.5	13.0	33.8	36.3	.1429
Aurora	1,071,695	19,976	4.5	15.9	37.4	31.5	.0707
Boulder	1,571,639	21,499	4.5	11.3	27.0	40.1	.0926
• Boulder	799,400	20,337	5.1	11.8	24.8	38.8	.0465
Denver	4,479,502	18,034	5.5	14.4	27.8	31.5	.2558
• Denver	4,479,502	18,034	5.5	14.4	27.8	31.5	.2558
Douglas	122,843	14,608	6.9	22.0	33.9	14.2	.0073

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buyi Pow Inde
			A	B	C	D	
Gilpin	12,392	10,779	2.6	21.2	21.8	12.3	[illegible]
Jefferson	3,061,579	23,249	3.1	10.3	33.2	43.6	[illegible]
Arvada	602,904	23,290	2.2	8.6	40.4	42.2	[illegible]
Lakewood	1,223,380	23,731	2.8	9.6	33.5	45.2	[illegible]
SUBURBAN TOTAL	7,743,731	21,503	3.8	12.2	35.0	37.4	[illegible]
FORT COLLINS	**1,018,456**	**17,973**	**5.8**	**14.0**	**29.5**	**29.6**	[illegible]
Larimer	1,018,456	17,973	5.8	14.0	29.5	29.6	[illegible]
• Fort Collins	508,696	17,487	6.1	14.7	28.2	29.2	[illegible]
SUBURBAN TOTAL	509,760	18,457	5.6	13.3	30.5	30.0	[illegible]
GREELEY	**738,430**	**16,315**	**6.5**	**16.0**	**29.9**	**24.1**	[illegible]
Weld	738,430	16,315	6.5	16.0	29.9	24.1	[illegible]
• Greeley	346,205	16,571	6.3	14.7	28.1	26.5	[illegible]
SUBURBAN TOTAL	392,225	16,132	6.7	17.0	31.4	22.2	[illegible]
PUEBLO	**814,098**	**16,801**	**5.4**	**15.4**	**33.7**	**23.1**	[illegible]

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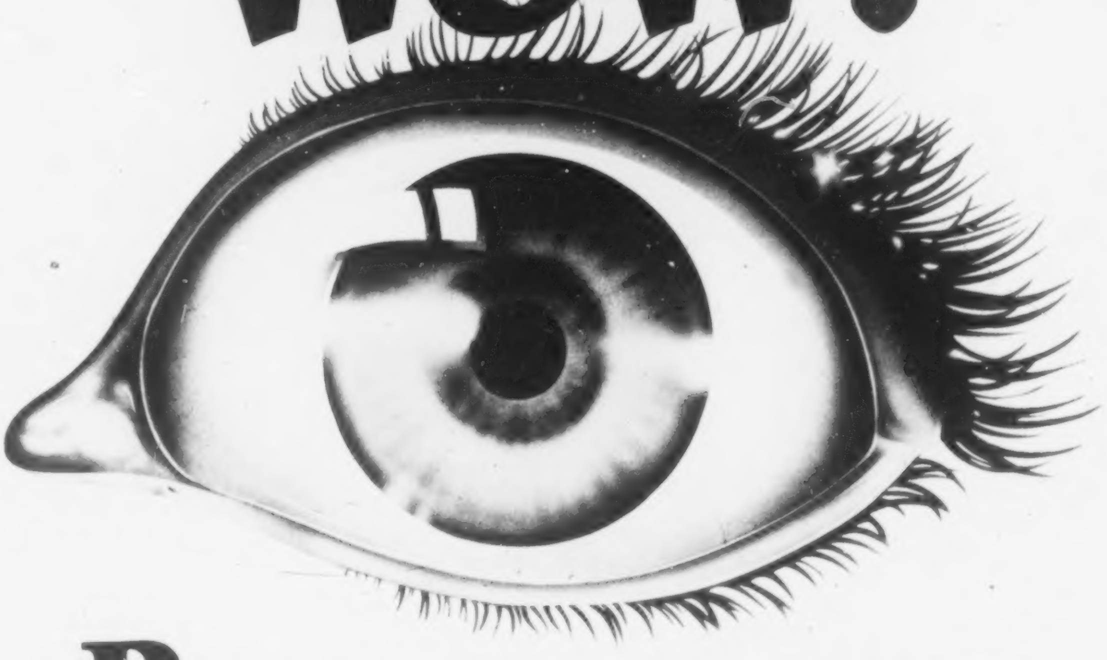

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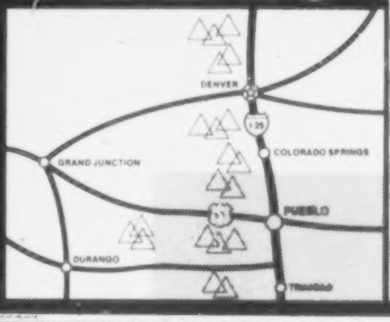

PUEBLO

SOUTHEASTERN COLORADO'S REGIONAL MARKETPLACE

1978 SALES EXCEED $1,824,000,000

A recent survey by Research Service Inc., 1979, shows Pueblo as the regional Marketplace for sixteen prosperous counties in Southeastern Colorado. **ONLY** The Chieftain and Star-Journal can reach this vast area with merchandiseable coverage. There is much more to Colorado than Denver and Colorado Springs.

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REPRESENTED BY BRANHAM NEWSPAPER SALES

COLO. (cont.)

ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Pueblo	814,098	16,801	5.4	15.4	33.7	23.1	.0521
• Pueblo	696,548	16,891	5.3	15.0	33.4	23.5	.0455
SUBURBAN TOTAL	117,550	16,369	5.9	17.3	34.7	21.3	.0066
OTHER COUNTIES							
Alamosa	66,477	14,320	7.6	18.5	27.5	20.2	.0049
Archuleta	15,544	11,538	8.3	26.6	22.9	8.4	.0012
Baca	35,805	13,041	7.6	17.8	24.1	18.7	.0020
Bent	28,719	9,835	10.6	23.1	20.5	5.5	.0020
Chaffee	71,334	14,416	6.3	17.8	37.3	10.3	.0055
Cheyenne	12,341	15,125	5.4	18.4	31.4	19.1	.0008
Clear Creek	42,337	20,358	4.8	11.2	34.1	33.7	.0025
Conejos	21,543	8,361	9.8	17.8	17.2	7.2	.0016
Costilla	11,376	6,631	8.1	15.3	11.9	5.7	.0008
Crowley	11,113	9,927	8.2	22.5	22.8	4.4	.0007
Custer	6,991	8,784	11.5	17.5	17.8	8.0	.0004
Delta	117,749	10,997	9.2	17.3	22.8	13.7	.0075
Dolores	8,170	10,036	12.7	26.2	13.9	10.1	.0004
Eagle	83,726	16,340	5.7	20.7	35.5	21.4	.0069
Elbert	21,923	7,592	9.9	21.3	13.7	2.4	.0015
Fremont	145,461	10,960	8.5	18.3	24.8	10.2	.0095
Garfield	139,952	15,199	7.0	19.3	31.2	19.6	.0100
Grand	44,657	14,629	6.9	22.0	35.1	13.2	.0031
Gunnison	59,724	14,235	8.3	18.0	29.4	17.8	.0041
Hinsdale	5,511	20,375		8.0	12.5	46.5	.0002
Huerfano	35,006	11,045	9.3	18.3	24.8	10.2	.0023
Jackson	12,764	19,231	7.2	14.5	37.8	27.5	.0007
Kiowa	11,321	12,636	6.9	25.5	21.3	16.0	.0006
Kit Carson	45,825	13,622	8.1	20.4	26.9	17.7	.0033
Lake	56,130	18,629	2.9	10.9	47.6	22.6	.0033
La Plata	142,771	13,492	6.5	19.8	27.7	16.0	.0109
Las Animas	72,778	9,488	9.1	18.4	21.1	8.3	.0050
Lincoln	22,896	11,500	8.0	22.6	25.9	7.7	.0020
Logan	135,244	16,705	5.6	16.1	31.2	24.4	.0088
Mesa	504,190	15,911	7.0	15.7	28.1	24.7	.0347
Mineral	3,670	9,644	15.8	40.7	5.3		.0003
Moffat	78,877	17,044	5.6	13.5	31.6	25.3	.0058
Montezuma	84,764	13,566	6.9	19.3	30.0	14.2	.0067
Montrose	114,897	12,638	7.4	19.4	26.3	14.3	.0089
Morgan	130,251	14,729	6.7	17.6	31.4	17.6	.0089
Otero	122,036	11,682	8.0	19.7	26.1	10.7	.0083
Ouray	7,463	9,359	19.9	30.4	13.3		.0005
Park	18,220	7,958	8.7	25.9	12.4	2.8	.0013
Phillips	32,176	13,682	7.1	17.4	29.1	16.4	.0019
Pitkin	125,645	23,664	3.8	12.3	25.0	46.2	.0085
Prowers	69,514	11,819	8.6	19.0	24.3	13.5	.0054
Rio Blanco	37,818	15,926	7.1	18.9	33.7	18.7	.0021
Rio Grande	68,549	15,096	8.6	17.4	27.4	23.0	.0043
Routt	70,858	12,841	7.6	21.1	25.6	15.6	.0052
Saguache	14,775	8,773	15.3	17.8	14.8	8.0	.0012
San Juan	6,001	18,846	4.7	11.7	54.9	19.7	.0003
San Miguel	12,788	10,417	10.5	31.1	17.1	5.1	.0009
Sedgwick	24,926	14,000	4.8	17.6	24.5	22.1	.0017
Summit	57,803	22,208	5.7	8.6	27.6	40.6	.0043
Washington	35,509	14,689	7.3	18.2	26.0	23.1	.0020
Yuma	63,581	14,050	6.9	16.8	26.4	20.2	.0037
TOTAL METRO COUNTIES	**17,458,705**	**19,175**	**5.0**	**14.2**	**31.7**	**31.9**	**1.0759**
TOTAL STATE	**20,628,204**	**18,060**	**5.5**	**14.9**	**30.9**	**29.2**	**1.2953**

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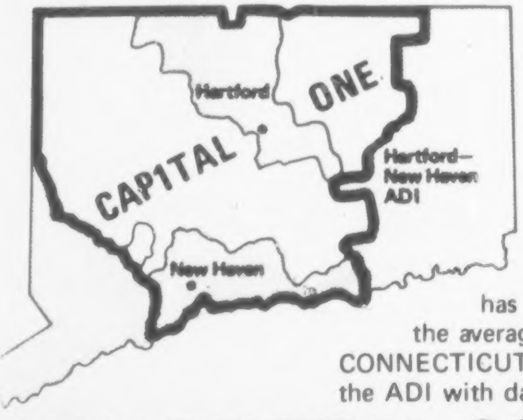
CONNECTICUT

CONN. ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
TRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	**816.6**	**.3685**	**33.1**	**11.2**	**15.6**	**18.9**	**28.2**	**286.0**	**3,285,501**	**692,048**	**246,468**	**335,975**	**158,871**	**521,636**	**79,940**
Fairfield	816.6	.3685	33.1	11.2	15.6	18.9	28.2	286.0	3,285,501	692,048	246,468	335,975	158,871	521,636	79,940
● Bridgeport	140.3	.0633	32.8	14.9	16.1	15.2	31.2	54.3	438,866	101,980	33,265	41,170	27,118	75,077	16,041
● Danbury	57.4	.0259	31.4	12.6	18.4	16.7	26.6	19.9	371,702	58,248	24,743	50,959	19,088	51,850	3,073
Fairfield	59.1	.0267	34.2	12.3	13.1	19.2	29.6	19.8	244,508	66,988	19,552	16,753	13,662	41,575	5,793
Greenwich	64.0	.0289	37.9	9.2	12.0	20.5	33.4	23.0	280,409	58,494	24,280	13,843	9,742	67,864	5,232
● Norwalk	78.5	.0354	32.2	11.1	17.6	18.9	26.2	28.2	401,267	81,685	27,401	44,389	18,997	68,137	3,143
● Stamford	105.0	.0474	33.4	10.6	16.4	19.3	28.0	37.7	453,356	87,874	30,260	72,887	27,372	62,720	11,706
Stratford	50.5	.0228	35.8	11.2	13.9	18.8	32.3	17.8	134,589	28,551	16,182	8,465	4,937	26,741	6,488
SUBURBAN TOTAL	435.4	.1965	33.7	9.9	14.6	20.2	27.8	145.9	1,620,310	362,261	130,799	126,570	66,296	263,852	45,977
HARTFORD - NEW BRITAIN - BRISTOL	**1,053.1**	**.4753**	**31.2**	**13.5**	**16.9**	**17.3**	**26.3**	**367.0**	**3,875,864**	**885,171**	**361,188**	**470,166**	**150,863**	**650,197**	**125,386**
Hartford	811.9	.3664	31.8	12.8	16.5	17.6	27.2	288.2	3,103,847	690,551	294,211	374,302	132,044	510,502	101,436
● Bristol	55.0	.0248	30.7	12.4	16.9	17.7	25.0	19.1	213,053	55,716	13,309	20,988	6,604	55,549	5,314
East Hartford	53.5	.0241	30.5	15.0	18.1	17.4	24.4	19.3	195,279	48,810	17,397	8,581	4,840	42,497	7,116
Enfield	45.3	.0204	28.5	8.3	21.2	18.3	17.9	13.2	211,754	39,127	13,574	50,519	10,989	32,746	4,167
● Hartford	133.8	.0604	30.7	17.4	17.3	14.2	28.3	53.9	412,918	61,018	64,375	54,255	17,917	66,600	17,679
Manchester	49.1	.0222	32.5	12.6	17.1	16.2	29.5	17.5	251,165	68,666	21,637	36,199	8,290	41,962	6,179
● New Britain	77.3	.0349	32.9	17.0	13.9	16.4	30.7	28.8	171,673	40,562	15,986	11,298	5,525	36,523	8,189
West Hartford	66.2	.0299	40.9	10.4	10.1	18.3	38.9	24.7	346,453	67,723	19,010	81,883	25,175	44,715	9,958
Middlesex	126.9	.0573	31.7	12.3	17.2	16.8	27.5	43.8	456,148	100,296	42,407	61,327	13,647	82,179	14,084
Tolland	114.3	.0516	27.0	19.4	19.6	16.0	18.3	35.0	315,869	94,324	24,570	34,537	5,172	57,506	9,866
SUBURBAN TOTAL	787.0	.3552	31.2	12.5	17.1	17.9	25.6	265.2	3,078,220	727,875	267,518	383,625	120,817	491,515	94,204
NEW HAVEN - WEST HAVEN - WATERBURY - MERIDEN	**759.5**	**.3427**	**32.0**	**13.2**	**15.7**	**16.8**	**28.5**	**269.6**	**2,679,013**	**631,613**	**241,891**	**353,303**	**113,534**	**433,094**	**71,966**
New Haven	759.5	.3427	32.0	13.2	15.7	16.8	28.5	269.6	2,679,013	631,610	241,891	353,303	113,534	433,094	71,966
Hamden	50.2	.0227	35.7	12.2	13.5	17.7	33.0	18.0	218,010	52,518	23,528	35,976	4,878	35,894	5,656
● Meriden	56.6	.0255	32.4	12.1	15.3	16.5	29.5	20.4	185,378	33,583	10,483	30,458	9,696	33,986	4,449
Milford	52.6	.0237	30.6	11.3	16.3	19.2	23.7	17.1	253,844	43,247	23,749	26,532	17,305	59,433	4,298
● New Haven	124.9	.0564	30.5	19.5	16.6	12.9	29.6	48.4	363,145	71,625	41,874	53,018	22,696	37,826	12,282
● Waterbury	110.8	.0500	34.1	12.4	14.2	15.6	33.1	40.8	440,709	91,789	30,194	78,305	13,123	72,871	11,552
● West Haven	54.6	.0246	32.1	13.9	17.6	16.5	28.4	20.4	119,242	24,909	13,882	6,308	2,632	22,152	5,004
SUBURBAN TOTAL	412.6	.1862	31.9	11.6	15.8	18.4	26.8	139.6	1,570,539	409,704	145,458	185,214	65,387	256,259	38,679
NEW LONDON - NORWICH	**245.7**	**.1109**	**29.1**	**15.2**	**17.6**	**15.9**	**23.6**	**82.2**	**805,400**	**175,552**	**64,914**	**91,977**	**36,077**	**168,722**	**20,885**
New London	245.7	.1109	29.1	15.2	17.6	15.9	23.6	82.2	805,400	175,552	64,914	91,977	36,077	168,722	20,885
● New London	28.1	.0127	27.8	26.5	13.9	12.6	27.4	9.8	162,801	16,225	11,601	35,988	8,684	46,536	3,697
● Norwich	45.6	.0206	33.0	12.9	14.2	16.5	30.6	16.4	185,281	45,567	10,552	23,447	9,726	47,263	4,104
SUBURBAN TOTAL	172.0	.0776	28.4	14.0	19.1	16.3	21.2	56.0	457,318	113,760	42,761	32,542	17,667	74,923	13,084
OTHER COUNTIES															
Litchfield	159.2	.0719	33.4	10.8	15.7	16.7	30.8	55.2	481,941	114,416	33,989	44,453	15,919	99,774	15,545
Windham	94.1	.0425	31.0	13.1	15.8	15.5	28.2	33.4	280,325	72,539	22,355	18,412	8,448	48,809	7,972
TOTAL METRO COUNTIES	**2,874.9**	**1.2974**	**31.7**	**12.9**	**16.3**	**17.5**	**27.2**	**1,004.8**	**10,645,778**	**2,384,381**	**914,461**	**1,251,421**	**459,345**	**1,773,639**	**298,177**
TOTAL STATE	**3,128.2**	**1.4118**	**31.8**	**12.8**	**16.2**	**17.4**	**27.4**	**1,093.4**	**11,408,044**	**2,571,336**	**970,805**	**1,314,286**	**483,712**	**1,922,222**	**321,694**

Hartford—New Haven ADI



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CONN. SS EFFECTIVE BUYING INCOME 1979
ESTIMATES

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	**8,597,141**	**24,834**	**3.1**	**9.7**	**26.0**	**49.5**	**.4504**
Fairfield	8,597,141	24,834	3.1	9.7	26.0	49.5	.4504
• Bridgeport	1,022,566	17,035	5.6	16.2	13.5	23.9	.0591
• Danbury	455,324	20,852	3.8	12.3	32.0	36.7	.0318
Fairfield	658,480	28,035	2.2	6.9	24.5	58.5	.0339
Greenwich	1,043,494	32,158	2.6	7.3	18.6	63.0	.0475
• Norwalk	718,238	23,090	3.6	11.0	28.1	44.3	.0428
• Stamford	1,120,613	25,089	3.2	10.2	24.7	50.2	.0594
Stratford	432,102	22,875	3.1	10.6	33.8	42.1	.0225
SUBURBAN TOTAL	5,280,400	29,426	2.0	6.6	22.2	61.7	.2573

SS EFFECTIVE BUYING INCOME 1979
ESTIMATES

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
HARTFORD - NEW BRITAIN - BRISTOL	**8,365,610**	**20,903**	**3.9**	**12.4**	**34.3**	**35.6**	**.4844**
Hartford	6,640,291	21,111	3.9	12.3	33.5	36.5	.3833
• Bristol	410,145	20,604	3.7	11.7	38.8	32.7	.0248
East Hartford	417,571	20,580	3.9	13.5	40.2	31.2	.0243
Enfield	288,659	21,251	2.7	10.5	47.1	30.7	.0202
• Hartford	863,877	14,038	7.4	19.8	30.3	15.8	.0527
Manchester	416,079	22,128	3.6	10.6	34.2	39.6	.0258
• New Britain	570,154	18,165	4.8	15.6	34.4	26.8	.0304
West Hartford	803,562	26,985	3.0	9.1	23.5	55.3	.0425
Middlesex	962,648	20,215	4.0	12.6	36.9	32.2	.0566
Tolland	762,671	20,267	3.9	13.0	38.6	31.7	.0445
SUBURBAN TOTAL	6,521,434	22,471	3.1	10.6	34.9	40.7	.3765

Whose income is not included in 'total EBI'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey*'s information. A helpful explanation of what these column headings mean is provided in a special section titled "Explanation of Terms" that appears at the end of Section A. Most of the inquiries we receive concerning *Survey* data are due to the user's failure to check the "Explanation of Terms" section. You can save yourself time, as well as make more accurate use of *Survey* data, if you read the Explanation.

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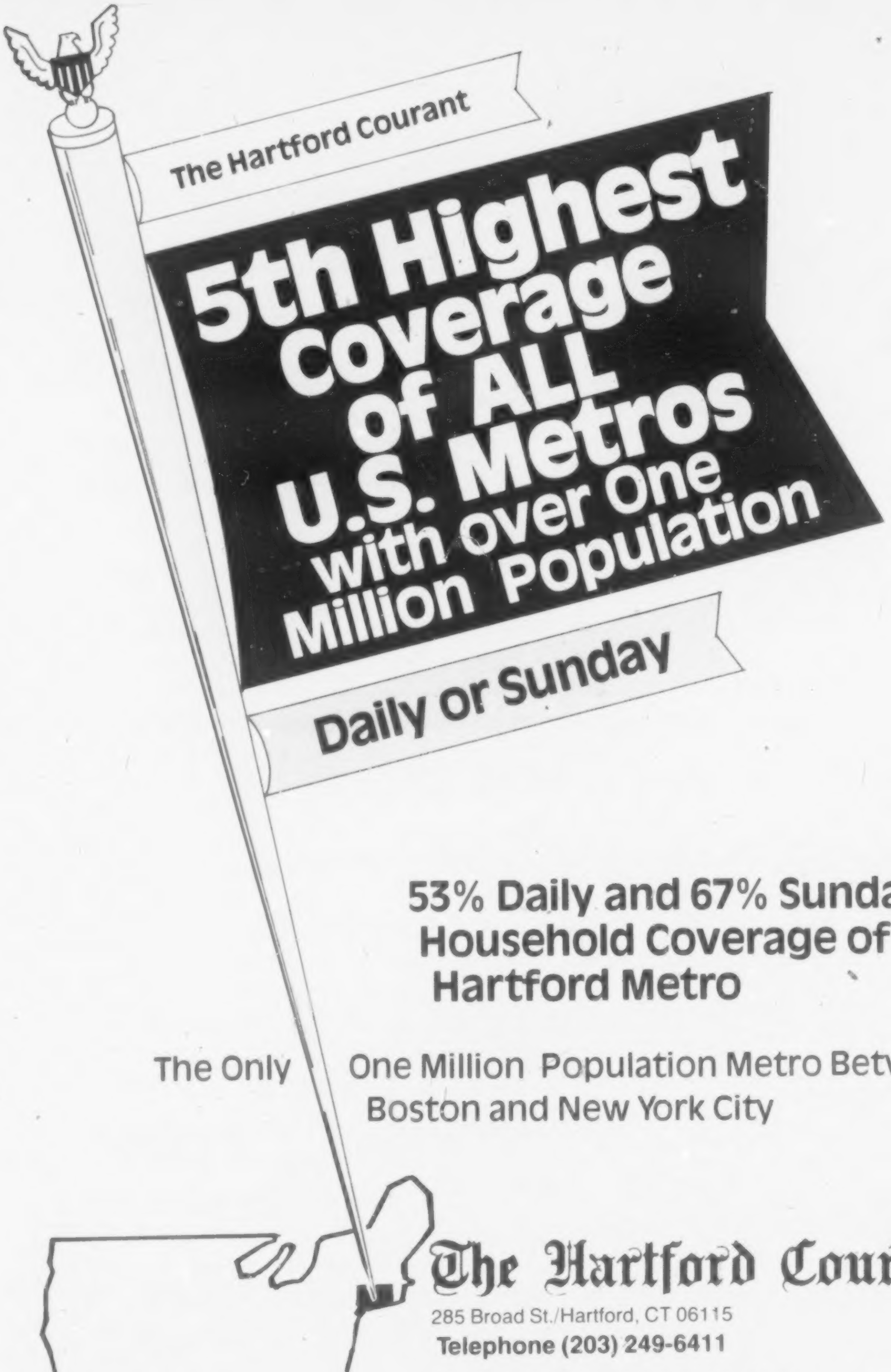
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CONN. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over: A	B	C	D	Buying Power Index
NEW HAVEN - WEST HAVEN - WATERBURY - MERIDEN	**5,657,973**	**19,208**	**4.7**	**13.9**	**35.0**	**29.7**	**.3339**
New Haven	5,657,973	19,208	4.7	13.9	35.0	29.7	.3339
Hamden	417,577	20,848	4.1	12.3	34.3	36.2	.0248
• Meriden	397,031	18,535	5.3	14.8	36.9	25.9	.0236
Milford	390,632	21,522	3.5	10.5	39.2	35.9	.0254
• New Haven	820,166	14,011	7.1	18.5	28.5	17.9	.0489
• Waterbury	755,617	16,887	5.8	16.3	33.8	23.1	.0482
• West Haven	393,212	18,103	4.4	15.8	39.6	23.8	.0211
SUBURBAN TOTAL	3,291,947	21,569	3.5	11.2	36.5	37.2	.1921

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over: A	B	C	D	Buying Power Index
NEW LONDON - NORWICH	**1,691,306**	**17,949**	**4.7**	**15.2**	**35.7**	**25.7**	**.1017**
New London	1,691,306	17,949	4.7	15.2	35.7	25.7	.1017
• New London	201,157	15,412	6.6	17.3	30.1	21.2	.014
• Norwich	290,371	15,706	6.0	17.2	32.1	20.7	.0194
SUBURBAN TOTAL	1,199,778	18,961	4.0	14.2	37.7	28.0	.0680
OTHER COUNTIES							
Litchfield	1,246,400	20,263	4.1	12.5	35.4	33.1	.0692
Windham	592,792	16,217	6.2	18.3	36.1	18.9	.0363
TOTAL METRO COUNTIES	**24,312,030**	**21,030**	**4.0**	**12.3**	**32.1**	**37.2**	**1.3704**
TOTAL STATE	**26,151,222**	**20,815**	**4.0**	**12.5**	**32.5**	**36.4**	**1.4759**

DELAWARE

DEL.
S&MM ESTIMATES

POPULATION—12/31/79 | RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
WILMINGTON	**519.9**	**.2346**	**30.2**	**13.3**	**16.9**	**17.8**	**24.1**	**177.9**	**2,021,492**	**423,396**	**154,742**	**290,454**	**109,744**	**336,330**	**69,903**
New Castle	399.0	.1801	30.2	13.7	17.2	18.0	23.8	137.7	1,601,148	332,164	117,646	274,343	94,879	240,147	61,519
• Wilmington	69.1	.0312	35.2	12.3	13.5	14.8	35.4	27.2	323,202	32,788	32,000	36,313	11,556	75,045	8,375
Cecil, Md.	*56.9*	*.0256*	*28.9*	*13.1*	*17.0*	*17.0*	*22.7*	*17.9*	*234,667*	*48,389*	*19,799*	*7,025*	*7,095*	*47,194*	*4,980*
Salem, N. J.	*64.0*	*.0289*	*31.7*	*11.2*	*14.6*	*17.1*	*28.1*	*22.3*	*185,677*	*42,843*	*17,297*	*9,086*	*7,770*	*48,989*	*3,404*
SUBURBAN TOTAL	450.8	.2034	29.6	13.5	17.3	18.2	22.5	150.7	1,698,290	390,608	122,742	254,141	98,188	261,285	61,528

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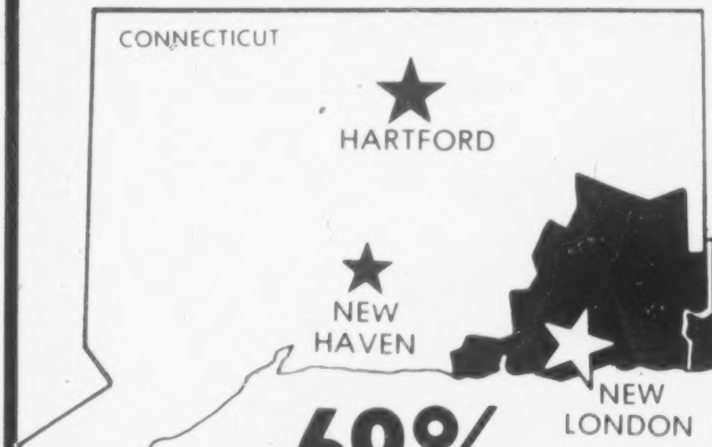

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DEL. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79 Total Population (Thousands)	% Of U.S	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROU 1979 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Dru ($00
OTHER COUNTIES															
Kent	96.7	.0436	27.1	15.7	17.5	16.3	20.0	32.0	430,494	89,811	32,439	59,517	14,675	97,437	10,8
Sussex	91.6	.0413	32.5	11.4	15.0	16.7	29.6	34.0	351,632	113,768	30,566	22,713	12,963	48,174	11,6
TOTAL METRO COUNTIES	**399.0**	**.1801**	**30.2**	**13.7**	**17.2**	**18.0**	**23.8**	**137.7**	**1,601,148**	**332,164**	**117,646**	**274,343**	**94,879**	**240,147**	**61,5**
TOTAL STATE	**587.3**	**.2650**	**30.0**	**13.7**	**16.9**	**17.5**	**24.1**	**203.7**	**2,383,274**	**535,743**	**180,651**	**356,573**	**122,517**	**385,758**	**83,8**

DEL.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
WILMINGTON	**4,154,939**	**20,537**	**4.1**	**12.9**	**33.4**	**35.1**	**.2436**
New Castle	3,337,003	21,265	3.8	12.0	33.1	37.4	.1932
• Wilmington	472,537	14,243	7.1	18.5	27.9	19.4	.0318
Cecil, Md.	*330,422*	*15,640*	*6.9*	*21.7*	*35.9*	*17.1*	*.0233*
Salem, N. J.	*487,514*	*20,801*	*4.0*	*11.8*	*33.1*	*34.5*	*.0271*
SUBURBAN TOTAL	3,682,402	21,536	3.6	11.9	34.4	37.8	.2118

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
OTHER COUNTIES							
Kent	529,852	14,490	8.0	21.0	32.3	15.6	.039
Sussex	610,904	15,762	6.4	16.7	29.0	23.4	.039
TOTAL METRO COUNTIES	**3,337,003**	**21,265**	**3.8**	**12.0**	**33.1**	**37.4**	**.1932**
TOTAL STATE	**4,477,759**	**19,195**	**4.9**	**14.2**	**32.3**	**31.7**	**.2718**

DISTRICT OF COLUMBIA

D.C.
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79 Total Population (Thousands)	% Of U.S	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1979 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
WASHINGTON	**3,054.6**	**1.3787**	**28.9**	**14.3**	**19.5**	**18.3**	**19.7**	**1,085.6**	**13,637,029**	**2,706,328**	**1,284,516**	**1,953,631**	**700,635**	**2,597,845**	**573,803**
District of Columbia	661.5	.2985	29.8	16.1	18.2	15.2	25.3	278.4	2,194,857	376,646	409,101	182,612	132,126	196,220	98,769
• Washington	661.5	.2985	29.8	16.1	18.2	15.2	25.3	278.4	2,194,857	376,646	409,101	182,612	132,126	196,220	98,769
Charles, Md.	*69.9*	*.0316*	*26.9*	*11.8*	*20.2*	*16.2*	*17.5*	*20.6*	*235,121*	*56,034*	*20,259*	*10,097*	*8,258*	*57,620*	*19,744*
Montgomery, Md.	*591.6*	*.2670*	*30.8*	*12.1*	*17.6*	*20.1*	*22.4*	*201.8*	*2,9[illegible],077*	*595,080*	*219,801*	*527,523*	*181,088*	*536,640*	*107,917*
Rockville	*51.2*	*.0231*	*27.7*	*12.1*	*19.6*	*21.3*	*14.5*	*16.0*	*337,068*	*57,777*	*29,746*	*22,357*	*27,301*	*81,174*	*8,697*
Prince Georges, Md.	*665.2*	*.3002*	*27.1*	*16.5*	*22.0*	*17.1*	*15.6*	*222.3*	*3,043,352*	*646,274*	*217,928*	*477,687*	*128,807*	*621,118*	*129,285*
Alexandria, Va.	*105.7*	*.0477*	*29.0*	*18.9*	*22.0*	*15.0*	*21.8*	*45.2*	*667,780*	*142,227*	*61,922*	*111,640*	*27,643*	*160,049*	*17,758*
Alexandria	*105.7*	*.0477*	*29.0*	*18.9*	*22.0*	*15.0*	*21.8*	*45.2*	*667,780*	*142,227*	*61,922*	*111,640*	*27,643*	*160,049*	*17,758*
Arlington, Va.	*151.2*	*.0682*	*31.7*	*18.1*	*20.0*	*15.9*	*27.5*	*68.8*	*745,955*	*142,906*	*84,992*	*63,549*	*31,181*	*257,158*	*37,711*
Fairfax, Va.	*559.7*	*.2525*	*29.0*	*10.9*	*19.0*	*22.9*	*15.8*	*177.1*	*2,439,907*	*473,791*	*173,546*	*455,782*	*130,484*	*420,867*	*106,800*
Fairfax city, Va.	*19.9*	*.0090*	*28.4*	*13.2*	*19.0*	*22.3*	*15.1*	*6.4*	*325,195*	*53,705*	*24,891*	*33,885*	*16,252*	*103,595*	*7,913*
Fairfax	*19.9*	*.0090*	*28.4*	*13.2*	*19.0*	*22.3*	*15.1*	*6.4*	*325,195*	*53,705*	*24,891*	*33,885*	*16,252*	*103,595*	*7,913*
Falls Church, Va.	*10.0*	*.0046*	*33.3*	*12.1*	*17.2*	*17.0*	*30.0*	*4.3*	*158,928*	*18,831*	*9,041*	*16,152*	*12,172*	*59,084*	*5,885*
Falls Church	*10.0*	*.0046*	*33.3*	*12.1*	*17.2*	*17.0*	*30.0*	*4.3*	*158,928*	*18,831*	*9,041*	*16,152*	*12,172*	*59,084*	*5,885*
Loudoun, Va.	*56.1*	*.0254*	*29.4*	*10.2*	*20.4*	*17.1*	*21.5*	*18.0*	*183,666*	*46,816*	*14,955*	*3,793*	*4,795*	*31,569*	*9,845*
Manassas, Va.	*13.6*	*.0062*	*28.7*	*13.9*	*23.7*	*18.3*	*16.7*	*4.2*	*101,643*	*22,451*	*4,173*	*7,563*	*4,390*	*21,055*	*3,248*
Manassas	*13.6*	*.0062*	*28.7*	*13.9*	*23.7*	*18.3*	*16.7*	*4.2*	*101,643*	*22,451*	*4,173*	*7,563*	*4,390*	*21,055*	*3,248*
Manassas Park, Va.	*9.4*	*.0043*	*27.5*	*11.4*	*22.7*	*21.5*	*11.4*	*2.2*	*16,799*	*9,476*	*726*			*2,545*	*338*
Manassas Park	*9.4*	*.0043*	*27.5*	*11.4*	*22.7*	*21.5*	*11.4*	*2.2*	*16,799*	*9,476*	*726*			*2,545*	*338*
Prince William, Va.	*140.8*	*.0635*	*24.8*	*13.2*	*23.4*	*18.2*	*8.0*	*36.3*	*582,749*	*122,091*	*43,181*	*63,348*	*23,439*	*130,325*	*28,590*
SUBURBAN TOTAL	2,393.1	1.0802	28.7	13.8	20.0	19.1	18.2	807.2	11,442,172	2,329,682	875,415	1,771,019	568,509	2,401,625	475,0
TOTAL METRO COUNTIES	**661.5**	**.2985**	**29.8**	**16.1**	**18.2**	**15.2**	**25.3**	**278.4**	**2,194,857**	**376,646**	**409,101**	**182,612**	**132,126**	**196,220**	**98,769**
TOTAL STATE	**661.5**	**.2985**	**29.8**	**16.1**	**18.2**	**15.2**	**25.3**	**278.4**	**2,194,857**	**376,646**	**409,101**	**182,612**	**132,126**	**196,220**	**98,769**

D.C.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
WASHINGTON	**29,528,528**	**23,958**	**3.4**	**11.4**	**26.8**	**47.3**	**1.6486**
District of Columbia	6,203,867	17,315	5.6	17.0	27.6	30.3	.3256
• Washington	6,203,867	17,315	5.6	17.0	27.6	30.3	.3256
Charles, Md.	*502,905*	*22,609*	*3.5*	*10.7*	*29.5*	*42.7*	*.0297*
Montgomery, Md.	*6,121,113*	*27,315*	*2.6*	*8.8*	*24.8*	*56.0*	*.3419*

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buy Pow Ind
Rockville	*407,796*	*24,038*	*2.8*	*10.3*	*30.8*	*46.9*	*.02*
Prince Georges, Md.	*5,546,502*	*23,216*	*3.1*	*11.5*	*32.4*	*44.1*	*.33*
Alexandria, Va.	*1,197,871*	*22,933*	*3.7*	*11.8*	*29.0*	*44.4*	*.06*
Alexandria	*1,197,871*	*22,933*	*3.7*	*11.8*	*29.0*	*44.4*	*.06*
Arlington, Va.	*1,941,244*	*24,125*	*3.2*	*12.1*	*27.6*	*47.9*	*.09*

Washington's Amazing Market:

41% of Washington's households earn over $25,000 a year.

Washington has a higher percentage of working women than any other top market.

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Sources: Sales & Marketing Management, "Survey of Buying Power" 1979. Bureau of Labor Statistics. Media Market Guide, First Quarter 1980. Circulation, '79-'80. Washington Today. The Scarborough Report 1980.

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Washington Post

D.C. (cont.)
ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Fairfax, Va.	*5,946,677*	*31,303*	*1.7*	*6.4*	*20.6*	*65.8*	*.3167*
Fairfax city, Va.	*217,037*	*31,623*	*1.5*	*5.0*	*22.4*	*66.3*	*.0195*
Fairfax	*217,037*	*31,623*	*1.5*	*5.0*	*22.4*	*66.3*	*.0195*
Falls Church, Va.	*118,168*	*24,273*	*2.3*	*10.6*	*28.8*	*48.1*	*.0099*
Falls Church	*118,168*	*24,273*	*2.3*	*10.6*	*28.8*	*48.1*	*.0099*
Loudoun, Va.	*453,660*	*23,229*	*3.5*	*11.1*	*26.0*	*45.0*	*.0253*
Manassas, Va.	*129,452*	*27,537*	*2.5*	*7.7*	*24.6*	*58.2*	*.0088*

ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Manassas	*129,452*	*27,537*	*2.5*	*7.7*	*24.6*	*58.2*	[illegible]
Manassas Park, Va.	*60,464*	*25,806*	*1.1*	*4.9*	*35.8*	*53.5*	[illegible]
Manassas Park	*60,464*	*25,806*	*1.1*	*4.9*	*35.8*	*53.5*	[illegible]
Prince William, Va.	*1,089,568*	*28,017*	*2.1*	*7.7*	*24.1*	*59.2*	[illegible]
SUBURBAN TOTAL	23,324,661	26,127	2.7	9.5	26.6	53.1	[illegible]
TOTAL METRO COUNTIES	**6,203,867**	**17,315**	**5.6**	**17.0**	**27.6**	**30.3**	[illegible]
TOTAL STATE	**6,203,867**	**17,315**	**5.6**	**17.0**	**27.6**	**30.3**	[illegible]

FLORIDA

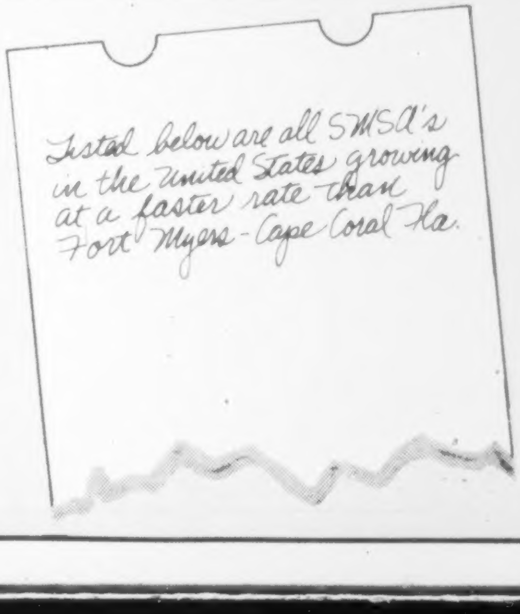
FLA.
ESTIMATES

POPULATION—12/31/79

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
BRADENTON	**136.3**	**.0615**	**52.1**	**7.6**	**9.4**	**11.3**	**52.6**	**59.9**
Manatee	136.3	.0615	52.1	7.6	9.4	11.3	52.6	59.9
• Bradenton	30.5	.0138	49.7	8.2	10.4	10.8	49.8	13.4
SUBURBAN TOTAL	105.8	.0477	52.7	7.4	9.2	11.4	53.3	46.5
DAYTONA BEACH	**224.9**	**.1015**	**42.6**	**10.8**	**10.9**	**13.4**	**43.3**	**93.3**
Volusia	224.9	.1015	42.6	10.8	10.9	13.4	43.3	93.3
• Daytona Beach	53.5	.0241	39.4	13.4	10.3	13.5	40.5	22.2
SUBURBAN TOTAL	171.4	.0774	43.6	10.0	11.1	13.4	44.2	71.1
FORT LAUDERDALE - HOLLYWOOD	**927.6**	**.4186**	**39.7**	**9.4**	**13.5**	**15.3**	**39.5**	**377.1**
Broward	927.6	.4186	39.7	9.4	13.5	15.3	29.5	377.1
• Fort Lauderdale	164.9	.0744	41.0	11.1	12.8	15.5	40.7	71.4
• Hollywood	128.5	.0580	41.8	8.7	12.9	15.1	41.7	53.2
SUBURBAN TOTAL	634.2	.2862	38.9	9.2	13.8	15.0	38.8	252.5
FORT MYERS - CAPE CORAL	**199.7**	**.0901**	**41.3**	**8.8**	**12.2**	**13.3**	**42.3**	**80.9**
Lee	199.7	.0901	41.3	8.8	12.2	13.3	42.3	80.9
• Cape Coral	25.5	.0115	54.1	4.7	8.5	12.1	58.3	10.9
• Fort Myers	41.2	.0186	33.5	9.9	14.6	14.3	33.6	15.9
SUBURBAN TOTAL	133.0	.0600	40.8	9.2	12.1	13.2	41.9	54.1

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BRADENTON	**641,107**	**162,026**	**64,545**	**104,228**	**29,551**	**125,758**	**25,996**
Manatee	641,107	162,026	64,545	104,228	29,551	125,758	25,996
• Bradenton	245,356	37,174	21,434	47,190	13,186	55,421	13,544
SUBURBAN TOTAL	395,751	124,852	43,111	57,038	16,365	70,337	12,452
DAYTONA BEACH	**1,132,870**	**240,992**	**131,366**	**144,140**	**46,125**	**187,130**	**52,950**
Volusia	1,132,870	240,992	131,266	144,140	46,125	187,130	52,950
• Daytona Beach	527,539	55,924	64,398	117,690	22,803	114,876	16,354
SUBURBAN TOTAL	605,331	185,068	66,868	26,450	23,322	72,254	36,566
FORT LAUDERDALE - HOLLYWOOD	**5,333,105**	**1,092,225**	**556,659**	**675,571**	**297,273**	**1,235,089**	**191,639**
Broward	5,333,105	1,092,225	556,659	675,571	297,273	1,235,089	191,639
• Fort Lauderdale	1,416,002	178,263	187,238	150,878	50,847	473,214	35,138
• Hollywood	850,766	186,075	53,977	178,534	33,489	163,114	38,965
SUBURBAN TOTAL	3,066,337	727,887	315,444	346,159	212,937	598,761	117,533
FORT MYERS - CAPE CORAL	**1,006,013**	**237,481**	**79,642**	**127,985**	**72,016**	**186,792**	**27,312**
Lee	1,006,013	237,481	79,642	127,985	72,016	186,792	27,312
• Cape Coral	92,368	37,028	6,891	1,368	6,783	3,733	4,245
• Fort Myers	574,504	111,122	32,381	106,274	35,866	162,689	10,781
SUBURBAN TOTAL	339,141	89,331	40,370	20,343	29,367	20,370	12,286


Listed below are all SMSA's in the United States growing at a faster rate than Fort Myers - Cape Coral Fla.

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Fairfax County's Community Newspaper
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25 CENTS
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Kids Fight Proposed Curf
Fairfax Fall Festiv

FLA. (cont.)
ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979							
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
GAINESVILLE	**137.6**	**.0621**	**24.5**	**26.5**	**17.4**	**12.6**	**18.1**	**46.7**	**627,483**	**139,401**	**64,607**	**82,740**	**35,883**	**107,888**	**25,429**
Alachua	137.6	.0621	24.5	26.5	17.4	12.6	18.1	46.7	627,483	139,401	64,607	82,740	35,883	107,888	25,429
• Gainesville	76.2	.0344	23.8	33.3	17.5	11.2	15.7	25.5	534,028	110,310	46,474	81,342	33,981	101,842	22,[illegible]
SUBURBAN TOTAL	61.4	.0277	26.5	17.9	17.3	14.2	21.2	21.2	93,455	29,091	18,133	1,398	1,902	6,046	2,[illegible]
JACKSONVILLE	**720.2**	**.3251**	**29.0**	**14.3**	**16.3**	**16.6**	**23.5**	**250.0**	**3,040,903**	**648,567**	**241,929**	**359,414**	**129,438**	**706,232**	**109,[illegible]**
Baker	13.7	.0062	27.4	11.8	15.3	15.4	23.0	3.8	40,172	12,803	957	1,828	304	10,845	565
Clay	59.1	.0267	28.3	11.4	18.3	16.7	21.0	19.3	287,346	57,979	24,108	77,895	6,791	28,182	11,718
Duval	570.4	.2574	28.8	15.1	16.4	16.8	23.1	199.9	2,437,704	503,798	194,943	265,307	118,277	610,043	91,044
• Jacksonville	570.4	.2574	28.8	15.1	16.4	16.8	23.1	199.9	2,437,704	503,798	194,943	265,307	118,277	610,043	91,044
Nassau	32.8	.0148	28.5	10.8	16.6	16.6	22.6	10.6	89,729	30,288	7,232	5,869	680	12,228	2,847
St. Johns	44.2	.0200	33.9	10.7	12.3	15.0	33.6	16.4	185,952	43,699	14,689	8,515	3,386	44,934	2,872
SUBURBAN TOTAL	149.8	.0677	29.5	11.1	15.9	16.1	25.2	50.1	603,199	144,769	46,986	94,107	11,161	96,189	18,[illegible]

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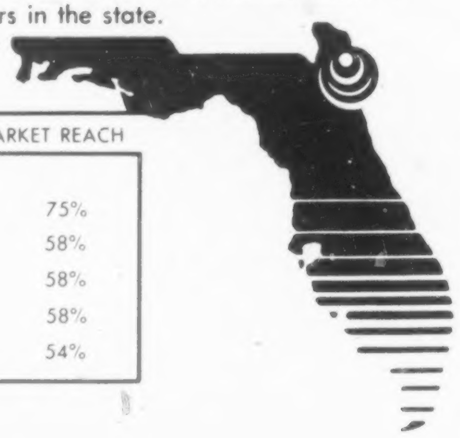
1	Jacksonville St. Augustine	Times-Union Journal St. Augustine Record	75%
2	Miami	Herald & News	58%
3	St. Petersburg (Segment)	Times & Independent	58%
4	Orlando	Sentinel Star	58%
5	Tampa (Segment)	Tribune & Times	54%



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FLA. (cont.) S&MM ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
LAKELAND - WINTER HAVEN	**284.4**	**.1283**	**32.1**	**11.6**	**14.5**	**15.7**	**30.1**	**103.3**	**1,300,280**	**306,935**	**101,048**	**160,305**	**50,606**	**266,789**	**47,989**
Polk	284.4	.1283	32.1	11.6	14.5	15.7	30.1	103.3	1,300,280	306,935	101,048	160,305	50,606	266,789	47,989
• Lakeland	48.9	.0221	35.6	12.3	11.9	15.1	35.6	18.8	538,068	115,580	40,470	85,686	24,167	112,343	19,233
• Winter Haven	18.8	.0085	36.9	11.7	11.8	15.6	36.4	7.5	273,144	58,376	24,068	41,236	7,540	43,686	12,028
SUBURBAN TOTAL	216.7	.0977	31.2	11.5	15.3	15.9	28.3	77.0	489,068	132,979	36,510	33,383	18,899	110,760	16,728
MELBOURNE - TITUSVILLE - COCOA	**257.3**	**.1161**	**30.2**	**11.8**	**19.8**	**21.2**	**19.2**	**86.3**	**1,063,652**	**237,369**	**105,246**	**167,913**	**42,248**	**201,505**	**42,610**
Brevard	257.3	.1161	30.2	11.8	19.8	21.2	19.2	86.3	1,063,652	237,369	105,246	167,913	42,248	201,505	42,610
• Cocoa	17.6	.0079	29.5	14.0	19.5	19.5	19.8	6.1	94,993	27,079	4,830	15,431	6,204	11,952	2,897
• Melbourne	47.8	.0216	31.0	12.3	17.2	19.9	23.3	16.5	361,129	78,069	23,949	59,275	12,552	91,930	11,280
• Titusville	36.6	.0165	29.6	9.4	21.6	22.7	15.6	11.8	131,348	29,528	14,277	24,571	2,710	27,229	6,664
SUBURBAN TOTAL	155.3	.0701	30.2	12.0	20.2	21.5	18.7	51.9	476,182	102,693	62,190	68,636	20,782	70,394	21,769

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Down the middle of the State of Florida lies an eight-county contiguous market group consisting of six New York Times daily newspapers. These papers influence the buying decisions of 156,000 households, or 65% of the households in this fast-growing area.
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Fernandina Beach News-Leader, Fernandina Beach, Fla. weekly
The Zephyrhills News, Zephyrhills, Fla. weekly
The Islander, Anna Maria, Fla. weekly
The Dispatch, Lexington, N.C. daily
Star-News Newspapers, Wilmington, N.C. daily
The Times-News, Hendersonville, N.C. daily

Survey of Buying Power, 1980

Survey of Buying Power, 1980	
Effective Buying Income	$4,255,204,000
Retail Sales	$3,091,236,000
Food Sales	$757,402,000
General Merchandise	$342,223,000
Furniture & Appliances	$126,307,000
Automotive Sales	$590,565,000
Drug Sales	$121,173,000
Eating & Drinking	$249,391,000

S&MM

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  P.O. Box 1709, Lake City, FL 32055
- Leesburg Commercial — (904) 787-4515
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Newspaper Sales Representative
or Publisher's Representative of Florida

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FLA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROU
1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Dru ($00
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
MIAMI	**1,494.9**	**.6746**	**35.7**	**11.4**	**14.8**	**17.5**	**33.3**	**568.4**	**7,170,416**	**1,475,808**	**674,428**	**1,015,912**	**511,753**	**1,309,332**	**275,[illegible]**
Dade	1,494.9	.6746	35.7	11.4	14.8	17.5	33.3	568.4	7,170,416	1,475,808	674,428	1,015,912	511,753	1,309,332	275,[illegible]
Coral Gables	45.9	.0207	35.2	22.1	11.4	15.3	34.9	17.9	324,092	60,843	32,288	8,164	18,725	106,738	[illegible]
Hialeah	132.5	.0598	33.7	11.4	15.1	22.2	25.9	44.7	686,353	130,974	53,228	153,438	53,550	72,901	20,[illegible]
● Miami	377.4	.1703	38.5	10.8	15.3	17.8	36.3	152.7	1,745,105	283,704	177,968	215,033	157,934	337,655	76,[illegible]
Miami Beach	94.1	.0425	65.8	4.6	4.8	9.3	74.6	55.4	328,331	87,038	50,161	14,609	8,694	39,568	25,[illegible]
SUBURBAN TOTAL	1,117.5	.5043	34.7	11.7	14.6	17.4	32.2	415.7	5,425,311	1,192,104	496,460	800,879	353,819	971,677	199,[illegible]
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***2,422.5***	***1.0932***	***37.1***	***10.7***	***14.3***	***16.6***	***35.6***	***945.5***	***12,503,521***	***2,568,033***	***1,231,087***	***1,691,483***	***809,026***	***2,544,421***	***467,535***
ORLANDO	**627.0**	**.2829**	**30.7**	**12.4**	**15.1**	**17.2**	**26.3**	**231.4**	**3,037,911**	**704,569**	**295,956**	**419,113**	**126,825**	**621,699**	**77,473**
Orange	429.5	.1938	30.3	13.5	15.3	17.5	25.4	158.4	2,119,768	480,907	214,175	254,752	94,713	446,070	51,274
● Orlando	122.3	.0552	31.9	16.5	13.4	15.2	30.6	50.0	915,753	151,248	93,722	141,065	60,947	214,404	24,[illegible]
Osceola	40.7	.0184	39.5	8.7	11.8	13.0	40.9	16.5	180,213	49,456	21,376	13,817	5,440	41,753	7,03[illegible]
Seminole	156.8	.0707	30.3	10.3	15.9	17.5	25.0	56.5	737,930	174,206	60,405	150,544	26,672	133,876	19,164
SUBURBAN TOTAL	504.7	.2277	30.5	11.4	15.6	17.7	25.3	181.4	2,122,158	553,321	202,234	278,048	65,878	407,295	53,40[illegible]
PANAMA CITY	**96.8**	**.0437**	**28.7**	**13.3**	**16.4**	**17.0**	**22.6**	**33.7**	**440,433**	**77,028**	**48,555**	**68,413**	**27,964**	**102,201**	**10,500**
Bay	96.8	.0437	28.7	13.3	16.4	17.0	22.6	33.7	440,433	77,028	48,555	68,413	27,964	102,201	10,500
● Panama City	40.5	.0183	30.3	13.1	14.5	16.4	26.9	14.7	348,739	53,992	34,768	61,609	25,590	89,237	9,[illegible]
SUBURBAN TOTAL	56.3	.0254	27.7	13.4	17.7	17.4	19.6	19.0	91,694	23,036	13,787	6,804	2,374	12,964	1,386
PENSACOLA	**281.8**	**.1271**	**27.0**	**16.5**	**16.7**	**16.3**	**20.3**	**94.0**	**1,074,272**	**244,683**	**87,596**	**170,505**	**47,036**	**251,362**	**30,010**
Escambia	229.7	.1036	27.3	16.4	16.6	16.4	20.7	76.5	941,467	186,628	80,129	163,164	42,222	227,662	25,999
● Pensacola	66.3	.0299	31.1	12.5	14.8	16.5	27.7	24.3	356,432	72,639	25,966	12,358	15,947	136,004	10,63[illegible]
Santa Rosa	52.1	.0235	26.1	17.0	17.5	15.9	18.4	17.5	132,805	58,055	7,467	7,341	4,814	23,700	4,011
SUBURBAN TOTAL	215.5	.0972	26.0	17.7	17.4	16.3	18.0	69.7	717,840	172,044	61,630	158,147	31,089	115,358	19,371
SARASOTA	**179.9**	**.0812**	**52.6**	**7.4**	**9.4**	**12.1**	**53.5**	**80.7**	**1,073,146**	**224,895**	**113,050**	**122,965**	**98,072**	**182,463**	**36,612**
Sarasota	179.9	.0812	52.6	7.4	9.4	12.1	53.5	80.7	1,073,146	224,895	113,050	122,965	98,072	182,463	36,612
● Sarasota	49.5	.0223	48.1	9.9	10.3	12.3	48.4	22.2	443,827	84,538	49,484	73,224	22,715	43,737	18,112
SUBURBAN TOTAL	130.4	.0589	53.8	6.4	9.1	12.0	55.4	58.5	629,319	140,357	63,566	49,741	75,357	138,726	18,500
TALLAHASSEE	**146.7**	**.0663**	**25.0**	**23.8**	**18.0**	**13.7**	**18.1**	**50.5**	**646,475**	**146,839**	**61,381**	**91,301**	**26,934**	**119,566**	**16,277**
Leon	137.4	.0621	24.8	24.6	18.2	13.6	17.4	47.3	634,109	141,317	59,419	90,170	26,469	117,625	15,796
● Tallahassee	92.5	.0417	24.5	28.7	17.9	12.2	17.6	32.2	408,942	97,680	39,536	60,166	22,675	48,761	12,162
Wakulla	9.3	.0042	30.8	11.3	14.8	14.6	29.2	3.2	12,366	5,522	1,962	831	465	1,941	481
SUBURBAN TOTAL	54.2	.0246	26.9	15.3	18.0	16.2	19.1	18.3	237,533	49,159	21,845	30,835	4,259	70,805	4,115

Tourists didn't make Miami the 12th largest market.

South Florida is now the 12th largest market in the nation in population, 12th in effective buying income and 11th in retail sales.

In any given week, The Miami Herald and The Miami News reach 80% of all adults in South Florida; after four Sundays, The Miami Herald reaches 84% of all adults.

We're second in the number of international banks, second in international air passengers and Miami International Airport is ninth in the world in total passengers.

Some 100 multi-national firms have offices in Greater Miami. Foreign investments have passed four billion dollars.

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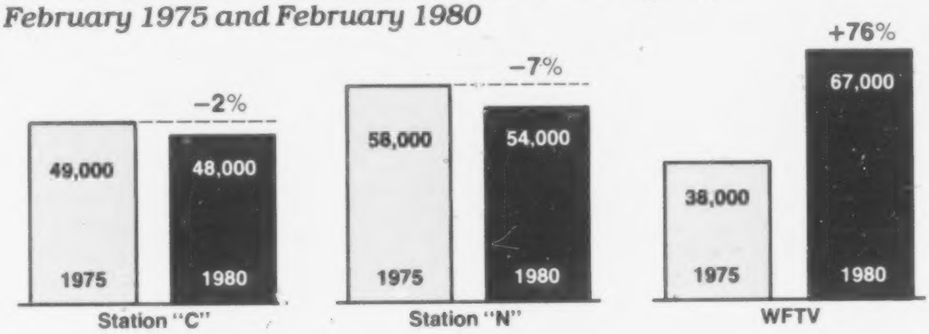
A 5-year plan that worked!

In 1975, WFTV (ABC), Orlando, set out to change the character of Central Florida television. Our plan to expand news coverage and serve communities throughout the region in a hundred ways has paid off . . . for us and our advertisers.

The comparisons below tell just a part of the story.

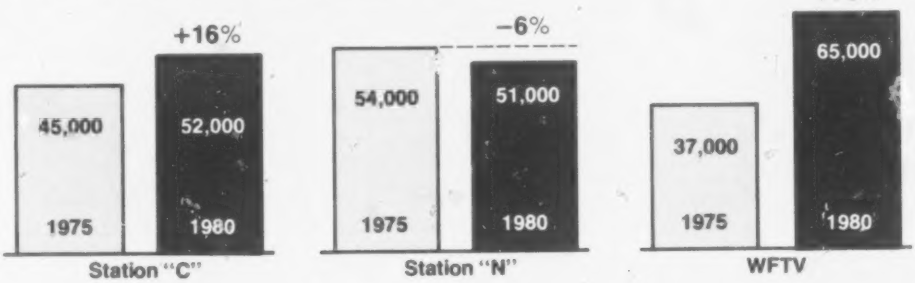
Nielsen Households (9 AM-Midnight)

February 1975 and February 1980



Arbitron Households (9 AM-Midnight)

February 1975 and February 1980



The next five years promise even more. Our commitment to localism and news dominance assures future growth for WFTV and even better buys for our clients. We're the growth leader at the center of growth in Florida.

Data herein are estimates from Nielsen and Arbitron reports, Orlando-Daytona Beach, February 1975 and 1980, day-part summary sections, and are subject to qualifications contained within subject reports.

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ORLANDO-DAYTONA BEACH

WE'RE NO. 1 IN FLORIDA...
in per capita and household EBI.

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At an affluent household move-in rate of 45 per day, this area is 15th in the nation in per capita EBI right now ... but it won't be for long ... if you catch our drift (growth).

The Post and The Evening Times
Palm Beach County's only a.m. & p.m. newspaper buy.

Sources: Survey of Buying Power Data Service 1979
U.S. Post Office
Represented nationally by Sawyer-Ferguson-Walker

FLA. (cont.)
ESTIMATES

METRO AREA County City	POPULATION—12/31/79 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1979 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
TAMPA - ST. PETERSBURG	**1,474.6**	**.6656**	**41.8**	**10.0**	**12.1**	**13.8**	**42.4**	**621.2**	**6,521,762**	**1,652,522**	**615,516**	**965,028**	**290,578**	**1,209,719**	**204,708**
Hillsborough	607.2	.2741	31.1	13.4	15.8	16.4	27.5	221.3	2,903,800	695,388	274,044	421,713	114,745	592,523	81,260
• Tampa	288.4	.1302	33.3	13.2	14.1	16.1	31.6	111.3	1,693,240	287,336	186,135	253,698	84,068	401,396	51,101
Pasco	161.0	.0727	54.3	7.5	8.4	9.8	55.7	71.0	486,961	152,107	35,151	56,169	27,419	60,723	23,227
Pinellas	706.4	.3188	51.8	7.7	9.8	12.5	52.1	328.9	3,131,001	805,027	306,321	487,146	148,413	556,473	100,221
Clearwater	82.1	.0371	51.1	8.3	10.1	12.6	51.4	38.2	685,633	125,669	80,642	97,501	38,491	184,451	13,717
• St. Petersburg	240.2	.1084	52.3	8.0	9.4	12.2	52.6	111.5	1,032,450	283,695	79,790	196,802	35,059	170,764	28,935
SUBURBAN TOTAL	946.0	.4270	42.4	9.6	12.2	13.5	43.2	398.4	3,796,072	1,081,491	349,591	514,528	171,451	637,559	124,672
WEST PALM BEACH - BOCA RATON	**517.5**	**.2335**	**37.8**	**10.1**	**13.6**	**14.9**	**37.9**	**200.9**	**2,666,079**	**611,988**	**241,314**	**348,014**	**161,645**	**535,913**	**90,511**
Palm Beach	517.5	.2335	37.8	10.1	13.6	14.9	37.9	200.9	2,666,079	611,988	241,314	348,014	161,645	535,913	90,511
• Boca Raton	56.5	.0255	45.1	11.1	11.7	13.2	45.7	22.6	281,457	74,033	33,361	54,109	30,087	4,608	8,142
• West Palm Beach	66.2	.0299	41.5	11.1	12.4	14.5	41.7	28.5	615,880	89,698	42,257	135,744	30,497	160,049	17,294
SUBURBAN TOTAL	394.8	.1781	36.3	9.8	14.1	15.0	36.3	149.8	1,768,742	448,257	165,696	158,161	101,061	371,256	65,075
OTHER COUNTIES															
Bradford	17.4	.0079	29.8	13.3	17.6	16.2	24.7	5.6	51,013	18,571	4,008	3,533	1,452	8,501	2,440
Calhoun	9.3	.0042	32.3	10.8	13.9	14.2	32.0	3.1	27,355	9,317	678	1,099	84	5,030	889

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TAMPA
MIAMI

Tampa Bay is a great Test Market –
a real cross section of America because its citizens have been attracted by the magnetism of this dynamic market from all over the U.S. Tampa Bay is "Main Street America" today!

Advertisers reach this "hot" Tampa Bay Market
in The Tampa Tribune and Times at the lowest national line rate of all Florida major metro newspapers.

Source: S&MM Survey of Buying Power, July, 1979

Q The Quality Buy

THE TAMPA TRIBUNE

Morning and Sunday

The Tampa Times

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Media General Newspapers
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Tampa Tribune-Times, P.O. Box 191
Tampa, Florida 33601 (813) 272-7445

FLA. (cont.)

ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Charlotte	50.9	.0230	58.5	5.0	7.2	9.2	63.9	23.8	221,609	36,095	11,041	17,636	9,250	45,728	14,5[illegible]
Citrus	44.8	.0202	51.6	6.5	8.9	11.2	52.3	18.2	144,667	42,502	10,333	6,479	5,374	15,867	5,5[illegible]
Collier	77.6	.0350	35.3	9.1	13.3	14.4	35.9	29.4	500,182	104,278	43,365	55,924	38,181	101,652	11,6[illegible]
Columbia	31.0	.0140	29.0	12.2	15.2	15.6	25.3	10.6	130,092	27,832	11,490	11,645	3,212	24,595	4,6[illegible]
De Soto	18.0	.0081	33.8	10.2	14.4	14.3	34.1	5.9	54,622	18,684	3,019	4,413	894	10,723	2,2[illegible]
Dixie	7.1	.0033	29.1	13.2	15.8	14.5	26.1	2.4	18,104	6,803	730	256	449	2,493	[illegible]
Flagler	8.6	.0039	34.8	9.4	11.4	14.3	35.6	3.0	25,601	6,911	1,818	165	448	7,759	32[illegible]
Franklin	8.0	.0036	34.2	10.8	13.3	13.8	35.1	2.9	22,374	9,773	1,935	474	718	1,640	75[illegible]
Gadsden	36.4	.0165	28.6	11.0	13.3	13.8	27.7	9.7	86,270	23,769	3,604	5,806	3,012	20,873	2,744
Gilchrist	5.8	.0026	31.9	10.7	15.8	15.5	29.5	2.2	6,137	3,853	552	88	44		92
Glades	5.5	.0025	31.5	10.1	15.7	16.5	28.0	2.1	4,197	2,379	626	241	31	62	
Gulf	10.3	.0046	30.3	11.2	15.6	17.2	25.5	3.5	22,440	10,727	1,404	1,395	1,053	2,609	86[illegible]
Hamilton	8.9	.0040	30.0	11.7	13.1	12.9	30.5	3.1	27,205	7,195	2,711	1,517	615	2,742	506
Hardee	18.0	.0081	29.4	11.9	14.5	14.9	26.9	5.8	51,675	20,189	1,679	1,705	1,368	6,003	2,62[illegible]
Hendry	17.0	.0077	27.7	11.6	15.9	15.9	22.5	5.9	77,140	33,007	4,067	3,865	1,825	13,313	2,38[illegible]
Hernando	34.8	.0157	40.0	8.5	11.7	12.6	41.6	13.0	127,659	41,686	8,290	9,047	3,853	17,183	4,134
Highlands	39.7	.0179	40.9	8.6	11.4	12.9	42.1	15.7	171,325	50,671	10,741	13,709	5,432	31,293	6,93[illegible]
Holmes	14.8	.0066	35.4	10.9	13.4	14.0	35.4	5.4	30,674	11,365	1,532	834	792	6,486	1,40[illegible]
Indian River	51.2	.0232	37.2	8.5	13.1	14.7	37.5	19.6	246,024	66,713	21,825	9,970	19,744	48,616	10,760
Jackson	38.9	.0175	31.1	12.5	13.5	14.6	30.1	13.4	125,441	37,151	8,168	12,038	5,069	28,600	4,18[illegible]
Jefferson	10.0	.0045	28.7	11.5	11.7	13.6	29.0	3.3	25,476	7,315	649	793	1,493	4,017	1,960
Lafayette	4.2	.0019	33.0	10.4	14.6	13.8	33.2	1.5	5,794	2,419	196	214	150	74	43
Lake	94.4	.0426	41.2	8.9	11.5	13.3	42.2	37.4	400,502	109,787	24,888	31,003	15,671	88,773	17,089
Levy	16.1	.0072	33.8	10.0	12.8	14.3	34.2	6.1	50,634	18,781	3,091	2,916	2,449	7,927	897
Liberty	4.4	.0020	30.8	11.2	14.4	15.1	28.9	1.5	3,749	330	336	761	348	152	
Madison	14.4	.0065	30.2	13.6	12.4	13.0	31.1	4.7	36,988	11,348	1,054	500	506	5,491	3,712
Marion	105.4	.0476	32.9	10.3	13.8	14.7	32.4	38.1	472,049	124,164	40,765	49,451	15,561	71,695	13,926
Martin	50.9	.0230	41.6	8.8	11.5	12.7	42.9	20.6	276,244	74,744	23,304	14,460	18,130	44,394	10,073
Monroe	49.3	.0222	30.4	16.0	17.2	15.5	26.6	18.1	294,048	69,719	42,619	33,700	9,451	30,089	13,395
Okaloosa	106.9	.0482	25.4	16.7	19.7	18.0	13.0	34.1	411,082	84,539	40,510	64,848	21,627	75,341	8,945
Okeechobee	18.9	.0086	26.6	10.5	14.4	14.8	23.1	6.1	65,514	25,753	6,094	4,055	2,519	6,310	1,244
Putnam	45.9	.0207	32.0	11.0	13.3	15.3	30.7	16.4	160,830	49,282	6,593	7,079	5,374	30,825	12,129
St. Lucie	75.3	.0340	33.2	10.1	12.9	14.8	32.9	28.2	363,481	76,563	26,410	39,728	16,007	89,194	11,495
Sumter	21.7	.0098	31.9	13.0	13.3	13.2	32.7	7.5	61,441	21,232	4,741	1,344	1,329	2,408	2,042
Suwannee	19.7	.0089	31.7	11.1	13.2	14.4	31.2	7.0	65,906	20,916	2,496	5,525	2,163	14,111	2,780
Taylor	14.1	.0064	30.8	11.5	14.2	16.0	28.0	4.8	54,434	13,778	5,277	3,165	3,079	10,282	1,446
Union	10.6	.0048	30.1	17.4	23.2	17.8	20.8	2.5	8,194	3,532	59		160	1,266	325
Walton	19.2	.0086	35.7	10.8	12.7	16.1	34.7	7.2	43,684	14,633	1,848	1,757	1,125	7,211	1,460
Washington	14.2	.0064	33.7	9.8	13.6	14.0	34.3	4.9	27,053	14,675	1,127	1,472	666	1,602	1,133
TOTAL METRO COUNTIES	**7,707.2**	**3.4782**	**34.9**	**11.7**	**14.1**	**15.6**	**34.2**	**2,978.3**	**36,775,907**	**8,203,328**	**3,482,738**	**5,023,247**	**1,993,947**	**7,349,438**	**1,265,348**
TOTAL STATE	**8,956.8**	**4.0422**	**34.7**	**11.5**	**14.2**	**15.4**	**34.1**	**3,432.6**	**41,774,816**	**9,536,309**	**3,868,411**	**5,447,857**	**2,214,655**	**8,242,368**	**1,449,674**

FLA.

ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
BRADENTON	**987,772**	**12,690**	**8.4**	**17.5**	**23.3**	**19.3**	**.0645**
Manatee	987,772	12,690	8.4	17.5	23.3	19.3	.0645
• Bradenton	201,494	11,181	8.8	16.2	23.0	15.1	.0173
SUBURBAN TOTAL	786,278	13,097	8.4	17.6	23.4	20.5	.0472
DAYTONA BEACH	**1,415,261**	**11,667**	**8.5**	**18.0**	**23.2**	**15.4**	**.1023**
Volusia	1,415,261	11,667	8.5	18.0	23.2	15.4	.1023
• Daytona Beach	326,529	10,778	8.4	17.2	20.5	15.1	.0328
SUBURBAN TOTAL	1,088,732	11,927	8.5	18.3	24.0	15.4	.0695
FORT LAUDERDALE - HOLLYWOOD	**7,886,777**	**16,977**	**6.4**	**16.5**	**29.0**	**27.3**	**.5076**
Broward	7,886,777	16,977	6.4	16.5	29.0	27.3	.5076
• Fort Lauderdale	1,612,312	17,016	6.0	16.7	26.7	29.6	.1125
• Hollywood	1,100,954	17,342	6.0	15.3	28.8	28.4	.0744
SUBURBAN TOTAL	5,173,511	16,892	6.6	16.7	29.7	26.5	.3207

ORLANDO/DAYTONA BEACH AD
FLORIDA'S EXCITING GROWTH MARKET
Get your share of it by includin
THE DAYTONA BEACH NEWS-JOURNAL
OFFERING 80.8%* PENETRATION
in the Daytona RT
HIGHEST IN THE SOUTHEAST
and # 31 in the nation in retail sales per household!**
REPRESENTED B
SAWYER-FERGUSON-WALKE
IN FLORIDA BY PUBLISHER'S REPRESENTATIVE

BOB BURNETTE
National Advertising Manager
(904) 252-1511

*Combined, Circulation 79-80
**Sales & Marketing Management Survey of Buying Power, 197

HOW DID WE GET TO BE SO BIG?

FORT LAUDERDALE NEWS

Sun-Sentinel

MARKET GROWTH:

The South Florida Market (Broward, South Palm Beach County area), ranks 2nd in the nation in per capita retail sales among the top 50 major markets*

*S&MM Survey of Buying Power '79

ADVERTISING GROWTH:

The FORT LAUDERDALE NEWS ranks 4th in the nation in total advertising linage among all 7-day newspapers, putting it ahead of the 7th-ranking Miami Herald by 12,525,935 lines*

The SUN-SENTINEL (5 days a week) ranks 10th in the nation in total advertising linage among all 6-day morning newspapers*

*Media Records '79

CIRCULATION GROWTH:

For Sunday editions alone, the FORT LAUDERDALE NEWS/SUN-SENTINEL posted the largest circulation gain in Florida—up 23,408, or 13.1% over 1979 (ABC Publishers' Statement 3/30/80)

READERSHIP GROWTH:

	% Adults Covered	Audience (000)
FORT LAUDERDALE NEWS/SUN-SENTINEL (Net Unduplicated)	55	360
Miami Herald	22	144
Palm Beach Post-Times (Net Unduplicated)	2	13

Fact: **The NEWS/SENTINEL combo reaches more than twice as many adult readers as all other major daily newspapers combined.**

Fort Lauderdale News/Sun-Sentinel, Tel. 305-761-4466, 101 North New River Drive East, Ft. Lauderdale, FL 33302

Represented Nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc. In Florida by Publishers Representatives of Florida

Because We Are The Best Advertising Reach And Sell To The $5.4 Billion Retail Fort Lauderdale Primary Market!

SARASOTA HERALD-TRIBUNE & SARASOTA JOURNAL

OVER 81% PENETRATION
OF THE SARASOTA METRO MARKET WITH

Per Capita RETAIL SALES .... 35% HIGHER than Tampa-St. Pete
Per Capita DRUG STORE SALES .... 47% HIGHER than Tampa-St. Pete
Per Capita FOOD STORE SALES .... 12% HIGHER than Tampa-St. Pete
Per Capita FURNITURE & APPLIANCE SALES ... 177% HIGHER than Tampa-St. Pete
Per Capita AUTOMOTIVE SALES .... 24% HIGHER than Tampa-St. Pete

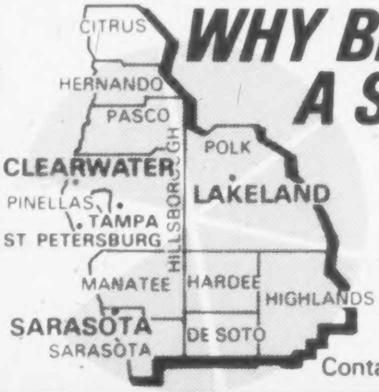
SARASOTA TAMPA BAY'S BEST MARKET

Source: Sales Management Survey of Buying Power, Audit Bureau of Circulations
Represented by: Branham Newspapers Sales & Publishers Representatives of Florida

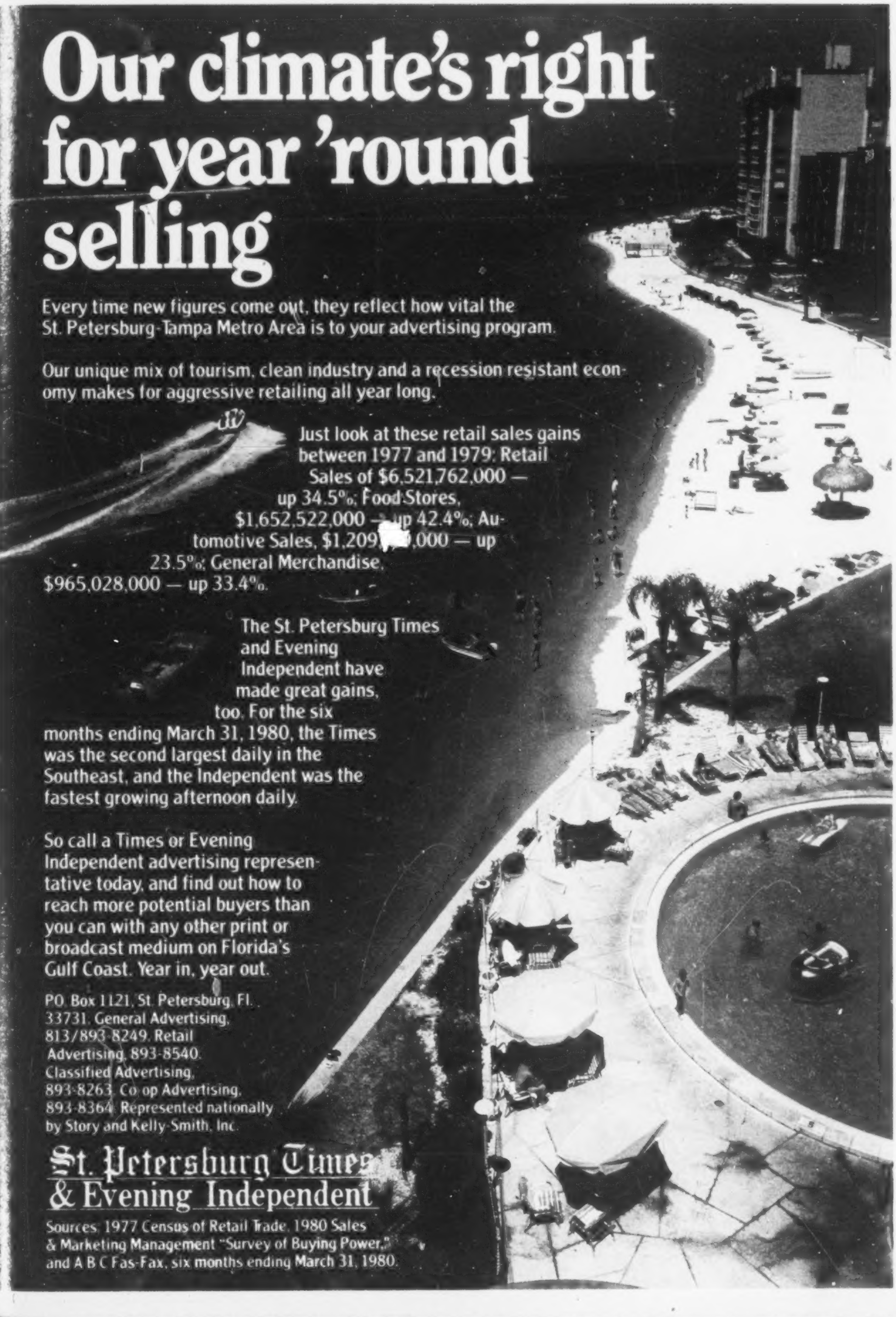
FLA. (cont.)
ESTIMATES

SS EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000-$9,999 (B) $10,000-$14,999 (C) $15,000-$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
FORT MYERS - CAPE CORAL	**1,440,034**	**14,588**	**7.3**	**18.1**	**27.4**	**21.1**	**.0965**
Lee	1,440,034	14,588	7.3	18.1	27.4	21.1	.0965
• Cape Coral	212,862	16,732	6.4	20.1	28.5	27.8	.0120
• Fort Myers	331,902	17,040	6.4	14.9	27.2	29.4	.0334
SUBURBAN TOTAL	895,270	13,490	7.8	18.4	27.2	17.4	.0511
GAINESVILLE	**843,209**	**14,503**	**7.4**	**16.4**	**26.7**	**21.7**	**.0596**
Alachua	843,209	14,503	7.4	16.4	26.7	21.7	.0596
• Gainesville	471,025	14,673	7.5	16.2	26.4	22.6	.0395
SUBURBAN TOTAL	372,184	14,296	7.1	16.8	27.1	20.7	.0201
JACKSONVILLE	**4,570,889**	**15,308**	**6.3**	**17.3**	**29.3**	**21.8**	**.3090**
Baker	64,383	14,443	7.2	16.1	28.1	20.2	.0047
Clay	307,566	13,937	7.7	20.5	31.2	14.4	.0245
Duval	3,792,932	15,976	5.9	16.9	29.6	23.8	.2511
• Jacksonville	3,792,932	15,976	5.9	16.9	29.6	23.8	.2511
Nassau	160,434	14,335	6.9	18.7	33.9	13.0	.0108
St. Johns	245,574	10,314	9.0	18.1	20.3	13.0	.0179
SUBURBAN TOTAL	777,957	12,825	7.9	19.1	27.9	14.1	.0579
LAKELAND - WINTER HAVEN	**1,865,895**	**15,200**	**6.7**	**17.0**	**28.2**	**22.5**	**.1273**
Polk	1,865,895	15,200	6.7	17.0	28.2	22.5	.1273
• Lakeland	380,566	15,893	6.1	13.8	24.0	28.3	.0344
• Winter Haven	146,266	15,365	7.5	15.6	23.8	27.4	.0155
SUBURBAN TOTAL	1,339,063	15,054	6.8	18.0	29.5	20.6	.0774
MELBOURNE - TITUSVILLE - COCOA	**1,455,583**	**16,019**	**6.5**	**18.2**	**36.6**	**17.3**	**.1041**
Brevard	1,455,583	16,019	6.5	18.2	36.6	17.3	.1041
• Cocoa	95,764	14,154	7.0	16.9	30.3	16.8	.0078
• Melbourne	276,953	16,119	6.0	17.5	37.1	17.2	.0251
• Titusville	208,464	17,678	4.9	14.1	43.4	18.7	.0142
SUBURBAN TOTAL	874,402	15,716	6.9	19.4	35.9	17.1	.0570
MIAMI	**12,194,349**	**17,403**	**5.8**	**15.1**	**27.0**	**30.1**	**.7541**
Dade	12,194,349	17,403	5.8	15.1	27.0	30.1	.7541
Coral Gables	621,906	25,408	3.6	10.9	20.5	50.8	.0343
Hialeah	914,724	19,417	4.9	15.4	36.4	29.3	.0634
• Miami	2,546,789	13,447	7.7	18.4	26.2	18.3	.1717
Miami Beach	1,084,834	10,644	7.9	15.1	16.3	20.9	.0531
SUBURBAN TOTAL	9,647,560	19,177	5.2	13.9	27.2	34.6	.5824
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***20,081,126***	***17,222***	***6.1***	***15.7***	***27.7***	***29.0***	***1.2617***
ORLANDO	**4,555,470**	**16,496**	**6.3**	**16.3**	**28.4**	**26.5**	**.3000**
Orange	3,337,391	17,741	5.8	15.7	28.3	30.3	.2136
• Orlando	988,781	15,359	7.0	16.3	25.3	25.8	.0725
Osceola	222,133	10,464	8.8	17.8	22.5	11.5	.0165
Seminole	995,946	15,121	7.2	17.6	30.0	20.4	.0699
SUBURBAN TOTAL	3,566,689	16,770	6.2	16.3	29.1	26.7	.2275
PANAMA CITY	**537,956**	**13,634**	**7.4**	**20.6**	**28.3**	**16.2**	**.0402**
Bay	537,956	13,634	7.4	20.6	28.3	16.2	.0402
• Panama City	227,241	12,883	7.5	19.3	26.8	15.3	.0225
SUBURBAN TOTAL	310,715	14,156	7.3	21.8	29.5	16.9	.0177
PENSACOLA	**1,645,618**	**14,892**	**6.7**	**18.3**	**30.6**	**19.0**	**.1125**
Escambia	1,334,793	14,869	6.6	18.6	30.8	18.7	.0937
• Pensacola	424,298	14,556	6.5	15.2	26.0	22.7	.0311
Santa Rosa	310,825	14,997	6.8	17.4	29.7	20.3	.0188
SUBURBAN TOTAL	1,221,320	14,974	6.7	19.5	32.2	17.6	.0814
SARASOTA	**1,327,450**	**12,382**	**8.6**	**17.4**	**23.4**	**18.0**	**.0936**
Sarasota	1,327,450	12,382	8.6	17.4	23.4	18.0	.0936
• Sarasota	379,915	11,765	8.6	17.0	20.5	19.2	.0312
SUBURBAN TOTAL	947,535	12,621	8.5	17.8	24.5	17.5	.0624
TALLAHASSEE	**1,032,228**	**16,503**	**6.6**	**15.6**	**25.3**	**29.0**	**.0669**
Leon	994,126	17,135	6.5	15.2	25.6	30.4	.0645
• Tallahassee	682,195	16,953	6.7	15.1	24.0	31.1	.0432
Wakulla	38,102	10,192	8.9	21.0	22.1	7.7	.0024
SUBURBAN TOTAL	350,033	15,870	6.6	16.4	27.5	25.4	.0237
TAMPA - ST. PETERSBURG	**10,623,252**	**13,622**	**7.9**	**17.5**	**25.5**	**20.0**	**.6817**
Hillsborough	4,221,590	16,191	6.1	16.0	29.0	25.0	.2834
• Tampa	1,998,394	14,668	6.7	16.7	26.9	21.9	.1450



WHY BE SATISFIED WITH ONLY A SLICE . . . YOU CAN HAVE THE WHOLE PIE
when you include the . . .
SARASOTA HERALD-TRIBUNE/JOURNAL
CLEARWATER SUN and LAKELAND LEDGER
(The Tampa-St. Petersburg 18th ADI Newspaper Group)
Tampa-St. Petersburg COMBINED reach only 47.9% gross household coverage in this 18th ADI.
BY ADDING OUR NEWSPAPER GROUP, YOU REACH 154,000 HOUSEHOLDS, BRINGING YOUR GROSS ADI COVERAGE TO NEARLY 65%.
Contact: Branham Newspaper Sales or Publishers Representatives of Florida.



Our climate's right for year 'round selling

Every time new figures come out, they reflect how vital the St. Petersburg-Tampa Metro Area is to your advertising program.

Our unique mix of tourism, clean industry and a recession resistant economy makes for aggressive retailing all year long.

Just look at these retail sales gains between 1977 and 1979: Retail Sales of $6,521,762,000 — up 34.5%; Food Stores, $1,652,522,000 — up 42.4%; Automotive Sales, $1,209,[illegible],000 — up 23.5%; General Merchandise, $965,028,000 — up 33.4%.

The St. Petersburg Times and Evening Independent have made great gains, too. For the six months ending March 31, 1980, the Times was the second largest daily in the Southeast, and the Independent was the fastest growing afternoon daily.

So call a Times or Evening Independent advertising representative today, and find out how to reach more potential buyers than you can with any other print or broadcast medium on Florida's Gulf Coast. Year in, year out.

P.O. Box 1121, St. Petersburg, Fl. 33731. General Advertising, 813/893-8249. Retail Advertising, 893-8540. Classified Advertising, 893-8263. Co-op Advertising, 893-8364. Represented nationally by Story and Kelly-Smith, Inc.

St. Petersburg Times
& Evening Independent

Sources: 1977 Census of Retail Trade, 1980 Sales & Marketing Management "Survey of Buying Power," and A B C Fas-Fax, six months ending March 31, 1980.

FLA. (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Pasco	820,439	8,811	11.5	18.4	18.0	7.2	.0564
Pinellas	5,581,223	13,279	8.4	18.1	24.8	19.6	.3419
Clearwater	683,689	14,092	8.3	18.0	25.5	21.6	.0517
• St. Petersburg	1,836,830	12,380	8.3	17.6	22.8	18.5	.1133
SUBURBAN TOTAL	6,788,028	13,685	8.2	17.7	25.7	20.0	.4234
WEST PALM BEACH - BOCA RATON	**4,624,150**	**17,441**	**6.2**	**15.1**	**25.6**	**31.1**	**.2797**
Palm Beach	4,624,150	17,441	6.2	15.1	25.6	31.1	.2797
• Boca Raton	776,292	25,365	3.9	10.8	23.2	50.8	.0386
• West Palm Beach	538,381	14,594	7.2	17.1	25.3	23.4	.0434
SUBURBAN TOTAL	3,309,477	17,043	6.4	15.4	26.0	29.6	.1977
OTHER COUNTIES							
Bradford	96,945	15,026	5.2	16.7	29.3	20.8	.0063
Calhoun	37,620	8,732	9.6	17.3	16.9	10.0	.0030
Charlotte	341,141	11,030	10.5	20.2	21.5	13.0	.0226
Citrus	214,393	9,141	10.6	20.1	17.3	8.2	.0155
Collier	592,074	14,391	7.7	18.9	24.9	22.9	.0422
Columbia	145,803	11,561	8.4	19.3	24.1	13.3	.0117
De Soto	80,282	10,718	9.7	20.4	22.7	10.1	.0060
Dixie	29,548	10,224	9.3	20.5	23.3	7.3	.0021
Flagler	30,545	7,390	10.1	19.0	12.2	5.1	.0027
Franklin	33,082	8,762	11.1	16.1	18.6	8.6	.0024
Gadsden	146,890	11,375	8.8	17.6	23.0	15.0	.0107
Gilchrist	25,770	10,547	6.6	22.9	21.1	8.1	.0016
Glades	24,155	9,659	12.1	24.9	16.0	7.0	.0015
Gulf	54,088	13,992	6.7	16.4	32.3	14.2	.0032
Hamilton	37,930	9,351	8.1	16.0	21.7	9.9	.0030
Hardee	90,237	12,353	8.1	22.6	21.9		.0061
Hendry	85,100	11,996	9.3	22.0	24.5	12.4	.0067
Hernando	159,185	9,878	9.5	19.9	21.4	8.1	.0124
Highlands	231,790	11,099	9.5	19.8	20.9	14.0	.0166
Holmes	53,976	7,708	8.5	19.7	15.1	5.3	.0040
Indian River	313,504	13,160	7.6	19.2	25.9	17.2	.0225
Jackson	157,601	8,787	8.5	16.9	20.1	8.1	.0127
Jefferson	39,994	9,713	6.9	16.3	23.9	8.9	.0029
Lafayette	17,825	9,198	10.2	20.5	16.6	8.6	.0012
Lake	542,355	11,113	9.3	19.6	21.9	13.4	.0389
Levy	73,163	9,695	9.9	19.4	20.8	8.2	.0054
Liberty	15,561	9,395	10.7	24.6	17.9	4.1	.0010
Madison	64,312	10,565	7.6	13.8	24.1	14.0	.0046
Marion	593,704	12,225	7.9	18.8	23.5	16.7	.0437
Martin	336,574	12,562	8.3	17.1	25.0	17.2	.0243
Monroe	351,240	14,901	7.1	19.5	27.6	22.0	.0254
Okaloosa	609,605	14,687	7.4	23.2	29.5	19.1	.0425
Okeechobee	85,183	11,363	10.2	24.0	22.9	10.7	.0065
Putnam	264,238	13,109	7.1	16.2	24.5	19.4	.0177
St. Lucie	465,530	13,151	8.2	17.6	23.7	20.0	.0334
Sumter	84,838	9,073	7.9	19.4	19.3	7.5	.0066
Suwannee	110,726	11,060	7.5	15.6	23.2	14.9	.0075
Taylor	69,661	11,717	7.2	16.4	23.0	16.6	.0052
Union	36,411	11,105	9.2	23.7	23.3	9.3	.0024
Walton	85,828	9,414	7.7	18.7	20.0	9.1	.0059
Washington	55,372	8,040	8.0	16.0	18.5	7.6	.0038
TOTAL METRO COUNTIES	**57,005,893**	**15,470**	**6.8**	**16.7**	**27.3**	**24.2**	**3.6996**
TOTAL STATE	**63,889,652**	**14,915**	**7.0**	**17.1**	**26.7**	**23.0**	**4.1940**

Naples Daily News

NAPLES, FLORIDA

95% Sunday*

84% Daily*

City Zone Coverage

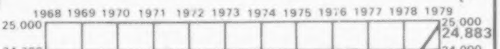
Call Bob Groff, Nat'l Adver. Mgr. 813-262-3161

1075 Central Avenue, Naples, FL 33940

**Audit Bureau of Circulations, March 31, 1979*

*Circulation Comparison**

Collier County, Florida



GEORGIA

GA.
[illegible] ESTIMATES

METRO AREA County City	POPULATION—12/31/79 Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1979 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ALBANY	**107.6**	**.0485**	**25.1**	**15.7**	**17.0**	**15.3**	**17.9**	**33.4**	**421,974**	**76,468**	**27,654**	**64,293**	**25,922**	**91,736**	**12,799**
Dougherty	97.4	.0439	25.2	15.8	17.4	15.5	17.5	30.1	417,288	74,462	27,546	64,284	25,808	91,702	12,747
• Albany	79.8	.0360	25.7	14.8	16.9	15.6	18.7	25.2	359,947	64,690	23,740	41,830	21,543	90,797	10,768
Lee	10.2	.0046	23.9	14.5	13.5	13.2	20.9	3.3	4,686	2,006	108	9	114	34	52
SUBURBAN TOTAL	27.8	.0125	23.8	18.2	16.9	14.4	15.7	8.2	62,027	11,778	3,914	22,463	4,379	939	2,031
ATHENS	**108.5**	**.0490**	**25.2**	**24.8**	**17.3**	**13.0**	**20.1**	**37.1**	**399,555**	**81,061**	**33,824**	**46,904**	**21,172**	**96,110**	**13,845**
Clarke	72.8	.0329	24.2	30.7	17.3	12.1	17.1	24.8	370,043	69,850	32,490	45,732	20,918	89,970	12,793
• Athens	51.3	.0232	23.9	36.0	15.5	10.1	18.9	17.1	260,936	53,949	30,045	37,873	18,431	24,430	11,583
Madison	16.1	.0073	29.8	12.2	17.1	15.7	25.4	5.5	11,604	5,099	787	251	64	2,012	436
Oconee	11.3	.0051	28.6	15.8	17.6	13.9	24.8	4.1	7,803	2,978	391	822	127	238	255
Oglethorpe	8.3	.0037	31.2	10.9	15.9	14.1	29.9	2.7	10,105	3,134	156	99	63	3,890	361
SUBURBAN TOTAL	57.2	.0258	28.0	14.8	18.6	15.6	21.3	20.0	138,619	27,112	3,779	9,031	2,741	71,680	2,262
ATLANTA	**1,906.7**	**.8605**	**28.3**	**13.8**	**19.6**	**16.9**	**19.9**	**658.7**	**8,375,077**	**1,635,323**	**792,364**	**1,464,406**	**293,874**	**1,672,791**	**249,615**
Butts	12.5	.0057	29.1	13.4	15.0	14.2	27.0	4.1	29,121	8,620	1,904	515	771	3,748	1,182
Cherokee	42.1	.0190	28.4	12.7	18.1	15.1	22.9	14.4	102,116	31,749	3,447	4,125	5,432	20,581	3,759
Clayton	143.6	.0648	26.0	14.0	24.2	16.6	11.8	46.1	697,195	138,034	48,467	159,643	16,594	105,544	21,666
Cobb	271.3	.1224	27.7	13.2	21.7	18.3	15.9	91.1	1,450,466	284,448	112,034	323,888	49,156	311,496	44,250
De Kalb	466.1	.2104	28.4	13.8	20.4	18.6	18.0	158.6	2,244,771	400,929	189,880	525,234	87,809	400,064	62,392
Douglas	51.5	.0233	27.3	11.8	19.3	15.8	19.2	17.0	145,998	47,444	8,867	7,996	3,244	28,746	7,913
Fayette	23.7	.0107	29.9	10.3	18.9	16.6	23.7	7.0	43,262	17,090	2,571	1,904	1,983	5,617	1,429
Forsyth	22.6	.0102	28.4	12.6	18.4	15.4	22.5	7.8	57,137	15,499	3,968	1,395	1,781	12,639	1,760
Fulton	578.0	.2608	29.5	15.5	17.8	15.9	24.3	214.3	2,750,112	442,444	362,869	384,583	103,830	562,926	73,643
• Atlanta	423.7	.1912	29.2	16.2	17.7	14.8	24.9	158.6	1,965,393	285,083	249,794	323,739	69,154	396,718	47,205
Gwinnett	144.9	.0653	27.0	11.7	21.0	15.4	17.8	48.9	467,268	139,715	28,034	31,538	13,835	129,095	17,315
Henry	31.4	.0142	28.5	11.0	15.5	16.3	23.6	10.1	72,210	17,551	8,643	2,192	1,027	15,710	1,116
Newton	32.8	.0148	28.2	13.0	15.9	14.9	24.3	10.8	95,126	27,588	7,664	12,267	2,569	15,971	4,765
Paulding	23.8	.0107	28.7	12.5	17.2	15.8	23.4	8.2	40,359	15,405	1,803	1,592	595	9,097	2,457
Rockdale	32.1	.0145	27.8	11.7	18.5	16.0	20.5	10.3	110,764	26,807	9,977	3,558	2,594	34,598	3,290
Walton	30.3	.0137	29.4	11.6	15.9	14.6	26.6	10.0	69,172	22,000	2,236	3,976	2,654	16,959	2,678
SUBURBAN TOTAL	1,483.0	.6693	28.0	13.1	20.4	17.4	18.4	500.1	6,409,684	1,350,240	542,570	1,140,667	224,720	1,276,073	202,410
AUGUSTA	**292.9**	**.1322**	**26.9**	**16.2**	**16.3**	**16.4**	**20.4**	**92.6**	**1,140,885**	**245,853**	**87,977**	**169,141**	**52,874**	**237,723**	**32,092**
Columbia	34.0	.0154	24.7	14.7	18.3	15.7	15.3	10.9	79,844	21,720	3,898	7,640	2,668	6,544	2,384
Richmond	158.2	.0714	25.7	19.6	15.6	15.4	20.0	47.7	755,125	134,167	67,745	130,733	40,013	172,296	18,050
• Augusta	55.4	.0250	32.1	13.1	12.8	14.5	31.8	20.5	308,889	30,541	24,852	55,316	25,446	69,744	8,463
Aiken, S. C.	*100.7*	*.0454*	*29.6*	*11.4*	*16.9*	*18.1*	*22.7*	*34.0*	*305,916*	*89,966*	*16,334*	*30,768*	*10,193*	*58,883*	*11,658*
SUBURBAN TOTAL	237.5	.1072	26.0	16.9	17.3	16.8	17.7	72.1	831,996	215,312	63,125	113,825	27,428	167,979	23,629

There is more to Georgia than Atlanta...the
GEORGIA GROUP
AUGUSTA•COLUMBUS•MACON•SAVANNAH

'THE NATION'S
#1 NEWSPAPER GROUP BUY'

Georgia Group Circulation
289,726
59,000 MORE CIRCULATION THAN THE WESTCHESTER GROUP

The Georgia Group would rank
38th in POPULATION
40th in TOTAL RETAIL SALES
and in all categories rank in the
TOP 40 MARKETS

	Georgia Group	National Rank
Population	980,300	38
Total Retail Sales	$3,602,813,000	40
Food Store Sales	$734,740,000	42

SOURCE
SURVEY OF BUYING
POWER 1979

THE
CHRONICLE & HERALD
AUGUSTA

THE
LEDGER & ENQUIRER
COLUMBUS

THE
TELEGRAPH & NEWS
MACON

THE
NEWS & PRESS
SAVANNAH

GA. (cont.)

S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUF 1979

METRO AREA County City	Total Population (Thou-sands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thou-sands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Auto-motive ($000)	Drug ($000
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
COLUMBUS	**227.1**	**.1025**	**25.8**	**20.1**	**16.9**	**15.2**	**19.2**	**73.1**	**826,302**	**150,822**	**65,790**	**126,101**	**40,271**	**194,776**	**24,33**
Chattahoochee	16.8	.0076	22.1	76.7	12.2	4.7	.9	1.6	5,370	319	1,449	336		59	
Columbus	163.7	.0739	27.1	16.4	17.8	16.0	19.9	56.4	715,015	127,142	56,371	114,003	38,223	178,241	20,23
• Columbus	163.7	.0739	27.1	16.4	17.8	16.0	19.9	56.4	715,015	127,142	56,371	114,003	38,223	178,241	20,23
Russell, Ala.	*46.6*	*.0210*	*28.4*	*12.9*	*15.4*	*15.9*	*23.9*	*15.1*	*105,917*	*31,361*	*7,970*	*11,762*	*2,048*	*16,476*	*4,09*
SUBURBAN TOTAL	63.4	.0286	23.9	29.8	14.6	13.0	17.8	16.7	111,287	31,680	9,419	12,098	2,048	16,535	4,09
MACON	**248.4**	**.1121**	**28.3**	**13.3**	**16.6**	**17.2**	**21.6**	**80.4**	**966,236**	**206,265**	**73,247**	**146,177**	**36,739**	**196,290**	**27,16**
Bibb	145.6	.0657	29.8	13.1	15.4	16.6	25.3	48.3	682,353	136,828	49,348	111,827	27,799	139,967	19,64
• Macon	122.1	.0551	30.3	13.1	14.4	16.8	26.5	41.1	652,537	127,776	47,580	108,485	26,117	138,531	19,28
Houston	78.3	.0353	26.1	14.2	18.7	19.0	14.3	24.2	259,720	58,181	22,868	34,087	8,520	54,494	5,48
Jones	16.7	.0076	28.0	12.3	18.2	15.4	21.9	5.5	15,861	6,117	818		175	1,690	1,794
Twiggs	7.8	.0035	26.8	12.6	14.3	14.1	24.1	2.4	8,302	5,139	213	263	245	139	246
SUBURBAN TOTAL	126.3	.0570	26.7	13.6	18.6	17.6	16.9	39.3	313,699	78,489	25,667	37,692	10,622	57,759	7,877
SAVANNAH	**219.9**	**.0992**	**28.3**	**14.2**	**15.5**	**15.4**	**24.2**	**72.1**	**887,960**	**179,074**	**77,199**	**106,234**	**57,726**	**163,733**	**24,666**
Bryan	8.2	.0037	25.6	12.6	14.2	13.8	22.9	2.7	18,911	5,698	719	22	78	4,309	213
Chatham	193.5	.0873	28.4	14.5	15.4	15.5	24.4	63.9	841,857	165,206	75,599	105,838	55,026	149,336	23,448
• Savannah	143.9	.0649	29.3	14.3	13.6	14.7	27.6	48.0	449,882	99,272	46,195	37,313	25,399	52,723	13,265
Effingham	18.2	.0082	28.0	11.6	17.0	15.1	22.9	5.5	27,192	8,170	881	374	2,622	10,088	1,005
SUBURBAN TOTAL	76.0	.0343	26.8	14.1	18.7	16.9	17.9	24.1	438,078	79,802	31,004	68,921	32,327	111,010	11,401
OTHER COUNTIES															
Appling	15.0	.0068	27.8	11.9	14.8	14.2	25.1	4.8	34,710	11,270	2,115	2,945	1,052	7,652	900
Atkinson	5.8	.0026	27.3	12.0	13.8	13.4	26.0	1.8	13,948	5,516	796	198	148	943	272
Bacon	9.2	.0042	28.6	11.6	14.0	14.9	26.2	3.2	25,964	5,803	1,331	819	1,210	8,952	1,785
Baker	3.9	.0017	28.4	12.7	12.4	13.6	28.3	1.3	4,866	2,262	31	179			212
Baldwin	32.3	.0146	29.7	14.5	15.4	15.2	26.6	8.0	100,590	31,379	7,552	13,432	2,982	16,124	2,459
Banks	7.0	.0032	32.2	13.0	16.3	15.5	29.9	2.5	1,331	510	120	116	74	15	
Barrow	20.2	.0091	31.1	11.5	15.9	15.5	28.3	7.0	67,389	19,441	3,855	2,382	1,288	17,343	2,774
Bartow	37.0	.0167	29.4	12.4	17.2	15.9	24.5	12.8	135,462	28,030	7,802	6,624	7,528	29,494	4,033
Ben Hill	15.1	.0068	32.6	10.1	13.0	14.6	32.3	5.8	49,658	17,950	2,304	2,919	2,847	9,438	1,987
Berrien	13.3	.0060	30.4	12.3	14.9	15.0	28.2	4.8	42,907	13,433	955	1,266	1,168	14,578	1,934
Bleckley	11.1	.0050	29.0	17.8	13.5	15.3	26.6	3.8	29,191	10,035	1,507	1,307	383	7,144	1,163
Brantley	8.3	.0038	28.6	12.5	14.7	14.9	25.8	2.7	6,719	2,581	60	194	784	314	
Brooks	14.3	.0064	31.1	11.1	11.8	13.1	32.3	4.8	22,674	7,142	650	1,547	1,744	5,358	1,081
Bulloch	34.8	.0157	26.3	21.6	14.3	13.1	24.5	12.2	116,493	28,018	7,767	9,653	5,962	29,755	4,136
Burke	18.2	.0082	27.4	11.5	11.9	13.2	27.8	5.8	43,967	16,306	1,302	2,084	5,401	6,126	1,917
Calhoun	6.3	.0028	29.7	10.4	11.1	14.1	29.9	2.2	12,813	5,642	203	1,053	209	3,239	183
Camden	12.0	.0054	28.0	11.7	17.9	16.0	21.5	3.7	24,596	7,814	1,085	2,655	513	3,421	796
Candler	6.8	.0031	33.8	10.2	12.8	13.7	34.7	2.4	20,498	5,798	1,048	990		5,905	828
Carroll	55.1	.0249	27.4	17.3	15.8	13.6	24.4	18.8	193,881	64,429	12,641	11,524	6,935	37,773	7,776
☐ Catoosa	37.2	.0168	28.9	12.0	19.9	17.7	20.1	12.8	106,893	32,044	5,437	20,863	2,384	11,747	5,001
Charlton	6.5	.0029	26.0	11.2	14.5	14.0	22.9	2.1	15,553	3,345	907	960	41	5,774	468
Chattooga	22.4	.0101	31.6	11.6	15.5	17.0	27.7	7.9	53,066	18,253	1,819	3,962	2,249	10,293	1,425
Clay	3.5	.0016	32.9	10.4	9.4	13.8	34.2	1.1	2,555	1,158	286	180		62	266
Clinch	6.5	.0029	27.2	13.0	15.1	14.0	24.2	1.9	10,612	2,655	237	899	349	1,796	466
Coffee	24.8	.0112	27.5	14.0	15.3	14.2	24.3	8.1	81,280	24,849	5,678	6,803	3,386	14,717	2,280
Colquitt	34.1	.0154	29.8	12.2	14.5	14.9	27.6	11.8	106,056	32,345	4,497	6,151	4,182	15,160	4,369
Cook	12.5	.0056	29.1	12.2	14.3	14.5	27.1	4.3	25,054	7,569	1,721	1,143	815	2,470	1,529
Coweta	37.6	.0170	29.7	11.1	16.3	15.4	25.9	12.8	116,001	32,052	7,941	12,948	6,953	18,457	4,251
Crawford	7.2	.0032	28.4	11.3	14.5	14.9	25.6	2.2	5,460	1,830	201	166		401	126
Crisp	19.0	.0086	28.8	11.3	13.1	14.7	27.2	6.7	97,653	26,766	6,588	7,588	1,768	14,133	955
☐ Dade	12.0	.0054	27.2	15.3	17.7	14.9	21.3	4.0	33,446	11,459	1,393	881	1,660	3,132	680
Dawson	4.9	.0022	29.4	13.1	15.5	15.6	25.7	1.7	7,026	3,315	198	212	45	375	115
Decatur	25.3	.0114	29.4	10.4	12.1	14.6	28.6	8.1	65,423	19,615	4,420	5,945	1,748	12,482	1,850
Dodge	16.9	.0076	31.2	11.8	14.3	14.9	29.6	5.9	71,036	22,171	6,138	4,437	2,558	8,155	2,412
Dooly	11.2	.0051	29.8	11.0	12.3	12.8	30.7	3.7	23,490	4,254	608	244	1,579	4,786	1,078
Early	13.0	.0058	30.7	10.1	12.9	13.9	30.5	4.3	33,592	12,431	909	1,750	852	8,228	1,487
Echols	2.1	.0010	29.7	11.7	14.1	14.9	27.6	.6	224	139					
Elbert	18.5	.0083	32.2	10.9	14.8	15.0	30.7	6.6	60,844	18,541	2,358	3,867	1,969	19,781	2,295
Emanuel	20.6	.0093	29.7	11.5	13.9	14.3	28.3	7.1	62,783	17,076	1,765	5,101	3,124	15,864	1,591
Evans	8.9	.0041	30.3	10.7	13.7	14.1	29.4	3.0	27,076	6,891	1,404	124	519	5,143	1,108
Fannin	14.5	.0065	34.0	10.6	14.1	16.9	31.7	5.2	39,208	13,021	1,476	3,941	1,283	4,802	1,631
Floyd	80.7	.0364	31.1	12.7	15.9	17.1	26.6	28.2	297,772	75,630	24,338	32,742	18,029	67,158	8,955
Franklin	14.1	.0064	31.5	12.6	15.3	15.0	29.5	4.9	63,742	17,220	3,109	1,338	1,973	12,216	2,169
Gilmer	11.5	.0052	31.8	11.3	15.6	16.0	29.1	4.1	36,519	8,884	1,264	2,957	1,113	11,655	896
Glascock	2.7	.0012	35.9	8.8	14.2	14.3	36.6	.7	1,159	511	48				19
Glynn	49.0	.0222	28.6	13.1	17.5	16.1	22.6	16.5	278,520	64,229	29,408	16,640	15,519	70,829	11,119
Gordon	28.1	.0126	29.8	12.0	17.4	16.2	24.8	9.8	91,702	28,203	8,908	4,069	5,442	14,259	3,887
Grady	20.0	.0091	31.2	10.9	13.7	14.4	30.4	6.8	50,158	17,149	2,043	1,721	1,341	12,114	1,704
Greene	10.4	.0047	31.1	10.1	12.4	13.2	32.0	3.5	25,920	9,417	795	645	531	4,269	1,615
Habersham	25.1	.0114	29.2	14.9	15.9	15.9	24.9	8.4	86,860	22,750	4,857	4,193	2,800	16,471	3,430
Hall	71.0	.0320	29.4	12.8	17.6	16.8	23.3	24.4	280,043	65,629	17,610	40,476	9,754	47,493	12,457
Hancock	9.4	.0043	27.7	11.3	12.7	13.2	27.5	2.9	11,454	4,761	315	96	582	1,805	353
Haralson	18.5	.0083	31.5	11.9	16.5	16.2	28.0	6.6	47,634	12,952	2,536	1,485	1,304	9,359	2,906
Harris	12.5	.0057	31.3	11.2	12.8	15.6	29.7	4.0	19,868	5,996	5,903	883	138	2,699	646
Hart	16.5	.0074	30.4	12.3	15.1	15.8	27.3	5.8	29,513	11,635	1,965	2,518	1,892	4,510	1,613
Heard	6.4	.0029	32.6	10.5	14.4	14.2	32.3	2.1	3,553	1,283	266	253	58	296	195
Irwin*	8.8	.0040	32.3	10.1	13.3	14.5	31.9	3.1	13,712	3,302	444	580	717	3,301	550
Jackson	24.0	.0108	30.1	12.8	16.2	14.8	27.3	8.5	68,227	14,474	7,074	4,050	3,150	13,323	1,970
Jasper	7.1	.0032	32.1	11.1	12.2	14.2	32.3	2.2	10,220	3,039	458	427	60	3,216	380
Jeff Davis	10.7	.0048	27.9	13.2	14.9	14.9	24.5	3.6	30,529	9,394	1,064	2,305	915	6,366	1,105

GA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Jefferson	16.8	.0076	28.8	11.1	12.7	13.2	28.9	5.5	36,317	12,857	1,283	2,334	1,847	6,606	1,538
Jenkins	8.6	.0039	30.5	11.5	13.0	14.8	29.3	3.1	15,295	4,515	465	126	485	2,862	531
Johnson	7.4	.0033	30.5	11.3	13.7	13.7	30.1	2.4	12,679	4,720	202	502	567	3,207	85
Lamar	11.5	.0052	29.6	14.1	13.1	15.3	27.6	3.7	27,269	6,547	1,849	2,329	817	8,925	1,217
Lanier	5.7	.0025	28.7	12.5	14.7	15.7	25.0	1.7	5,948	1,335	93	73	417	2,035	93
Laurens	35.5	.0161	31.0	10.7	14.3	15.3	29.0	12.2	126,675	33,385	4,481	13,228	4,849	30,932	5,116
Liberty	31.4	.0141	22.5	37.0	14.8	10.8	11.1	7.3	61,956	14,099	9,108	5,179	1,391	10,156	2,832
Lincoln	6.3	.0029	30.2	10.7	12.8	16.6	27.3	1.9	6,265	1,979	314	269	62	269	658
Long	3.9	.0017	28.0	12.7	11.9	14.9	26.8	1.1	4,428	1,202	217	182		557	75
Lowndes	66.7	.0301	25.3	17.2	15.9	13.9	20.6	21.9	302,495	59,984	22,480	27,244	10,210	64,887	19,100
Lumpkin	10.0	.0045	26.0	22.0	15.8	13.8	21.9	2.9	17,880	6,659	2,798	212		1,828	1,008
McDuffie	18.2	.0083	28.3	12.5	16.0	15.9	23.4	5.8	70,199	24,946	3,475	4,615	3,520	9,955	3,029
McIntosh	8.7	.0039	27.5	11.4	14.5	13.9	25.2	2.9	25,823	6,048	3,111	446		7,480	117
Macon	12.2	.0055	28.6	11.4	12.9	12.8	28.9	3.6	26,764	9,517	960	691	1,347	5,586	810
Marion	6.2	.0028	29.2	11.7	13.8	12.8	29.1	1.9	10,060	2,358	168	131		3,564	638
Meriwether	20.4	.0092	29.7	12.1	13.8	14.0	28.8	6.3	78,520	17,121	3,750	1,753	2,468	37,156	1,498
Miller	6.1	.0027	31.7	9.2	14.8	14.0	31.1	1.9	16,247	6,458	144	481	687	3,798	454
Mitchell	19.3	.0087	28.0	10.8	13.5	13.5	27.0	6.2	44,405	14,025	1,082	3,778	1,747	9,294	1,706
Monroe	13.4	.0061	28.2	14.3	15.1	14.1	25.6	3.9	46,677	8,608	3,035	402	381	13,610	1,723
Montgomery	6.5	.0029	28.6	17.4	14.6	12.7	27.9	2.0	23,555	5,195	2,498	3,492	1,620	7,481	357
Morgan	9.8	.0044	29.8	11.3	14.0	13.4	29.3	3.0	29,817	8,178	625	1,551	1,157	6,239	1,057
Murray	18.5	.0084	28.2	13.0	18.0	15.5	22.3	6.2	47,436	19,952	2,403	1,707	5,136	7,354	1,382
Peach	21.3	.0097	25.7	16.6	14.5	14.4	22.1	6.4	50,991	14,503	2,402	1,195	2,053	8,124	1,539
Pickens	11.1	.0050	31.5	12.2	16.1	15.7	28.6	3.7	36,962	8,330	1,355	1,315	497	16,879	1,331
Pierce	11.1	.0050	29.5	11.1	14.1	14.5	27.8	3.6	23,751	5,101	1,402	549	79	7,394	1,260
Pike	8.7	.0039	31.2	11.7	14.0	14.3	30.4	2.9	5,222	2,174	411	454	121	101	108
Polk	30.2	.0136	31.5	11.2	15.3	15.8	28.9	10.7	92,988	33,195	4,364	3,727	3,779	19,813	6,930
Pulaski	8.5	.0039	32.4	9.7	13.9	15.8	30.6	3.1	26,589	9,122	1,002	751	901	7,214	1,373
Putnam	9.1	.0041	28.8	11.8	15.2	14.5	26.1	2.8	21,933	8,606	1,292	1,020	445	4,831	758
Quitman	1.9	.0008	28.9	11.7	10.6	13.3	30.3	.6	952	780	31	15			
Rabun	8.8	.0040	32.1	11.5	15.6	15.1	30.3	3.3	26,863	9,544	1,287	1,830	1,275	3,982	1,053
Randolph	8.8	.0040	32.6	12.2	10.3	12.9	34.6	3.2	15,891	5,212	840	886	753	3,025	940
Schley	3.0	.0013	30.0	11.8	15.0	11.9	30.5	.8	7,616	1,727	77	807	448	2,343	
Screven	12.7	.0057	31.0	11.3	12.0	14.4	30.8	4.2	36,344	11,185	749	1,331	726	6,994	1,796
Seminole	7.9	.0036	30.3	10.0	14.0	14.6	28.8	2.8	30,187	11,149	1,127	964	773	6,185	1,290
Spalding	47.2	.0213	30.4	11.3	16.4	16.2	26.3	16.7	172,158	41,701	11,867	19,785	8,878	38,213	8,527
Stephens	23.8	.0107	31.3	12.5	16.0	16.2	27.9	8.7	100,724	22,176	5,676	10,007	4,361	37,605	4,181
Stewart	4.7	.0022	30.5	10.5	13.3	14.4	29.6	1.6	12,290	3,868	459	454	120	3,496	554
Sumter	28.0	.0126	26.7	16.4	13.4	12.7	26.1	8.9	104,926	23,107	5,229	3,196	3,431	15,979	4,327
Talbot	5.9	.0027	29.1	11.4	13.3	13.9	28.3	1.5	7,207	2,054	61	1,071	102	193	108
Taliaferro	2.4	.0011	36.4	10.5	10.5	12.2	38.9	.7	1,208	447	302	187	41		28
Tattnall	17.1	.0077	30.6	12.7	16.9	15.8	26.8	5.0	40,889	13,782	918	1,804	4,078	8,558	1,970
Taylor	7.8	.0035	30.0	10.7	14.2	13.4	29.5	2.5	17,463	4,924	302	475	581	6,023	860
Telfair	11.9	.0054	30.7	10.6	13.0	13.6	30.8	3.9	30,308	9,026	1,090	1,819	1,482	6,776	2,158
Terrell	10.6	.0047	29.7	10.8	13.2	12.9	30.1	3.5	25,906	7,226	1,084	1,358	1,104	5,685	1,038
Thomas	38.4	.0174	30.1	10.7	13.9	14.8	28.3	13.0	133,537	40,967	6,826	14,311	4,766	21,113	4,058
Tift	32.0	.0144	26.7	14.7	15.0	14.4	23.2	10.5	132,155	24,700	10,055	13,566	4,191	28,516	4,264
Toombs	21.2	.0096	29.4	11.2	15.3	14.8	26.5	7.3	76,797	21,013	3,785	4,791	2,205	12,387	2,131
Towns	4.8	.0021	33.0	16.1	13.2	14.4	33.0	1.5	10,748	2,794	1,311	144	83	2,249	313
Treutlen	6.3	.0029	30.1	11.9	12.8	13.3	30.5	2.1	9,596	2,538	763	627	252	1,687	936
Troup	45.4	.0205	31.5	12.4	12.9	15.5	30.0	16.3	188,541	42,399	10,311	14,397	14,652	31,793	7,426
Turner	8.8	.0040	29.4	11.2	13.7	14.2	28.1	3.1	21,999	6,613	728	1,308	546	6,182	951
Union	8.0	.0036	33.4	10.3	13.6	15.6	32.3	2.8	17,283	4,786	958	491	674	2,329	407
Upson	25.0	.0113	32.9	10.8	14.5	16.5	30.4	9.0	75,890	19,983	4,000	6,528	3,487	16,950	3,534
☐ Walker	54.1	.0244	30.1	11.8	17.5	16.7	24.8	18.4	124,546	50,130	5,434	2,892	3,043	21,702	2,764
Ware	36.6	.0165	30.5	11.0	14.1	15.9	27.7	13.0	166,338	33,876	8,540	29,854	7,494	34,199	3,770
Warren	6.7	.0030	30.7	11.2	12.2	14.1	30.6	1.7	8,456	2,496	279	127	429	1,752	97
Washington	16.5	.0074	30.3	11.0	13.7	14.1	29.5	5.3	46,886	11,129	1,735	1,534	1,374	12,608	1,707
Wayne	19.0	.0086	28.5	11.6	14.9	16.1	24.2	6.2	68,918	13,846	4,708	2,682	3,793	16,907	6,148
Webster	2.5	.0011	29.1	12.5	12.2	13.7	29.1	.9	4,864	876		2,878		427	
Wheeler	5.2	.0024	31.8	12.5	12.0	12.8	33.4	1.9	3,989	1,429	173		94	373	92
White	8.9	.0040	30.1	14.4	16.4	14.7	27.2	3.2	28,545	3,971	3,014	715	363	9,547	882
Whitfield	61.6	.0278	28.2	13.2	18.7	16.2	21.0	21.1	276,973	72,114	20,461	17,060	41,648	45,813	8,004
Wilcox	7.8	.0035	32.6	11.3	11.7	13.9	33.2	2.6	10,667	2,657	548	667	217	1,633	462
Wilkes	10.3	.0047	33.2	10.2	13.8	15.0	32.5	3.5	32,072	10,075	1,197	1,297	986	9,480	1,148
Wilkinson	9.7	.0044	29.2	11.9	14.9	14.5	26.9	3.2	21,945	5,996	983	354	664	6,334	415
Worth	16.6	.0074	28.3	11.9	14.1	14.1	26.4	5.5	32,009	9,936	1,198	2,433	250	10,215	1,530
TOTAL METRO COUNTIES	**3,067.1**	**1.3842**	**27.8**	**15.0**	**18.6**	**16.4**	**20.2**	**1,033.5**	**12,871,041**	**2,555,172**	**1,146,015**	**2,105,367**	**523,424**	**2,614,381**	**377,205**
TOTAL STATE	**5,166.2**	**2.3315**	**28.3**	**14.2**	**17.1**	**15.8**	**22.8**	**1,735.3**	**19,464,083**	**4,336,086**	**1,550,136**	**2,592,543**	**825,294**	**4,007,861**	**632,540**

If the *Survey of Buying Power* is important to your work, you owe it to yourself to see and evaluate the new 1980 *Survey of Buying Power* DATA SERVICE. For more information, see the brochure in this magazine.

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S&MM ESTIMATES

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METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
ALBANY	**689,849**	**16,663**	**5.7**	**15.1**	**25.6**	**29.5**	**.0453**
Dougherty	653,476	17,933	5.2	14.3	26.3	32.3	.0431
● Albany	520,455	16,726	5.6	15.1	25.3	29.9	.0355
Lee	36,373	9,060	11.2	22.2	18.7	3.9	.0022
SUBURBAN TOTAL	169,394	16,476	6.4	14.9	26.2	28.4	.0098
△ **ATHENS**	**607,825**	**13,188**	**7.9**	**18.2**	**26.1**	**17.6**	**.0421**
Clarke	453,597	14,296	7.3	16.2	24.8	23.0	.0331
● Athens	315,199	13,175	8.0	15.9	22.4	22.3	.0232
Madison	71,172	12,316	8.6	22.4	32.6	5.8	.0040
Oconee	48,192	11,021	9.8	24.3	26.2	4.7	.0028
Oglethorpe	34,864	11,333	8.4	20.9	25.0	10.1	.0022
SUBURBAN TOTAL	292,626	13,196	7.8	20.3	29.3	13.4	.0189
ATLANTA	**14,773,277**	**19,749**	**4.6**	**14.0**	**30.9**	**34.2**	**.9119**
Butts	57,775	11,516	7.3	20.4	26.5	9.8	.0039
Cherokee	235,735	15,002	6.7	19.6	35.0	15.0	.0145
Clayton	1,027,224	21,350	3.0	13.3	40.6	34.3	.0684
Cobb	1,872,295	19,498	4.5	15.3	38.5	28.9	.1314
De Kalb	4,116,305	24,109	3.3	10.8	28.2	47.3	.2452
Douglas	304,039	17,141	5.6	16.5	38.0	20.4	.0191
Fayette	125,402	16,219	5.5	17.0	34.6	20.0	.0075
Forsyth	109,719	12,588	8.7	23.1	30.3	9.0	.0073
Fulton	5,139,092	19,206	5.2	13.5	25.2	36.2	.3039
● Atlanta	3,377,282	16,850	6.0	15.3	26.5	29.2	.2090
Gwinnett	968,115	18,597	4.9	15.5	35.9	27.4	.0588
Henry	191,804	16,838	5.6	15.3	29.0	27.3	.0112
Newton	171,356	14,121	7.1	19.8	30.3	16.2	.0113
Paulding	118,968	13,817	6.1	20.3	31.2	13.3	.0072
Rockdale	182,851	16,716	4.6	17.6	36.8	20.4	.0124
Walton	152,597	13,768	8.2	20.0	31.4	13.7	.0098
SUBURBAN TOTAL	11,395,995	20,562	4.2	13.6	32.2	35.8	.7029
AUGUSTA	**1,797,707**	**16,218**	**5.8**	**16.6**	**29.2**	**24.8**	**.1203**
Columbia	185,832	15,877	6.3	17.6	34.1	19.6	.0115
Richmond	914,576	14,783	6.4	18.1	28.8	20.5	.0680
● Augusta	296,612	10,685	8.1	17.6	21.4	13.7	.0246
Aiken, S. C.	*697,299*	*18,709*	*4.8*	*14.1*	*28.4*	*32.2*	*.0408*
SUBURBAN TOTAL	1,501,095	17,797	5.2	16.3	31.4	27.9	.0957
COLUMBUS	**1,286,306**	**14,404**	**6.9**	**18.6**	**28.8**	**19.0**	**.0882**
Chattahoochee	78,686	11,838	10.8	26.7	26.9	10.4	.0041
Columbus	987,628	15,033	6.7	18.5	29.8	20.4	.0696
● Columbus	987,628	15,033	6.7	18.5	29.8	20.4	.0696
Russell, Ala.	*219,992*	*12,285*	*7.2*	*17.9*	*25.6*	*14.9*	*.0145*
SUBURBAN TOTAL	298,678	12,219	7.6	18.7	25.7	14.5	.0186
MACON	**1,436,840**	**15,519**	**6.3**	**16.8**	**29.3**	**22.5**	**.0995**
Bibb	826,731	14,373	6.7	16.5	27.5	20.5	.0617
● Macon	689,973	13,785	6.9	16.4	26.6	19.6	.0544
Houston	497,061	18,452	5.1	16.5	32.9	29.8	.0313
Jones	80,697	13,253	8.3	19.7	30.8	12.1	.0045
Twiggs	32,351	11,761	7.6	18.8	25.3	12.6	.0020
SUBURBAN TOTAL	746,867	17,039	5.7	17.3	32.0	25.5	.0451
SAVANNAH	**1,304,340**	**15,648**	**5.9**	**15.3**	**29.0**	**23.0**	**.0903**
Bryan	37,312	12,789	7.6	21.2	30.0	10.4	.0025
Chatham	1,175,149	15,785	5.8	15.4	28.5	23.9	.0823
● Savannah	858,217	14,114	6.5	15.5	25.1	22.2	.0547
Effingham	91,879	15,948	6.4	11.9	35.1	18.3	.0055
SUBURBAN TOTAL	446,123	17,956	4.8	14.7	37.1	24.5	.0356
OTHER COUNTIES							
Appling	53,927	9,277	8.2	18.9	21.2	7.0	.0043
Atkinson	22,474	9,176	8.0	15.2	19.4	12.2	.0016
Bacon	44,548	10,312	9.5	16.8	22.5	12.0	.0032
Baker	12,267	7,256	9.6	17.8	12.8	4.8	.0009
Baldwin	170,416	17,650	5.7	16.2	25.7	31.6	.0115
Banks	27,201	10,185	8.3	24.2	23.3	3.3	.0016
Barrow	93,572	12,048	9.1	21.7	28.5	9.5	.0070
Bartow	222,265	15,924	5.9	17.9	32.0	21.3	.0147
Ben Hill	94,667	11,811	7.7	15.4	24.2	16.7	.0059
Berrien	52,298	8,887	10.0	21.1	18.3	5.1	.0044
Bleckley	48,309	10,216	8.3	20.2	23.1	7.7	.0035
Brantley	33,057	10,638	8.9	24.0	21.1	8.0	.0020
Brooks	54,082	8,161	9.1	16.4	17.5	7.8	.0037
Bulloch	159,573	11,054	8.1	20.0	23.4	11.0	.0120
Burke	77,059	9,000	7.7	13.8	18.8	13.8	.0055
Calhoun	22,114	6,728	8.0	16.2	14.0	4.6	.0017
Camden	66,629	17,153	5.3	15.2	32.9	24.4	.0041
Candler	32,262	10,856	8.0	16.9	24.3	11.9	.0022
Carroll	275,555	12,847	8.0	21.1	29.1	12.2	.0201
☐ Catoosa	217,548	16,084	5.4	19.9	37.0	17.5	.0136
Charlton	28,523	10,248	13.7	18.0	22.8	10.7	.0020
Chattooga	114,005	13,073	7.3	21.2	31.3	11.4	.0073

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			A	B	C	D	
Clay	26,342	13,325	7.0	16.7	15.3	30.0	.001
Clinch	23,864	10,525	10.4	22.3	20.2	10.4	.001
Coffee	114,291	11,240	8.6	21.1	22.5	12.2	.008
Colquitt	171,268	11,924	7.7	18.5	24.9	14.2	.0119
Cook	52,046	10,665	7.8	21.0	24.1	7.4	.0036
Coweta	204,046	14,019	6.1	19.8	29.0	17.0	.0136
Crawford	22,273	8,257	9.7	15.5	21.5	4.6	.0016
Crisp	105,567	12,821	7.1	14.2	25.1	18.4	.0083
☐ Dade	64,365	14,646	5.8	19.3	33.0	15.6	.0041
Dawson	18,226	9,950	11.0	26.3	18.5	4.9	.0012
Decatur	119,873	11,857	7.3	15.9	23.9	16.3	.0082
Dodge	77,958	9,310	8.4	17.5	20.6	9.2	.0063
Dooly	46,720	8,838	6.9	14.8	19.4	11.9	.0032
Early	55,560	9,291	9.1	14.7	19.7	12.6	.0039
Echols	6,931	9,048	7.6	14.7	23.8	8.2	.0004
Elbert	90,026	11,584	8.2	20.1	25.9	10.8	.0064
Emanuel	88,773	9,613	8.5	18.0	20.4	10.0	.0068
Evans	40,302	10,360	8.0	16.3	21.0	13.9	.0029
Fannin	58,304	10,055	10.0	25.0	19.5	5.8	.0044
Floyd	532,313	16,762	5.9	15.4	30.4	25.1	.0339
Franklin	72,558	13,109	7.3	19.6	28.3	13.9	.0056
Gilmer	48,692	9,868	10.4	20.7	23.1	5.5	.0037
Glascock	8,942	9,200	9.8	19.7	18.0	8.9	.0007
Glynn	310,035	16,325	6.1	16.1	30.0	24.7	.0234
Gordon	163,790	15,152	6.6	20.3	31.4	19.2	.0106
Grady	81,781	9,496	9.1	18.3	21.0	8.5	.0062
Greene	47,415	11,814	8.1	17.0	27.7	11.8	.0032
Habersham	120,962	12,837	7.9	21.9	29.6	10.8	.0089
Hall	387,746	13,898	7.6	20.9	30.5	14.9	.0275
Hancock	28,680	7,789	7.1	21.7	16.2	4.1	.0020
Haralson	90,423	12,177	8.9	22.0	27.7	9.7	.0062
Harris	67,549	13,689	5.4	16.0	26.7	19.3	.0038
Hart	86,071	13,412	6.6	18.1	29.8	14.0	.0052
Heard	24,034	10,611	8.0	22.8	25.9	3.9	.0014
Irwin	37,533	9,035	9.2	19.2	19.1	7.2	.0024
Jackson	113,439	12,389	8.4	21.8	30.7	7.5	.0079
Jasper	31,326	10,362	8.4	12.2	23.6	15.3	.0020
Jeff Davis	56,048	13,493	5.7	18.1	26.5	18.0	.0037
Jefferson	74,207	10,644	8.7	16.6	21.8	13.9	.0050
Jenkins	34,661	8,887	8.8	18.7	19.7	6.9	.0024
Johnson	32,993	11,108	7.0	15.6	25.1	12.8	.0021
Lamar	54,712	13,223	6.6	20.8	27.5	15.2	.0036
Lanier	23,014	10,935	7.6	20.6	22.9	10.8	.0014
Laurens	174,031	11,133	7.5	17.7	22.4	13.9	.0130
Liberty	93,854	9,028	10.0	21.2	19.4	4.7	.0078
Lincoln	24,589	9,726	9.7	18.9	18.1	11.7	.0016
Long	13,964	10,359	9.3	18.0	20.2	13.1	.0008
Lowndes	340,893	12,765	7.8	17.6	26.4	15.7	.0269
Lumpkin	38,931	11,625	8.2	20.1	26.8	10.2	.0027
McDuffie	91,437	13,575	6.7	16.5	27.6	18.0	.0068
McIntosh	33,495	9,415	10.3	19.8	19.7	7.6	.0027
Macon	41,365	8,402	8.7	17.6	17.5	8.1	.0033
Marion	18,816	8,457	8.8	22.9	16.7	3.7	.0016
Meriwether	90,526	12,108	7.5	17.5	25.6	14.7	.0072
Miller	21,452	7,774	7.2	14.3	19.2	8.2	.0018
Mitchell	76,196	9,474	8.2	19.0	20.2	8.7	.0056
Monroe	73,369	16,169	5.5	15.3	30.1	23.8	.0050
Montgomery	28,341	10,727	9.6	16.5	22.8	13.1	.0022
Morgan	36,756	10,398	7.3	15.9	23.8	11.7	.0031
Murray	107,322	16,126	5.0	20.4	35.4	19.3	.0066
Peach	111,775	14,568	7.1	17.9	25.9	22.8	.0071
Pickens	50,490	12,221	8.9	20.2	29.7	9.8	.0039
Pierce	51,377	12,336	7.7	20.0	24.9	14.7	.0034
Pike	43,624	13,174	7.1	19.0	28.0	15.4	.0022
Polk	150,787	12,813	7.1	21.7	30.0	10.9	.0106
Pulaski	50,264	12,417	6.0	13.1	21.4	21.9	.003
Putnam	56,004	17,538	6.0	14.3	23.7	31.8	.0034
Quitman	5,543	7,243	12.8	16.5	9.0	7.0	.0003
Rabun	35,828	9,264	9.7	23.8	17.2	5.4	.0029
Randolph	42,314	9,224	8.3	14.3	19.7	13.0	.0026
Schley	8,410	8,216	9.7	15.8	20.5	5.0	.0007
Screven	50,670	8,863	8.6	16.1	19.6	9.5	.0040
Seminole	34,834	10,358	8.3	18.8	24.0	8.6	.0028
Spalding	278,093	14,772	7.0	17.5	30.5	18.8	.0187
Stephens	129,276	13,079	8.0	20.9	30.3	12.0	.0094
Stewart	17,769	8,528	8.1	17.3	18.9	8.0	.0015
Sumter	145,799	12,914	7.1	15.9	24.1	19.7	.0106
Talbot	18,759	9,183	10.2	19.5	16.0	10.6	.0013
Taliaferro	5,801	6,122	9.3	15.9	9.3	3.3	.0005

A

Hot 'lanta:

Hot prospect for heavy sales.

When it comes to buying power, the Metro Atlanta market is red hot. Compare Atlanta's position as the nation's 19th market in population to its sales-per household rankings among the top 20 markets. This trend-setter for the South rises to 5th in total retail sales per household, 1st in eating and drinking place sales, 3rd in general merchandise store sales and 3rd in gasoline station sales.* And a single newspaper buy reaches these active spenders with 51% daily penetration, 67% on Sunday and 80% over 7 days. The Atlanta Journal and The Atlanta Constitution. When you want to reach the South's buying power, reach out with our selling power.

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THE ATLANTA CONSTITUTION
Reach out for the South™

Sources: Sales and Marketing Management Survey of Buying Power, 1979, and Market Opinion Research, 1977-78. Member Million Market Newspapers.

GA. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
Tattnall	76,303	11,808	7.4	15.4	24.3	16.1	.0052
Taylor	26,114	8,896	8.7	19.8	20.4	4.7	.0021
Telfair	40,656	8,160	9.6	17.3	17.8	6.1	.0035
Terrell	41,668	9,123	7.5	17.1	19.7	10.0	.0030
Thomas	185,557	11,506	7.8	18.4	23.6	13.8	.0137
Tift	159,721	12,108	8.9	18.4	24.7	14.9	.0123
Toombs	98,651	10,844	8.2	18.5	22.8	12.1	.0076
Towns	19,720	9,641	8.7	15.8	21.1	11.5	.0014
Treutlen	22,499	8,495	9.0	18.0	17.6	7.6	.0016
Troup	263,930	13,815	6.4	16.5	27.3	19.0	.0186
Turner	42,231	11,226	8.1	20.1	22.8	12.2	.0028
Union	31,230	9,120	9.1	19.1	19.4	7.8	.0023
Upson	132,200	13,322	7.7	20.5	32.1	11.1	.0089
☐ Walker	317,257	15,880	5.6	18.0	35.4	18.3	.0189
Ware	203,980	13,380	7.2	17.8	28.4	15.9	.0152
Warren	30,218	12,842	6.9	17.0	23.5	19.0	.0118
Washington	89,051	12,472	6.2	13.7	21.2	22.4	.0159
Wayne	100,313	14,114	6.4	17.7	27.2	19.5	.0171
Webster	9,620	8,045	9.8	13.3	19.6	7.5	.0007
Wheeler	18,151	7,535	8.4	18.9	16.6	3.7	.0011
White	38,124	9,640	12.0	17.5	23.2	7.2	.0030
Whitfield	434,072	17,734	5.7	17.3	32.5	27.7	.0282
Wilcox	34,685	9,617	8.6	14.7	19.8	13.9	.0022
Wilkes	51,171	11,490	9.2	18.5	20.5	17.5	.0037
Wilkinson	42,036	11,752	7.8	17.9	26.6	11.8	.0029
Worth	59,578	8,884	8.8	19.1	19.8	6.2	.0043
TOTAL METRO COUNTIES	**21,578,023**	**18,070**	**5.3**	**15.2**	**30.2**	**29.6**	**1.3789**
TOTAL STATE	**31,980,353**	**15,608**	**6.2**	**16.5**	**28.4**	**23.6**	**2.1121**

HAWAII

HAWAII
S&MM ESTIMATES

POPULATION—12/31/79 · RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
HONOLULU	**740.1**	**.3340**	**26.8**	**17.4**	**17.5**	**17.1**	**18.6**	**214.6**	**3,033,919**	**533,511**	**441,457**	**670,951**	**75,642**	**397,596**	**180,248**
Honolulu	740.1	.3340	26.8	17.4	17.5	17.1	18.6	214.6	3,033,919	533,511	441,457	670,951	75,642	397,596	180,248
● Honolulu	376.7	.1700	30.1	16.2	17.1	17.3	24.3	125.8	2,182,932	345,864	332,632	482,756	59,427	286,075	129,691
SUBURBAN TOTAL	363.4	.1640	24.1	18.7	17.7	16.9	12.9	88.8	850,987	187,647	108,825	188,195	16,215	111,521	50,557
OTHER COUNTIES															
Hawaii	81.6	.0368	31.5	10.2	12.4	16.6	29.0	25.0	306,532	81,855	31,004	29,674	12,341	47,500	23,705
Kauai	34.6	.0156	32.7	8.9	13.2	16.7	30.2	10.8	148,503	49,121	20,215	19,541	3,762	12,652	1,608
Maui	61.6	.0278	31.9	10.0	12.9	16.2	29.8	19.2	342,681	86,477	44,100	42,362	11,392	37,935	19,738
TOTAL METRO COUNTIES	**740.1**	**.3340**	**26.8**	**17.4**	**17.5**	**17.1**	**18.6**	**214.6**	**3,033,919**	**533,511**	**441,457**	**670,951**	**75,642**	**397,596**	**180,248**
TOTAL STATE	**917.9**	**.4142**	**27.6**	**16.0**	**16.5**	**17.0**	**20.8**	**269.6**	**3,831,635**	**750,964**	**536,776**	**762,528**	**103,137**	**495,583**	**225,299**

HAWAII
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
HONOLULU	**6,013,156**	**24,060**	**3.6**	**11.5**	**25.3**	**47.6**	**.3551**
Honolulu	6,013,156	24,060	3.6	11.5	25.3	47.6	.3551
● Honolulu	3,575,256	24,392	3.8	11.2	23.7	48.6	.2182
SUBURBAN TOTAL	2,437,900	23,678	3.2	11.9	27.8	46.3	.1369
OTHER COUNTIES							
Hawaii	562,577	19,097	4.2	15.9	28.9	34.1	[illegible]
Kauai	260,258	21,751	3.3	13.3	28.2	41.1	[illegible]
Maui	405,259	18,082	4.8	16.3	29.2	30.9	[illegible]
TOTAL METRO COUNTIES	**6,013,156**	**24,060**	**3.6**	**11.5**	**25.3**	**47.6**	**.3551**
TOTAL STATE	**7,241,250**	**22,991**	**3.7**	**12.3**	**26.2**	**44.9**	[illegible]

IDAHO

IDAHO
S&MM ESTIMATES

POPULATION—12/31/79 · RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BOISE	**160.1**	**.0723**	**28.8**	**13.2**	**17.0**	**16.1**	**23.4**	**55.8**	**864,007**	**175,310**	**91,896**	**90,311**	**54,459**	**180,507**	[illegible]
Ada	160.1	.0723	28.8	13.2	17.0	16.1	23.4	55.8	864,007	175,310	91,896	90,311	54,459	180,507	[illegible]
● Boise	110.8	.0500	29.0	14.4	16.5	15.9	24.3	40.6	601,563	135,844	66,693	67,668	42,420	112,953	[illegible]
SUBURBAN TOTAL	49.3	.0223	28.3	10.6	18.3	16.4	21.4	15.2	262,444	39,466	25,203	22,643	12,039	67,554	[illegible]
△ **POCATELLO**	**70.9**	**.0320**	**25.3**	**16.5**	**16.3**	**14.3**	**20.0**	**22.9**	**315,573**	**67,246**	**26,149**	**32,220**	**16,000**	**59,297**	[illegible]
Bannock	64.1	.0289	25.1	17.2	16.2	14.0	20.0	20.8	303,886	61,070	25,131	32,220	15,904	58,184	[illegible]

IDAHO (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79 Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1979 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
• Pocatello	48.6	.0219	25.0	18.7	16.8	13.0	20.2	16.4	285,268	55,848	23,694	32,018	15,061	56,689	10,331
Power	6.8	.0031	27.3	10.7	16.5	16.0	21.3	2.1	11,687	6,176	1,018		96	1,113	489
SUBURBAN TOTAL	22.3	.0101	26.2	11.5	15.0	17.1	19.8	6.5	30,305	11,398	2,455	202	939	2,608	932
OTHER COUNTIES															
Adams	3.7	.0017	31.5	9.9	15.8	15.5	29.0	1.3	5,352	1,313	263	1,548			416
Bear Lake	7.2	.0032	30.9	7.4	12.9	14.7	30.1	2.5	20,346	5,724	1,239	617	735	5,736	1,129
Benewah	7.9	.0036	31.1	10.3	15.7	15.5	28.4	2.8	23,564	5,843	2,235	1,228	318	7,429	1,400
Bingham	37.6	.0170	25.8	10.2	15.3	15.2	20.6	10.9	94,127	24,852	4,750	4,038	2,241	30,023	2,650
Blaine	9.7	.0044	29.7	12.4	17.6	16.3	24.5	3.7	54,770	11,732	6,813	863	1,944	8,089	2,277
Boise	2.9	.0013	30.5	9.3	17.6	16.7	25.3	.9	3,403	1,661	995	316	38		
Bonner	23.6	.0106	33.1	8.6	14.1	16.9	30.3	8.7	81,820	20,565	9,016	3,301	1,014	19,690	2,585
Bonneville	64.6	.0292	25.6	11.7	17.5	16.2	17.4	20.2	363,618	62,755	22,342	54,888	24,560	69,558	8,526
Boundary	7.3	.0033	32.9	8.2	13.1	17.9	29.4	2.5	23,448	8,158	1,563	1,512	168	5,160	783
Butte	3.1	.0014	28.8	7.7	14.6	16.9	24.1	.9	8,421	1,950	1,284		142	733	279
Camas	.7	.0003	31.9	7.1	16.4	14.6	30.3	.2	762	370	114	44			
Canyon	78.8	.0355	29.2	13.1	14.2	14.6	27.1	27.2	338,236	79,605	23,400	41,655	16,694	81,488	9,688
Caribou	8.5	.0039	26.5	9.2	16.1	15.6	20.7	2.6	22,832	6,605	976	202	529	6,489	834
Cassia	19.2	.0086	26.9	10.8	15.7	14.8	22.4	6.3	92,729	20,078	5,070	11,211	3,767	20,133	2,934
Clark	1.2	.0006	30.1	10.5	18.2	15.1	26.0	.5	2,155		227	64		1,297	
Clearwater	9.6	.0043	30.2	11.0	19.3	18.1	22.6	3.4	31,259	10,287	2,154	327	469	8,875	715
Custer	3.6	.0016	33.0	7.8	15.9	17.9	28.9	1.3	9,892	2,660	1,066	519		1,150	352
Elmore	22.9	.0104	23.5	19.9	19.5	13.9	12.3	7.0	52,058	12,119	4,160	2,733	2,022	16,698	833
Franklin	9.0	.0040	29.7	8.4	12.2	13.2	30.4	3.1	24,606	4,611	1,401	1,130	3,129	5,717	467
Fremont	11.2	.0051	26.9	10.1	14.2	14.8	23.7	3.5	30,992	7,593	1,837	742	630	6,677	770
Gem	11.1	.0050	31.5	9.9	15.0	14.9	29.8	4.0	28,446	8,621	1,375	1,229	1,839	7,213	592
Gooding	11.5	.0052	33.7	8.5	12.8	14.8	33.5	4.0	28,426	7,689	1,768	2,624	830	5,290	618
Idaho	14.4	.0065	31.4	9.5	15.4	16.9	27.6	4.7	37,197	10,950	3,317	1,257	2,023	6,272	1,428
Jefferson	15.7	.0071	25.5	9.8	14.3	14.7	21.8	4.9	27,758	8,712	1,533	731	1,158	4,626	905
Jerome	15.5	.0070	30.8	9.9	12.0	16.1	28.8	5.6	29,305	9,434	2,728	1,710	1,549	2,264	2,324
Kootenai	55.7	.0251	30.8	11.5	15.2	16.1	27.6	20.2	222,317	55,501	20,610	11,438	6,921	45,316	8,298
Latah	28.5	.0129	24.6	28.4	16.1	12.1	20.3	9.8	100,211	24,299	9,508	6,349	6,845	20,009	4,706
Lemhi	6.8	.0030	31.9	7.9	16.7	15.6	29.1	2.4	19,812	5,302	2,301	898	792	2,650	352
Lewis	4.8	.0022	31.3	9.2	14.7	16.6	27.9	1.8	12,005	4,986	1,175	303	96	755	471
Lincoln	3.9	.0018	32.4	8.6	12.0	17.4	29.5	1.4	2,387	632	407	264	66	204	197
Madison	18.6	.0084	21.7	30.6	10.6	9.7	15.2	4.2	73,817	17,180	2,700	3,196	5,879	12,937	2,345
Minidoka	20.5	.0092	26.3	10.3	14.8	16.1	20.9	6.7	42,175	10,841	2,845	879	1,301	14,473	872
Nez Perce	32.7	.0148	31.1	12.5	16.2	17.0	26.8	11.8	189,156	36,066	16,941	34,021	11,311	40,520	5,940
Oneida	2.2	.0014	35.7	7.1	10.9	13.7	36.9	1.1	7,362	707	681	996	348	2,051	320
Owyhee	8.3	.0038	28.8	10.3	14.7	15.7	25.2	2.5	12,213	1,539	1,232	1,673	219	1,023	294
Payette	16.3	.0073	33.2	9.8	14.2	13.9	33.6	6.0	32,623	8,781	1,955	313	2,326	8,229	686
Shoshone	18.1	.0082	30.2	11.8	17.3	16.4	25.3	6.7	56,376	17,282	4,743	501	1,915	11,449	3,089
Teton	2.5	.0011	27.8	7.1	11.8	15.0	26.5	.7	8,129	2,045	626	737	487	1,853	103
Twin Falls	49.5	.0223	30.7	11.1	15.0	15.5	28.1	18.3	232,978	40,926	17,926	21,882	11,702	56,983	11,518
Valley	4.7	.0021	30.7	8.9	15.7	18.1	25.2	1.7	27,030	3,762	2,611	2,534	290	3,732	1,521
Washington	9.1	.0041	34.0	8.8	12.9	14.6	34.1	3.3	24,244	6,685	1,903	1,993	246	7,191	797
TOTAL METRO COUNTIES	**231.0**	**.1043**	**27.8**	**14.3**	**16.8**	**15.4**	**22.4**	**78.7**	**1,179,580**	**242,556**	**118,045**	**122,531**	**70,459**	**239,804**	**29,271**
TOTAL STATE	**914.7**	**.4128**	**28.3**	**12.8**	**15.6**	**15.4**	**24.2**	**310.0**	**2,677,937**	**812,977**	**307,835**	**344,997**	**189,002**	**789,786**	**113,285**

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IDAHO

ESTIMATES

EFFECTIVE BUYING INCOME 1979

% of Hslds. by EBI Group: (A) $8,000–$9,999; (B) $10,000–$14,999; (C) $15,000–$24,999; (D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
BOISE	**1,075,541**	**17,257**	**5.1**	**15.6**	**32.5**	**25.1**	**.0769**
Ada	1,075,541	17,257	5.1	15.6	32.5	25.1	.0769
• Boise	772,687	17,002	5.2	15.1	32.9	24.1	.0542
SUBURBAN TOTAL	302,854	17,998	4.8	16.9	32.1	27.5	.0227
△ POCATELLO	**428,614**	**16,927**	**5.4**	**15.3**	**33.2**	**24.0**	**.0304**
Bannock	388,393	16,856	5.6	15.3	33.2	23.6	.0281
• Pocatello	310,154	16,970	5.6	14.6	33.0	24.1	.0236
Power	40,221	17,762	3.3	15.3	33.6	27.2	.0023
SUBURBAN TOTAL	118,460	16,828	4.9	17.2	33.9	23.6	.0068
OTHER COUNTIES							
Adams	20,933	14,549	7.4	21.1	36.5	11.7	.0012
Bear Lake	38,531	14,037	8.2	18.5	33.7	13.2	.0026
Benewah	49,894	15,912	5.0	15.9	33.4	20.3	.0030
Bingham	277,357	22,657	4.3	11.0	25.2	44.0	.0151
Blaine	67,477	14,764	8.0	20.1	32.7	16.4	.0049
Boise	13,728	15,333	6.6	21.1	40.0	11.9	.0007
Bonner	137,914	13,665	7.0	17.9	28.5	16.6	.0092
Bonneville	422,935	18,811	4.7	14.0	33.4	30.4	.0312
Boundary	43,978	15,086	5.8	20.2	32.6	17.7	.0027
Butte	17,222	18,853	5.1	11.3	31.9	30.0	.0011
Camas	4,604	19,000	7.0	11.5	39.0	28.0	.0003
Canyon	531,775	16,898	5.8	15.3	29.7	26.3	.0350
Caribou	58,088	21,176	3.1	13.0	35.2	35.8	.0034
Cassia	123,330	17,105	6.1	16.7	30.9	26.2	.0086
Clark	4,322	8,405	15.6	27.8	9.6		.0003
Clearwater	56,677	16,083	6.7	21.1	36.7	16.7	.0037
Custer	17,901	11,600	7.7	18.7	26.2	11.3	.0012
Elmore	134,335	15,651	7.3	21.3	34.0	18.8	.0092
Franklin	53,664	15,970	7.1	19.8	33.8	20.3	.0033
Fremont	68,875	16,512	6.2	16.1	31.9	23.4	.0042
Gem	70,349	16,080	6.8	16.0	31.5	21.7	.0041
Gooding	73,454	14,573	7.3	15.3	25.7	23.1	.0042
Idaho	78,841	14,714	5.7	20.3	33.1	15.7	.0039
Jefferson	95,327	17,100	4.2	16.3	30.2	27.1	.0053
Jerome	88,742	13,341	7.9	19.1	26.1	18.0	.0051
Kootenai	325,821	14,718	6.2	18.8	33.9	14.8	.0217
Latah	184,664	16,384	6.6	14.8	30.5	24.2	.0116
Lemhi	40,722	13,747	5.6	18.0	25.9	18.7	.0025
Lewis	32,887	16,000	6.3	18.7	31.3	22.1	.0020
Lincoln	17,875	11,292	9.0	20.5	27.2	8.3	.0009
Madison	105,270	19,142	5.5	14.7	30.0	32.6	.0075
Minidoka	127,821	16,465	6.0	18.2	32.3	23.5	.0072
Nez Perce	222,687	16,948	5.2	13.8	33.1	24.2	.0162
Oneida	13,760	10,574	9.6	20.9	25.4	6.1	.0009
Owyhee	38,406	12,455	9.5	21.0	24.7	15.2	.0024
Payette	105,123	15,159	6.6	15.3	27.7	22.8	.0057
Shoshone	114,702	16,099	5.4	20.1	39.0	16.3	.0071
Teton	8,856	9,864	12.9	21.4	18.1	9.6	.0008
Twin Falls	349,470	16,320	6.2	16.4	29.1	25.3	.0232
Valley	26,920	14,470	6.0	21.1	35.1	12.4	.0021
Washington	51,331	13,000	8.3	15.8	[illegible]	15.8	.0032
TOTAL METRO COUNTIES	**1,504,155**	**17,159**	**5.2**	**15.5**	**32.8**	**24.7**	**.1073**
TOTAL STATE	**5,820,723**	**16,407**	**5.9**	**16.4**	**31.5**	**23.5**	**.3867**

ILLINOIS

ILL.

ESTIMATES

POPULATION—12/31/79 · RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BLOOMINGTON - NORMAL	**121.2**	**.0547**	**26.7**	**21.5**	**14.8**	**13.9**	**23.8**	**40.7**	**553,633**	**102,599**	**51,551**	**62,534**	**20,775**	**101,707**	**15,355**
McLean	121.2	.0547	26.7	21.5	14.8	13.9	23.8	40.7	553,633	102,599	51,551	62,534	20,775	101,707	15,355
• Bloomington	41.4	.0187	29.3	17.3	15.8	13.6	27.4	15.9	393,821	68,641	36,057	59,545	16,169	87,997	14,69
• Normal	36.9	.0167	22.9	41.0	12.6	12.2	13.0	9.3	76,432	20,640	10,297	1,287	3,399	1,117	40
SUBURBAN TOTAL	42.9	.0193	31.9	8.6	16.1	15.5	29.5	15.5	83,380	13,318	5,197	1,702	1,207	12,593	260
CHAMPAIGN - URBANA - RANTOUL	**167.3**	**.0755**	**24.2**	**28.8**	**18.1**	**12.8**	**15.6**	**56.1**	**750,659**	**141,217**	**84,645**	**104,559**	**32,169**	**124,322**	**21,335**
Champaign	167.3	.0755	24.2	28.8	18.1	12.8	15.6	56.1	750,659	141,217	84,645	104,559	32,169	124,322	21,335
• Champaign	59.1	.0267	24.1	33.1	16.5	12.2	17.1	20.5	372,676	51,957	42,145	59,268	22,841	71,285	13,03
• Rantoul	26.4	.0119	22.5	32.3	20.1	12.0	6.2	6.9	83,420	13,189	10,447	7,629	2,538	28,743	1,61
• Urbana	36.0	.0162	23.9	38.0	17.5	10.5	16.2	11.7	88,370	14,795	15,245	9,931	5,379	10,714	1,75
SUBURBAN TOTAL	45.8	.0207	27.1	13.4	19.5	16.0	18.7	17.0	206,193	61,276	16,808	27,731	1,411	13,580	4,89
CHICAGO	**6,998.4**	**3.1585**	**30.1**	**12.5**	**16.9**	**17.0**	**24.6**	**2,442.5**	**30,308,650**	**5,812,065**	**2,963,628**	**3,918,761**	**1,364,554**	**5,612,488**	**1,109,37**
Cook	5,200.6	2.3470	30.7	12.5	16.7	16.7	26.1	1,896.6	21,758,843	4,272,784	2,257,371	2,926,717	988,026	3,662,492	835,47
Arlington Heights	70.0	.0316	28.1	9.4	17.5	21.9	16.1	21.9	303,917	37,233	28,866	25,695	18,972	107,625	10,76
Berwyn	45.2	.0204	41.8	10.7	13.3	15.4	41.6	19.4	193,387	23,701	22,159	25,765	8,299	58,088	9,9
• Chicago	2,880.4	1.2999	31.2	13.1	16.4	15.8	27.9	1,143.7	9,558,408	1,909,397	1,086,762	1,159,167	446,674	1,244,572	417,5
Chicago Heights	39.1	.0176	28.1	12.5	17.0	16.4	21.9	12.7	216,723	34,203	24,875	21,698	7,976	80,712	5,7
Cicero	58.9	.0266	35.2	12.8	16.0	15.8	34.5	24.3	160,033	49,595	22,326	5,890	2,677	33,579	3,4
Des Plaines	55.7	.0251	29.8	10.7	17.8	19.4	21.4	18.5	315,331	54,393	36,688	34,346	2,288	88,503	11,2
Evanston	72.3	.0326	32.2	16.9	17.0	14.4	30.9	27.7	365,768	64,732	28,084	19,235	16,581	103,206	14,1
Oak Lawn	63.2	.0285	30.3	10.1	14.0	19.8	23.6	19.8	416,455	89,050	29,960	73,922	13,734	109,302	17,6
Oak Park	57.7	.0260	35.3	11.7	15.1	14.4	36.0	23.8	199,475	44,204	12,656	11,482	13,768	44,878	6,0
Park Ridge	41.8	.0189	35.3	9.0	11.7	20.3	30.2	14.3	223,177	53,971	7,908	1,024	5,515	106,133	11,0
Skokie	68.0	.0307	33.8	10.7	13.4	20.6	27.8	23.4	535,415	60,209	29,501	93,646	29,439	83,952	11,0
Du Page	610.7	.2756	28.9	10.8	18.6	19.3	19.4	181.9	3,612,049	581,728	289,625	400,663	167,219	752,910	118,2
Elmhurst	44.7	.0202	31.9	10.7	14.1	19.6	26.0	14.1	222,982	26,047	16,345	16,961	5,290	98,655	5,7
Kane	281.9	.1273	28.4	12.6	17.4	16.0	22.6	90.1	1,409,665	261,001	114,170	216,431	61,366	275,394	35,5
Aurora	78.0	.0352	28.1	14.6	16.8	14.9	23.5	26.7	593,025	84,047	35,642	142,370	29,638	136,381	14,7
Elgin	65.8	.0297	31.9	13.3	16.6	14.6	30.3	22.6	419,923	87,317	25,926	45,928	16,969	92,574	11,4
Lake	432.7	.1953	27.3	15.2	16.5	17.5	19.8	125.7	1,936,894	365,113	171,878	235,462	92,287	502,141	63,1
North Chicago	37.3	.0168	22.0	46.5	9.7	9.8	10.6	5.4	34,092	7,953	9,787		570	1,584	1,0
Waukegan	68.5	.0309	29.5	13.7	16.8	16.8	23.9	23.6	461,355	85,588	31,216	86,711	20,312	114,721	16,6

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MEN 18-49	43%	33%
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MEN 18-34	44%	31%
ADULTS 18-34	41%	29%
WORKING WOMEN	40%	37%

Source: Carl J. Nelson, 1979

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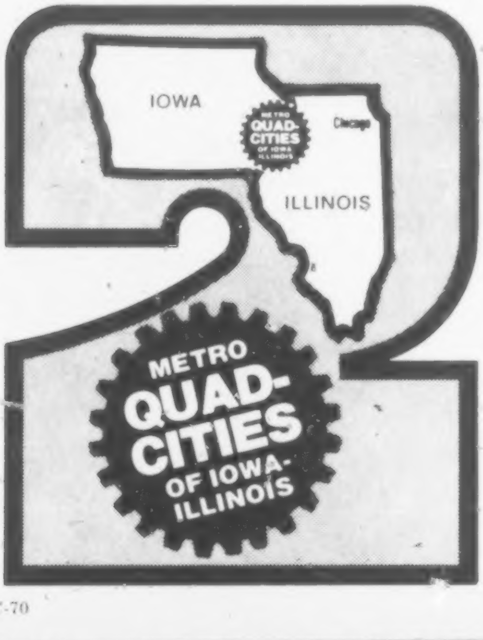
ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
McHenry	142.0	.0641	29.9	10.4	16.7	16.6	24.8	45.9	624,325	123,533	44,170	36,030	15,955	201,853	20,8
Will	330.5	.1492	28.0	~~11.9~~	17.8	16.9	20.6	102.3	966,874	207,906	86,414	103,458	39,701	217,698	36,1
Joliet	81.6	.0368	30.4	13.3	14.4	15.5	27.9	28.4	521,522	118,446	41,073	68,165	27,894	131,463	19,7
SUBURBAN TOTAL	4,118.0	1.8586	29.3	12.1	17.3	17.8	22.3	1,298.8	20,750,242	3,902,668	1,876,866	2,759,594	917,880	4,367,916	691,8
CHICAGO - GARY CONSOLIDATED AREA	***7,646.7***	***3.4511***	***29.9***	***12.5***	***16.8***	***17.0***	***24.4***	***2,652.6***	***32,904,557***	***6,412,674***	***3,194,618***	***4,231,836***	***1,671,718***	***6,136,235***	***1,209,1***
△ **DANVILLE**	**98.3**	**.0443**	**31.9**	**11.2**	**14.8**	**16.4**	**29.0**	**36.3**	**360,594**	**81,690**	**32,020**	**41,942**	**14,947**	**74,330**	**12,6**
Vermilion	98.3	.0443	31.9	11.2	14.8	16.4	29.0	36.3	360,594	81,690	32,020	41,942	14,947	74,330	12,6
• Danville	42.9	.0191	32.5	11.5	14.1	15.8	30.7	16.3	244,862	44,294	23,983	36,722	9,562	45,498	10,7
SUBURBAN TOTAL	55.9	.0252	31.5	11.1	15.2	16.9	27.8	20.0	115,732	37,396	8,037	5,220	5,385	28,832	1,8
DAVENPORT - ROCK ISLAND - MOLINE	**378.1**	**.1707**	**30.1**	**12.3**	**16.6**	**16.0**	**25.9**	**134.3**	**1,732,675**	**328,130**	**166,623**	**264,466**	**75,490**	**359,676**	**62,4**
Henry	57.7	.0261	32.7	10.2	15.1	15.8	30.7	21.1	211,977	51,101	17,777	11,223	7,207	47,664	4,8
Rock Island	163.9	.0740	30.6	12.7	16.2	16.0	26.9	59.7	768,686	144,634	77,437	117,238	27,608	176,933	25,6
• Moline	45.5	.0205	32.5	12.1	15.1	15.8	30.4	17.6	367,321	47,278	29,846	95,459	19,003	72,514	13,6
• Rock Island	49.2	.0222	31.6	14.2	14.3	15.5	29.7	19.0	147,157	21,712	18,694	16,429	5,914	40,217	6,5
Scott, Iowa	*156.5*	*.0706*	*28.9*	*12.6*	*17.8*	*16.2*	*22.9*	*53.5*	*752,012*	*132,395*	*71,409*	*136,005*	*40,675*	*135,079*	*31,9*
• *Davenport*	*102.6*	*.0463*	*29.5*	*13.6*	*16.6*	*15.4*	*25.5*	*36.3*	*543,325*	*82,788*	*50,531*	*89,866*	*31,614*	*118,611*	*23,7*
SUBURBAN TOTAL	180.8	.0817	29.6	11.1	17.7	16.6	23.9	61.4	674,872	176,352	67,552	62,712	18,959	128,334	18,3



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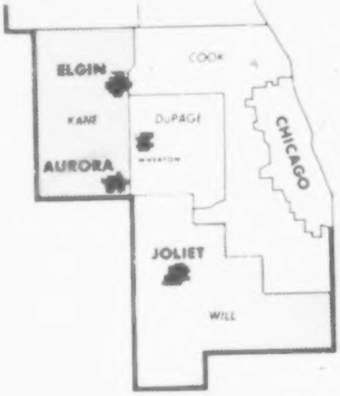

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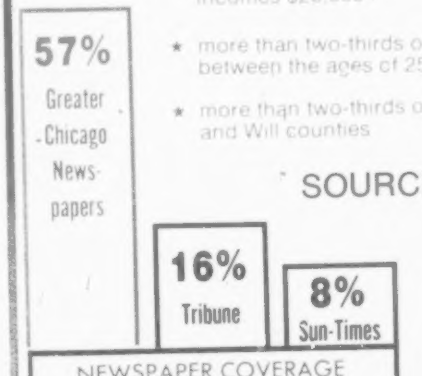
- ★ twice as many people as the Tribune and Sun-Times who have traveled by airplane (domestic) in the past 12 months
- ★ over 58% of the professional/technical people in Kane and Will counties

SOURCE: SCARBOROUGH REPORT — 1978



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ILL. (cont.)
S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
DECATUR	**129.8**	**.0585**	**30.6**	**11.9**	**15.9**	**16.2**	**26.8**	**48.8**	**611,383**	**124,694**	**48,752**	**96,626**	**24,502**	**135,777**	14,480
Macon	129.8	.0585	30.6	11.9	15.9	16.2	26.8	48.8	611,383	124,694	48,752	96,626	24,502	135,777	14,480
● Decatur	91.7	.0414	31.4	12.9	14.6	15.9	28.8	35.8	556,783	108,556	44,602	96,159	22,703	125,957	11,746
SUBURBAN TOTAL	38.1	.0171	29.2	9.4	19.0	16.9	22.1	13.0	54,600	16,138	4,150	467	1,799	9,820	534
KANKAKEE	**98.1**	**.0442**	**29.0**	**12.8**	**15.7**	**15.4**	**25.2**	**31.5**	**410,249**	**79,525**	**39,498**	**50,314**	**15,396**	**95,115**	16,742
Kankakee	98.1	.0442	29.0	12.8	15.7	15.4	25.2	31.5	410,249	79,525	39,498	50,314	15,396	95,115	16,742
● Kankakee	31.4	.0142	29.7	12.9	15.2	15.0	27.0	12.0	231,459	40,257	18,207	46,028	11,863	52,676	12,330
SUBURBAN TOTAL	66.7	.0300	28.7	12.8	15.7	15.6	24.4	19.5	178,790	39,268	21,291	4,286	3,533	42,439	4,412
PEORIA	**367.6**	**.1660**	**29.9**	**12.7**	**15.8**	**16.5**	**25.5**	**130.9**	**1,747,329**	**334,489**	**143,261**	**259,389**	**74,891**	**381,334**	40,742
Peoria	204.0	.0921	30.2	13.6	15.1	15.6	27.1	74.3	1,054,512	164,025	92,283	206,655	49,017	176,048	24,161
● Peoria	130.0	.0587	29.7	14.7	14.7	15.2	27.0	48.5	870,617	104,386	63,935	198,901	45,514	156,160	17,492
Tazewell	131.0	.0592	29.4	11.6	17.1	18.0	22.4	45.4	568,595	144,110	44,293	51,381	19,904	155,670	15,461
Woodford	32.6	.0147	30.5	11.3	14.9	15.9	27.4	11.2	124,222	26,354	6,685	1,353	5,970	49,616	1,220
SUBURBAN TOTAL	237.6	.1073	30.0	11.6	16.5	17.1	24.6	82.4	876,712	230,103	79,326	60,488	29,377	225,174	23,250
△ **QUINCY**	**69.9**	**.0316**	**32.5**	**12.7**	**14.3**	**15.4**	**31.0**	**25.5**	**271,722**	**60,548**	**24,580**	**32,964**	**15,078**	**54,017**	**9,668**
Adams	69.9	.0316	32.5	12.7	14.3	15.4	31.0	25.5	271,722	60,548	24,580	32,964	15,078	54,017	9,668
● Quincy	43.7	.0197	33.8	13.6	13.5	14.6	33.7	16.4	244,465	57,374	22,144	32,664	13,167	39,434	9,668
SUBURBAN TOTAL	26.2	.0119	30.8	11.2	15.3	16.9	26.6	9.1	27,257	3,174	2,436	300	1,911	14,583	
ROCKFORD	**271.3**	**.1224**	**29.2**	**12.9**	**17.3**	**16.7**	**23.2**	**98.1**	**1,130,262**	**235,851**	**103,619**	**189,428**	**63,672**	**195,036**	**36,629**
Boone	27.6	.0124	28.4	13.9	17.6	15.6	22.9	9.8	88,147	23,633	7,270	4,884	3,363	21,894	2,382
Winnebago	243.7	.1100	29.3	12.8	17.2	16.8	23.3	88.3	1,042,115	212,218	96,349	184,544	60,309	173,142	34,247
● Rockford	141.0	.0636	30.5	13.6	15.9	16.3	26.5	53.3	748,394	174,160	65,982	116,792	52,172	148,582	33,255
SUBURBAN TOTAL	130.3	.0588	28.0	12.2	18.8	17.1	19.7	44.8	381,868	61,691	37,637	72,636	11,500	46,454	3,374
SPRINGFIELD	**186.8**	**.0842**	**31.9**	**11.1**	**15.4**	**16.0**	**29.3**	**72.3**	**930,945**	**187,510**	**77,888**	**152,180**	**35,108**	**155,053**	**36,372**
Menard	11.4	.0051	34.3	6.8	14.0	15.3	33.7	4.4	31,881	8,988	1,757	1,115	498	7,400	946
Sangamon	175.4	.0791	31.8	11.3	15.4	16.0	29.0	67.9	899,064	178,522	76,131	151,065	34,610	147,653	35,426
● Springfield	94.8	.0428	32.6	11.7	15.1	15.1	31.3	38.5	722,937	141,746	58,994	114,990	27,217	127,382	30,451
SUBURBAN TOTAL	92.0	.0414	31.2	10.5	15.7	16.9	27.1	33.8	208,008	45,764	18,894	37,190	7,891	27,671	5,921
OTHER COUNTIES															
Alexander	12.1	.0055	37.1	8.9	10.8	13.0	38.8	4.9	39,070	8,188	5,070	5,317	1,414	6,305	918
Bond	14.2	.0064	33.7	13.3	12.4	14.7	33.7	5.3	45,056	7,952	4,446	1,624	1,282	9,537	1,142
Brown	5.9	.0027	39.5	8.4	12.1	13.9	40.2	2.5	12,091	4,008	1,027	450	491	2,1[illegible]	278
Bureau	36.4	.0164	33.6	10.0	14.3	15.5	32.5	13.6	146,167	26,722	9,562	15,928	5,752	46,246	2,720
Calhoun	5.2	.0024	37.7	9.3	12.9	14.3	38.3	2.3	15,277	3,176	2,449	472	168	2,692	577
Carroll	19.0	.0085	32.7	13.1	13.4	15.8	31.1	7.1	43,179	8,131	5,566	900	1,866	8,824	1,301
Cass	13.5	.0061	33.9	10.0	14.4	15.3	33.1	5.4	47,450	10,332	4,055	912	2,312	14,578	1,505
Christian	37.1	.0168	34.2	9.6	14.1	15.3	33.5	13.9	124,839	35,484	7,432	6,214	6,976	23,029	4,066
Clark	16.5	.0074	36.1	9.8	13.6	15.1	36.0	6.6	57,117	14,148	4,239	1,538	987	11,460	1,072
Clay	14.6	.0066	36.5	9.9	12.5	14.2	37.2	5.5	55,124	17,129	2,407	2,804	1,715	13,353	657
☐ Clinton	31.6	.0143	30.2	11.1	13.9	16.1	27.2	10.0	86,489	17,334	7,516	2,705	3,107	16,189	2,773
Coles	49.6	.0224	26.9	23.7	13.4	13.6	25.6	16.8	242,594	39,213	17,389	35,018	11,465	63,430	8,679
Crawford	20.5	.0092	37.6	8.6	13.9	16.1	36.7	8.5	70,543	21,161	3,522	4,930	1,952	15,426	3,149
Cumberland	10.6	.0048	33.1	9.9	13.4	14.7	32.7	3.9	23,580	4,588	1,486	216	1,312	4,658	220
De Kalb	72.6	.0328	24.3	30.2	14.8	12.7	19.3	22.6	249,189	52,330	26,627	19,360	9,474	53,761	8,621
De Witt	16.6	.0075	33.7	9.6	15.6	15.5	32.5	6.4	82,290	16,365	8,972	1,669	2,805	23,523	1,273
Douglas	20.0	.0090	32.0	9.5	14.9	17.1	28.5	7.3	92,416	19,544	4,908	1,080	10,360	14,853	1,075
Edgar	21.6	.0098	34.9	9.8	13.4	15.4	34.5	8.4	70,607	16,345	4,364	10,548	2,391	16,555	1,754
Edwards	7.7	.0034	38.2	8.7	12.7	14.3	38.7	3.4	24,012	4,806	1,239	172	1,057	7,267	
Effingham	30.5	.0138	30.9	9.9	14.3	14.7	29.5	10.6	199,306	32,715	16,461	15,465	9,238	39,685	2,958
Fayette	21.8	.0098	35.7	10.4	13.0	15.3	35.4	8.1	90,810	24,214	6,964	16,873	2,252	12,126	2,867
Ford	14.6	.0066	34.2	9.6	13.8	17.4	31.4	5.3	61,147	15,717	4,864	1,490	929	12,643	1,861
Franklin	42.6	.0192	39.4	9.3	12.7	14.5	39.8	18.2	141,198	43,437	8,993	5,428	6,675	39,829	3,482
Fulton	43.9	.0199	34.0	10.8	14.3	15.1	33.4	17.2	137,199	35,616	8,535	7,887	7,721	33,060	3,127
Gallatin	7.0	.0031	33.9	10.9	15.8	14.2	34.1	2.8	24,164	4,804	855	1,013	2,036	5,504	960
Greene	16.1	.0073	35.7	8.8	13.0	14.6	36.2	6.1	39,671	12,377	2,381	945	1,625	7,658	2,352
Grundy	30.3	.0137	30.1	11.1	17.1	16.3	25.3	10.7	126,889	28,948	13,139	9,880	3,958	32,046	4,518
Hamilton	8.8	.0039	41.1	8.7	11.8	15.1	41.1	3.9	28,860	7,321	[illegible]69	1,593	118	6,469	1,456

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WCIA Channel 3 Champaign-Decatur-Springfield
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ILL (cont.)
ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
ncock	22.1	.0100	34.0	12.0	13.2	15.0	33.7	8.3	49,158	10,950	3,865	715	2,070	16,004	1,521
rdin	5.0	.0023	37.2	8.7	13.4	15.9	36.4	2.0	9,963	4,570	593	196	361	1,180	343
nderson	8.1	.0036	33.5	9.1	14.7	16.0	31.7	3.2	12,681	1,884	1,903	298	424	3,311	
quois	33.2	.0149	33.3	9.6	14.5	16.2	31.4	12.2	107,189	24,347	9,632	4,409	4,291	25,554	2,542
ckson	56.5	.0255	24.2	33.6	13.9	10.8	21.3	18.5	321,526	52,614	29,636	57,633	8,551	62,817	6,829
sper	11.1	.0050	34.7	9.0	12.5	14.6	35.1	4.2	34,869	8,082	1,407	1,054	1,050	9,170	448
efferson	37.2	.0168	34.1	9.9	13.7	15.3	33.5	14.1	164,081	33,797	12,333	27,930	11,631	36,636	2,284
rsey	20.4	.0092	30.3	14.0	15.1	15.7	27.2	6.9	48,036	12,700	4,639	1,906	1,833	13,307	1,273
Daviess	22.7	.0103	32.0	9.7	14.0	15.4	30.4	7.8	51,219	9,114	8,621	942	699	9,397	2,511
hnson	9.0	.0040	34.6	11.8	15.1	14.8	34.7	3.5	22,353	8,320	948	1,305	472	4,157	263
endall	35.8	.0162	28.3	10.0	19.7	17.3	19.6	11.5	74,701	19,840	8,845	6,369	3,994	9,997	1,894
ox	60.6	.0273	32.7	13.0	14.1	15.8	30.9	22.6	287,050	59,845	22,046	37,388	15,976	59,370	10,465
La Salle	105.4	.0476	32.9	10.5	14.3	16.3	30.7	37.9	510,128	109,509	49,806	52,669	25,622	110,232	12,493
Lawrence	17.7	.0080	37.2	9.6	12.6	15.5	36.7	6.8	42,061	9,126	3,117	1,213	3,089	8,137	1,261
Lee	35.0	.0158	31.0	12.0	15.3	15.6	28.2	11.4	112,789	29,293	13,025	8,475	4,889	22,168	1,749
Livingston	41.3	.0186	31.5	12.4	14.5	15.2	29.7	14.3	148,576	37,348	11,717	16,355	5,098	31,941	2,095
Logan	29.6	.0134	31.9	13.7	16.2	15.8	29.2	10.0	125,180	27,994	13,042	11,114	5,194	27,174	3,297
McDonough	38.6	.0174	24.8	29.7	12.6	12.2	24.4	11.6	147,155	29,131	14,479	15,683	7,714	28,411	2,355
Macoupin	47.1	.0213	35.1	10.1	12.8	15.2	34.9	17.8	151,303	33,873	11,366	7,963	4,761	41,597	4,989
☐ Madison	246.0	.1110	30.6	12.1	16.0	17.3	25.7	85.2	1,013,051	247,595	82,667	94,213	34,691	259,995	29,576
Granite City	39.8	.0180	30.4	11.9	14.7	18.7	24.6	14.2	166,953	65,151	18,057	13,719	5,530	19,650	5,978
Marion	42.0	.0190	34.3	10.3	13.5	14.7	34.4	16.2	206,196	50,247	14,863	19,989	8,754	48,906	3,038
Marshall	13.6	.0061	33.8	9.5	14.0	15.7	32.7	5.0	36,558	8,804	3,285	1,635	615	8,582	1,277
Mason	20.1	.0091	34.2	9.7	13.9	14.9	34.1	8.0	62,189	14,976	5,616	4,676	2,375	12,254	1,292
Massac	14.8	.0067	36.1	8.8	13.7	16.7	34.6	5.8	47,155	10,257	4,607	2,579	814	10,733	2,681
Mercer	18.1	.0082	32.4	9.5	15.4	15.2	30.9	6.8	45,319	10,598	3,265	571	1,986	8,135	1,304
☐ Monroe	19.0	.0086	32.2	9.5	15.9	17.0	28.5	6.5	47,301	12,694	4,320	1,625	1,460	11,078	1,147
Montgomery	31.1	.0140	35.9	8.9	12.8	15.3	35.6	12.0	116,820	26,934	9,065	11,134	3,297	32,146	3,307
Morgan	35.6	.0161	32.0	13.7	14.3	14.7	31.0	12.7	181,804	39,330	13,782	21,119	4,831	44,026	5,345
Moultrie	13.5	.0061	33.7	10.0	14.6	15.3	32.8	4.8	30,126	6,031	3,199	1,058	1,199	8,017	1,326
Ogle	42.0	.0189	30.9	11.1	16.9	16.0	27.0	15.0	119,318	30,286	10,880	4,043	3,096	27,019	4,512
Perry	21.0	.0094	34.8	10.2	13.2	14.9	34.9	8.2	64,380	19,571	5,068	3,627	2,344	8,669	2,286
Piatt	16.3	.0074	32.7	9.5	15.8	16.5	29.9	6.1	50,965	11,392	3,182	421	2,087	22,127	1,315
Pike	19.3	.0087	37.0	9.4	13.0	14.9	37.0	7.8	54,543	10,772	3,643	1,773	1,051	12,029	1,435
Pope	4.7	.0021	38.5	9.7	11.5	13.3	39.8	1.8	4,296	974	370	29	51	1,982	159
Pulaski	9.1	.0041	35.8	9.4	9.5	13.9	36.8	3.6	14,953	4,547	890	231	365	1,355	243
Putnam	5.7	.0026	32.0	10.0	16.3	16.1	29.0	2.3	13,491	3,921	732		330	2,705	241
Randolph	33.9	.0153	33.2	10.6	15.8	15.8	31.3	11.7	103,713	25,914	7,108	7,104	5,122	25,107	1,034
Richland	17.9	.0081	33.1	10.7	14.5	15.6	31.6	6.3	74,894	19,311	5,059	4,237	3,662	14,952	1,344
☐ St. Clair	286.4	.1292	29.3	12.3	14.6	17.0	24.8	96.0	1,016,466	206,097	88,242	222,515	39,552	189,947	27,024
Belleville	44.7	.0202	34.2	12.4	13.6	15.9	33.0	17.1	316,603	43,758	20,708	46,116	13,087	113,954	7,875
East St. Louis	55.6	.0251	28.1	12.0	12.7	14.3	27.0	19.1	144,725	30,080	8,771	25,985	3,693	36,774	7,945
Saline	27.8	.0126	39.7	9.5	13.1	14.6	39.9	11.9	108,980	31,433	7,024	11,000	5,998	17,711	4,876
Schuyler	8.2	.0037	37.9	9.0	12.3	15.4	37.6	3.1	27,223	4,895	1,546	691	1,663	4,579	3,807
Scott	6.0	.0027	36.8	8.9	12.8	15.1	36.7	2.4	16,745	2,709	1,110	178	455	8,3[illegible]2	338
Shelby	23.0	.0104	33.9	9.5	13.6	15.2	33.4	8.9	64,297	14,509	3,663	2,358	2,206	14,236	1,565
Stark	7.4	.0033	34.3	9.5	13.6	15.1	33.9	2.9	15,377	3,803	1,419	178	132	5,250	397
Stephenson	46.3	.0209	31.8	11.2	15.5	16.0	29.1	17.1	175,144	41,279	12,890	25,072	8,355	35,925	4,356
Union	17.1	.0077	37.5	9.7	14.0	14.5	37.8	6.7	52,796	13,879	3,078	1,134	1,957	17,559	1,912
Wabash	14.0	.0064	34.3	11.0	12.9	15.8	33.2	5.5	57,553	10,958	4,498	1,753	1,469	18,585	1,559
Warren	21.2	.0095	32.0	13.3	13.9	14.9	30.9	7.7	87,191	17,495	6,154	8,462	3,802	29,577	2,924
Washington	15.6	.0071	38.8	9.1	12.6	14.8	38.9	5.9	36,033	9,027	2,243	1,579	972	11,573	1,212
Wayne	17.6	.0079	37.2	9.3	13.2	15.5	36.7	7.3	72,584	15,177	2,966	3,252	2,490	16,912	1,138
White	17.0	.0077	38.3	8.9	13.0	16.1	37.4	6.9	78,686	13,125	3,344	4,439	2,493	25,070	2,077
Whiteside	65.0	.0293	29.7	11.5	15.3	16.3	25.6	22.4	262,454	42,663	17,744	38,096	13,098	59,218	8,355
Williamson	55.4	.0250	33.7	11.6	15.5	15.6	32.4	21.5	202,103	48,028	11,710	17,617	10,374	41,827	6,529
TOTAL METRO COUNTIES	**9,313.3**	**4.2031**	**29.9**	**12.8**	**16.7**	**16.8**	**24.8**	**3,261.2**	**40,219,396**	**7,839,643**	**3,847,401**	**5,358,216**	**1,774,717**	**7,630,985**	**1,404,592**
TOTAL STATE	**11,259.3**	**5.0814**	**30.3**	**12.8**	**16.2**	**16.5**	**25.9**	**3,977.4**	**47,413,145**	**9,439,596**	**4,420,405**	**5,981,594**	**2,078,210**	**9,273,301**	**1,598,976**

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ILL.
ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
BLOOMINGTON - NORMAL	**959,366**	**20,569**	**4.6**	**12.8**	**28.9**	**37.2**	**.0593**
McLean	959,366	20,569	4.6	12.8	28.9	37.2	.0593
• Bloomington	349,448	19,016	5.4	14.5	28.3	32.9	.0278
• Normal	263,226	23,924	4.4	10.2	25.1	47.0	.0140
SUBURBAN TOTAL	346,692	20,470	3.9	12.7	31.5	35.7	.0175
CHAMPAIGN - URBANA - RANTOUL	**1,255,818**	**18,171**	**5.7**	**15.6**	**29.6**	**30.4**	**.0792**
Champaign	1,255,818	18,171	5.7	15.6	29.6	30.4	.0792
• Champaign	465,518	18,383	5.5	13.0	27.2	31.5	.0323
• Rantoul	153,282	15,315	7.5	27.6	32.3	19.2	.0099
• Urbana	261,045	16,464	6.7	15.3	25.8	29.0	.0143
SUBURBAN TOTAL	375,973	20,195	4.7	14.2	33.5	34.6	.0227
CHICAGO	**61,441,498**	**22,597**	**3.7**	**11.0**	**27.8**	**42.9**	**3.5542**
Cook	45,761,030	21,611	4.0	11.8	28.0	40.2	2.6185
Arlington Heights	765,566	32,623	1.2	4.0	16.4	73.9	.0402
Berwyn	440,983	21,505	3.8	11.4	30.0	38.9	.0242
• Chicago	22,980,979	17,646	5.2	15.2	29.7	28.7	1.2930
Chicago Heights	290,857	21,289	3.6	12.3	31.6	37.9	.0198
Cicero	517,761	20,438	3.7	12.4	34.0	33.7	.0267
Des Plaines	571,729	28,991	1.7	5.9	22.4	64.2	.0334
Evanston	818,151	24,442	3.9	11.4	23.8	48.6	.0442
Oak Lawn	592,185	28,194	2.1	5.7	24.2	60.7	.0381
Oak Park	686,200	24,674	3.4	10.0	25.3	49.1	.0332
Park Ridge	536,686	33,563	1.9	5.3	16.0	70.8	.0279
Skokie	862,206	32,345	1.4	4.7	18.7	69.6	.0509
Du Page	5,997,230	30,413	1.7	4.9	20.4	67.1	.3624
Elmhurst	492,007	31,222	1.9	4.8	17.8	69.2	.0268
Kane	2,299,130	23,826	3.4	9.5	30.0	45.9	.1443
Aurora	631,087	21,573	4.2	11.6	33.0	38.1	.0466
Elgin	538,492	22,477	4.3	11.0	29.7	41.3	.0368
Lake	3,852,655	24,728	3.0	9.4	27.7	49.1	.2236
North Chicago	233,670	19,771	3.8	16.1	35.2	33.7	.0112
Waukegan	508,738	20,201	4.7	13.7	33.3	33.4	.0375
McHenry	1,118,305	22,896	3.5	10.8	30.4	42.7	.0685
Will	2,413,148	22,271	3.0	9.3	35.5	39.2	.1369
Joliet	644,633	20,698	3.8	11.0	32.0	35.8	.0449
SUBURBAN TOTAL	38,460,519	26,632	2.3	7.3	26.2	55.3	2.2612
CHICAGO - GARY CONSOLIDATED AREA	***66,573,680***	***22,652***	***3.6***	***10.8***	***28.1***	***42.9***	***3.8591***
△ DANVILLE	**849,854**	**21,072**	**4.4**	**10.4**	**27.5**	**38.6**	**.0472**
Vermilion	849,854	21,072	4.4	10.4	27.5	38.6	.0472
• Danville	386,771	20,960	4.6	10.3	25.8	38.9	.0241
SUBURBAN TOTAL	463,083	21,154	4.3	10.4	28.9	38.4	.0231
DAVENPORT - ROCK ISLAND - MOLINE	**3,243,269**	**22,463**	**3.9**	**10.1**	**28.5**	**42.0**	**.1930**
Henry	480,249	21,157	4.4	11.4	28.4	38.4	.0273
Rock Island	1,490,981	23,172	3.6	9.5	28.1	44.3	.0868
• Moline	450,983	23,540	3.8	9.5	26.5	45.9	.0305
• Rock Island	468,347	22,269	4.3	10.4	24.7	43.0	.0239
Scott, Iowa	*1,272,039*	*22,192*	*3.9*	*10.2*	*29.3*	*40.8*	*.0789*
• Davenport	*828,355*	*21,212*	*4.4*	*11.0*	*29.3*	*38.1*	*.0532*
SUBURBAN TOTAL	1,495,584	22,917	3.5	9.6	29.9	42.9	.0854
DECATUR	**1,083,809**	**20,483**	**4.7**	**11.6**	**31.0**	**35.1**	**.0659**
Macon	1,083,809	20,483	4.7	11.6	31.0	35.1	.0659
• Decatur	788,900	19,894	5.2	11.9	29.3	34.2	.0515
SUBURBAN TOTAL	294,909	21,699	3.4	10.6	35.7	37.4	.0144

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FOREIGN AFFAIRS

MONEY MANAGEMENT

AS THE PUBLIC'S NEED TO UNDERSTAND GROWS, SO DOES OUR CIRCULATION LEAD.

The March 31, six-month figures show a substantial increase in our circulation dominance, daily and Sunday. These figures are good news for us and our advertisers, and they are likely the sign of a 1980's circulation trend as well.

More and more these days, people are seeking a deeper understanding of the issues and events which so deeply affect the way they live. And in Chicago, only one paper has the depth to satisfy the public's thirst for information completely: Chicago's complete newspaper, the Tribune.

To understand why we view this as the beginning of a trend, check the figures.

	Total Circulation		Primary Market Area Circulation		Suburban Circulation	
	Daily	Sunday	Daily	Sunday	Daily	Sunday
Tribune	789,767	1,146,474	686,962	997,753	412,220	637,901
Sun-Times	657,275	700,315	643,341	678,004	258,676	317,424
Tribune Lead	132,492	446,159	43,621	319,749	153,544	320,477
Increase in Tribune Lead March 31, 1980 compared to March 31, 1979	**20,817**	**8,490**	**21,566**	**11,755**	**6,433**	**11,297**

Naturally, ad linage has followed suit. For the three-month period ending March 31, 1980, the figures underscored our domination.

	Total Ad Linage	Display Ad Linage	Classified Ad Linage
Tribune	27,085,276	15,625,344	11,459,932
Sun-Times	13,044,765	8,768,220	4,276,545
Tribune Lead	**14,040,511**	**6,857,124**	**7,183,387**

In short, our domination of the Chicago circulation and ad linage continues to be very much like the newspaper itself—complete.

Sources: Audit Bureau of Circulations six-month report ending 3/31/80, Chicago Tribune Media Services

Chicago Tribune

The Complete Newspaper

ENERGY

DEFENSE

BUSINESS

ILL. (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
KANKAKEE	**696,347**	**20,805**	**3.8**	**11.0**	**31.2**	**36.0**	**.0441**
Kankakee	696,347	20,805	3.8	11.0	31.2	36.0	.0441
● Kankakee	263,292	20,082	4.1	11.3	30.1	34.8	.0188
SUBURBAN TOTAL	433,055	21,255	3.6	10.8	31.7	36.8	.0253
PEORIA	**3,079,271**	**21,809**	**3.7**	**9.7**	**31.9**	**39.0**	**.1875**
Peoria	1,702,730	20,796	4.2	10.4	30.6	36.6	.1068
● Peoria	1,115,342	20,253	4.4	10.8	27.8	36.6	.0756
Tazewell	1,087,648	22,753	3.1	8.6	34.7	41.4	.0646
Woodford	288,893	23,602	3.3	9.1	28.5	45.6	.0161
SUBURBAN TOTAL	1,963,929	22,473	3.3	9.0	34.3	40.5	.1119
△ **QUINCY**	**514,111**	**17,937**	**4.8**	**12.9**	**29.1**	**29.5**	**.0314**
Adams	514,111	17,937	4.8	12.9	29.1	29.5	.0314
● Quincy	327,485	17,287	5.1	12.8	27.9	28.8	.0223
SUBURBAN TOTAL	186,626	18,993	4.3	13.1	31.4	30.7	.0091
ROCKFORD	**2,275,968**	**21,794**	**3.9**	**10.4**	**32.3**	**38.6**	**.1330**
Boone	242,298	23,225	3.6	9.1	30.8	44.4	.0129
Winnebago	2,033,670	21,647	3.9	10.6	32.3	38.0	.1201
● Rockford	1,202,271	20,928	4.4	11.2	30.7	36.4	.0752
SUBURBAN TOTAL	1,073,697	22,683	3.2	9.5	34.1	41.3	.0578
SPRINGFIELD	**1,448,572**	**18,033**	**5.5**	**14.6**	**31.7**	**28.0**	**.0931**
Menard	80,441	15,764	5.3	12.7	27.4	24.7	.0046
Sangamon	1,368,131	18,147	5.5	14.7	32.0	28.3	.0885
● Springfield	747,456	17,130	6.1	15.2	29.7	26.8	.0561
SUBURBAN TOTAL	701,116	18,891	4.8	13.8	34.2	29.4	.0370
OTHER COUNTIES							
Alexander	55,216	7,754	6.7	14.0	19.0	9.4	.0041
Bond	92,857	15,384	5.6	13.8	29.3	21.8	.0058
Brown	43,585	13,716	6.2	15.2	24.1	22.1	.0022
Bureau	264,362	17,573	4.9	15.0	33.7	25.7	.0165
Calhoun	27,492	10,058	7.8	17.6	25.0	7.6	.0018
Carroll	120,474	15,927	6.0	16.3	34.2	19.3	.0069
Cass	92,831	14,965	6.4	15.8	25.9	24.0	.0057
Christian	275,472	18,481	4.7	11.1	26.5	31.5	.0162
Clark	111,062	14,686	6.7	15.3	28.1	20.9	.0067
Clay	88,545	13,228	7.4	17.5	28.1	16.1	.0061
☐ Clinton	194,365	17,884	5.1	13.4	31.7	27.7	.0117
Coles	354,208	18,086	5.5	12.6	26.9	31.5	.0236
Crawford	168,291	17,822	5.7	12.6	26.6	31.0	.0094
Cumberland	97,970	21,260	5.3	9.7	24.1	41.4	.0048
De Kalb	529,476	20,351	5.0	13.0	32.0	34.6	.0314
De Witt	160,133	22,210	4.4	10.2	24.4	43.1	.0092
Douglas	157,086	19,915	4.2	13.2	28.0	34.6	.0098
Edgar	158,789	16,494	5.9	14.9	27.1	27.5	.0092
Edwards	67,634	16,099	5.1	15.3	25.2	28.0	.0036
Effingham	221,950	18,066	5.2	14.2	27.3	31.9	.0164

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCO 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Bu Po In
Fayette	143,473	15,297	5.9	14.9	29.3	21.6	.00
Ford	118,265	20,237	4.5	11.1	29.4	36.0	.00
Franklin	239,017	10,643	7.6	14.6	24.9	12.1	.01
Fulton	295,582	16,388	5.1	13.1	31.5	22.9	.01
Gallatin	42,864	13,291	7.4	14.9	28.9	16.0	.00
Greene	106,740	15,281	6.1	15.4	28.3	22.5	.00
Grundy	211,196	19,060	4.0	13.0	36.9	28.0	.01
Hamilton	57,604	11,055	7.9	13.3	23.1	17.3	.00
Hancock	172,999	18,291	4.8	13.1	26.5	32.4	.00
Hardin	26,258	10,933	8.0	20.9	19.8	12.7	.00
Henderson	54,019	16,786	5.2	15.1	37.0	19.7	.00
Iroquois	237,291	17,861	4.8	14.5	30.2	28.2	.013
Jackson	380,562	15,229	6.6	15.1	24.9	25.7	.027
Jasper	103,671	19,608	6.2	13.3	18.0	40.6	.005
Jefferson	253,795	14,800	6.2	14.4	25.6	23.7	.016
Jersey	129,305	17,761	4.2	12.4	34.1	25.6	.007
Jo Daviess	133,632	15,948	5.3	17.6	34.0	19.3	.007
Johnson	49,604	12,508	5.5	18.2	26.6	13.5	.003
Kendall	313,809	25,959	2.2	7.6	27.6	53.8	.015
Knox	514,026	20,291	4.6	11.9	30.0	35.7	.030
La Salle	790,273	20,196	3.9	11.0	33.1	33.3	.051
Lawrence	119,192	15,217	5.9	14.6	28.4	22.3	.006
Lee	260,096	20,489	4.2	12.8	29.0	36.8	.015
Livingston	276,589	17,669	5.6	13.9	33.3	25.5	.017
Logan	243,975	20,835	4.8	11.1	26.4	39.8	.014
McDonough	250,751	17,434	5.9	12.9	29.2	28.2	.016
Macoupin	330,093	16,785	4.8	13.6	29.3	25.6	.0196
☐ Madison	1,726,671	19,356	4.4	12.7	35.2	30.0	.109
Granite City	284,363	19,317	4.6	13.0	34.5	30.1	.018
Marion	296,879	15,677	6.0	15.1	27.9	24.2	.0199
Marshall	96,401	17,867	5.3	13.0	34.7	25.8	.0054
Mason	139,559	14,744	6.3	17.4	30.1	18.9	.0082
Massac	92,805	14,096	7.0	13.8	27.2	20.0	.0058
Mercer	123,295	17,440	5.4	12.8	33.3	24.9	.0070
☐ Monroe	124,936	18,551	4.2	12.5	36.8	26.3	.0072
Montgomery	204,269	14,456	5.5	15.3	26.5	21.8	.0130
Morgan	275,662	19,202	5.2	12.8	27.2	34.3	.0179
Moultrie	97,183	18,197	6.1	13.5	33.4	26.5	.0053
Ogle	284,950	18,449	4.9	14.1	36.5	25.5	.0165
Perry	128,202	13,884	5.6	15.7	26.1	20.3	.0079
Piatt	130,440	19,693	4.3	12.1	31.7	32.5	.0073
Pike	133,081	14,402	6.6	16.6	26.8	21.3	.0077
Pope	18,162	6,825	7.1	17.3	14.3	6.3	.0012
Pulaski	34,964	6,827	8.4	16.2	13.1	7.0	.0023
Putnam	48,580	20,578	4.0	12.9	26.3	37.7	.0024
Randolph	192,134	14,855	6.1	18.0	32.3	17.1	.0126

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IL (cont.)

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999	(B) $10,000–$14,999	(C) $15,000–$24,999	(D) $25,000 & Over	Buying Power Index
Richland	108,512	14,805	6.8	17.9	28.0	21.3	.0075
St. Clair	1,844,318	17,215	4.8	13.4	31.9	26.7	.1172
Belleville	360,345	18,683	4.8	14.0	31.4	30.4	.0259
East St. Louis	246,124	10,306	7.0	14.8	23.9	12.3	.0175
Saline	166,820	10,916	6.4	14.0	24.3	14.7	.0114
Schuyler	62,432	17,080	5.4	11.8	27.6	27.8	.0035
Scott	55,338	20,850	5.3	10.8	24.8	38.9	.0029
Shelby	155,653	15,679	6.4	15.0	29.7	22.3	.0089
Stark	63,505	19,427	4.3	11.3	29.9	34.5	.0032
Stephenson	378,562	21,172	4.5	11.6	25.6	39.5	.0219
Union	125,902	15,261	6.3	12.8	24.3	26.4	.0073
Wabash	101,153	15,940	6.4	15.7	33.1	20.0	.0063
Warren	147,581	16,733	5.6	14.3	31.2	24.4	.0095
Washington	105,705	14,735	6.1	16.4	27.5	21.7	.0059
Wayne	115,990	13,809	6.3	16.6	28.8	17.3	.0075
White	116,710	14,483	7.0	14.5	28.1	20.3	.0078
Whiteside	464,462	19,676	3.9	13.3	31.5	32.4	.0292
Williamson	339,861	13,433	6.6	15.4	27.5	17.8	.0224
TOTAL METRO COUNTIES	**79,466,134**	**21,943**	**3.9**	**11.2**	**28.6**	**40.8**	**4.6549**
TOTAL STATE	**93,213,000**	**21,054**	**4.2**	**11.7**	**28.7**	**38.2**	**5.4984**

INDIANA

IND.

S&MM ESTIMATES

POPULATION—12/31/79 · RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANDERSON	**137.2**	**.0619**	**29.8**	**13.4**	**16.9**	**16.5**	**24.7**	**48.4**	**553,263**	**115,707**	**47,781**	**77,861**	**20,956**	**137,941**	**23,230**
Madison	137.2	.0619	29.8	13.4	16.9	16.5	24.7	48.4	553,263	115,707	47,781	77,861	20,956	137,941	23,230
• Anderson	69.5	.0314	30.1	14.2	15.8	16.0	26.3	25.8	290,256	49,958	34,272	45,612	15,532	54,099	11,886
SUBURBAN TOTAL	67.7	.0305	29.5	12.4	18.0	17.1	23.1	22.6	263,007	65,749	13,509	32,249	5,424	83,842	11,344
BLOOMINGTON	**94.5**	**.0426**	**24.2**	**31.5**	**18.6**	**12.3**	**15.6**	**31.7**	**345,811**	**73,692**	**33,582**	**44,809**	**15,762**	**57,041**	**14,911**
Monroe	94.5	.0426	24.2	31.5	18.6	12.3	15.6	31.7	345,811	73,692	33,582	44,809	15,762	57,041	14,911
• Bloomington	50.6	.0228	23.3	46.5	16.8	8.9	13.2	16.1	315,165	61,172	30,283	44,747	15,524	56,216	13,267
SUBURBAN TOTAL	43.9	.0198	27.5	14.5	20.8	16.1	18.3	15.6	30,646	12,520	3,299	62	238	825	1,644
ELKHART	**136.2**	**.0614**	**28.9**	**13.0**	**17.3**	**16.4**	**23.0**	**46.5**	**638,520**	**124,402**	**53,467**	**78,126**	**21,743**	**137,492**	**27,161**
Elkhart	136.2	.0614	28.9	13.0	17.3	16.4	23.0	46.5	638,520	124,402	53,467	78,126	21,743	137,492	27,161
• Elkhart	45.8	.0207	30.0	12.6	16.5	16.1	25.7	16.5	402,824	71,954	33,531	64,507	9,754	120,844	19,435
SUBURBAN TOTAL	90.4	.0407	28.3	13.2	17.7	16.5	21.7	30.0	235,696	52,448	19,936	13,619	12,389	66,648	7,726
EVANSVILLE	**294.3**	**.1327**	**31.7**	**11.8**	**15.2**	**16.3**	**28.6**	**103.7**	**1,257,884**	**234,531**	**112,069**	**158,482**	**60,261**	**263,927**	**40,865**
Gibson	31.8	.0143	33.8	10.7	14.1	15.7	32.7	11.6	106,318	14,091	9,134	15,779	2,511	20,318	3,884
Posey	23.7	.0107	31.5	10.3	16.3	16.2	28.1	8.0	60,548	11,852	5,165	2,745	2,211	19,071	2,175
Vanderburgh	160.2	.0723	32.1	12.6	14.6	16.5	29.3	57.2	822,898	145,661	82,724	127,065	45,398	151,684	28,213
• Evansville	130.4	.0588	32.5	13.2	14.2	15.7	30.7	48.0	766,470	135,453	77,415	115,725	44,702	148,311	26,756
Warrick	39.0	.0176	29.5	10.8	17.5	15.7	24.7	13.2	98,686	29,517	4,987	2,912	744	28,558	2,359
Henderson, Ky.	*39.6*	*.0178*	*31.0*	*11.4*	*16.3*	*16.7*	*26.7*	*13.7*	*169,434*	*33,410*	*10,059*	*9,981*	*9,397*	*44,296*	*4,234*
SUBURBAN TOTAL	163.9	.0739	31.1	10.8	16.1	16.8	26.9	55.7	491,414	99,078	34,654	42,757	15,559	115,616	14,109

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S&MM SURVEY OF BUYING
POWER 1980

IND. (cont.)
ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
FORT WAYNE	**374.6**	**.1690**	**28.8**	**13.0**	**16.4**	**16.1**	**23.7**	**126.7**	**1,611,050**	**301,591**	**161,302**	**246,894**	**67,466**	**362,413**	**51,07**
Adams	27.1	.0122	28.6	11.5	15.0	14.8	25.7	8.8	103,853	20,584	9,750	8,891	5,072	28,912	3,99
Allen	292.1	.1318	28.6	13.5	16.7	16.3	22.9	99.2	1,327,732	229,660	137,394	228,718	54,795	286,067	40,94
• Fort Wayne	186.0	.0839	29.4	14.7	15.4	15.6	25.8	67.3	949,573	144,361	105,126	188,845	44,084	214,279	31,78
De Kalb	31.3	.0141	29.9	11.1	15.9	15.5	26.4	10.3	108,002	32,928	9,005	5,193	3,161	27,468	3,88
Wells	24.1	.0109	30.3	11.5	16.1	15.9	26.6	8.4	71,463	18,419	5,153	4,092	4,438	19,946	2,25
SUBURBAN TOTAL	188.6	.0851	28.2	11.3	17.5	16.6	21.6	59.4	561,477	157,230	56,176	58,049	23,382	148,134	19,2
GARY - HAMMOND - EAST CHICAGO	**648.3**	**.2926**	**28.3**	**12.6**	**16.2**	**17.3**	**21.8**	**210.1**	**2,595,907**	**600,609**	**232,990**	**313,075**	**107,164**	**523,747**	**99,75**
Lake	536.2	.2420	28.6	12.3	15.7	17.5	22.4	174.7	2,253,773	513,062	192,943	279,984	95,151	466,024	83,27
• East Chicago	41.3	.0186	30.4	12.8	13.2	18.0	25.8	14.4	98,398	21,342	10,677	909	3,334	23,878	5,33
• Gary	166.4	.0751	28.2	12.5	14.8	17.0	22.9	54.6	320,117	68,185	31,517	32,789	14,849	75,439	12,20
• Hammond	102.1	.0461	29.9	13.2	15.3	16.9	25.4	35.8	412,002	94,604	45,586	49,905	22,472	60,612	12,85
Porter	112.1	.0506	27.1	14.3	18.4	16.6	18.9	35.4	342,134	87,547	40,047	33,091	12,013	57,723	16,48
SUBURBAN TOTAL	338.5	.1528	27.7	12.5	17.5	17.5	19.7	105.3	1,765,390	416,478	145,210	229,472	66,509	363,818	69,33
INDIANAPOLIS	**1,168.1**	**.5272**	**29.4**	**12.5**	**17.2**	**16.9**	**23.3**	**404.3**	**5,178,898**	**982,504**	**414,316**	**708,352**	**187,802**	**1,054,831**	**170,72**
Boone	35.0	.0158	31.4	10.5	16.9	16.6	27.2	12.6	133,020	29,400	10,278	6,118	4,002	25,076	5,08
Hamilton	83.6	.0377	29.7	10.1	18.2	17.8	22.5	27.8	216,098	52,959	19,376	4,068	9,538	51,074	10,33
Hancock	43.4	.0196	29.2	11.8	18.7	16.6	22.5	14.7	101,218	25,557	6,289	5,373	3,604	23,713	5,77
Hendricks	67.1	.0303	28.9	10.9	18.6	17.6	20.9	22.4	185,401	49,563	10,963	3,968	4,650	40,563	9,48
Johnson	77.2	.0349	27.5	13.1	18.4	17.0	19.3	24.5	272,427	45,733	18,976	61,818	7,131	56,165	10,31
Marion	770.8	.3479	29.5	13.1	16.7	16.8	24.0	271.9	3,995,047	707,056	327,674	608,162	150,528	796,979	119,89
• Indianapolis	712.8	.3217	29.6	12.8	16.5	16.8	24.3	250.7	3,823,785	662,158	310,809	592,927	145,812	769,234	113,37
Morgan	51.1	.0230	28.5	11.3	17.7	17.3	21.1	16.4	133,495	42,159	11,810	9,109	4,334	26,371	5,47
Shelby	39.9	.0180	30.5	11.0	16.3	16.9	25.8	14.0	142,192	30,077	8,950	9,736	4,015	34,890	4,35
SUBURBAN TOTAL	455.3	.2055	29.0	12.1	18.0	17.1	22.1	153.6	1,355,113	320,346	103,507	115,425	41,990	285,597	57,34

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Sources: Belden Continuing Market Study
S&MM "1980 Survey of Buying Power"
S&MM "1979 Survey of Buying Power"

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IND. (cont.)
ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
	Total Population (Thousands)	% Of U.S	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($00
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
KOKOMO	**104.8**	**.0474**	**29.2**	**12.0**	**18.2**	**17.0**	**22.5**	**36.6**	**455,988**	**88,056**	**39,120**	**71,336**	**19,446**	**103,560**	**17,42**
Howard	89.4	.0404	28.9	12.2	18.4	17.3	21.5	31.1	412,784	75,810	35,691	69,598	18,837	92,118	15,56
■ Kokomo	51.7	.0233	30.1	13.2	17.2	15.1	22.5	19.2	398,452	73,840	35,064	69,379	16,993	90,140	15,1
Tipton	15.4	.0070	31.3	11.0	16.5	15.6	28.3	5.5	43,204	12,246	3,429	1,738	609	11,442	1,8
SUBURBAN TOTAL	53.1	.0241	28.5	10.9	19.0	19.0	18.6	17.4	57,526	14,216	4,056	1,957	2,453	13,420	2,2
LAFAYETTE - WEST LAFAYETTE	**115.8**	**.0522**	**24.5**	**27.8**	**16.8**	**12.9**	**18.4**	**37.5**	**486,677**	**91,249**	**48,291**	**97,910**	**26,021**	**86,863**	**20,67**
Tippecanoe	115.8	.0522	24.5	27.8	16.8	12.9	18.4	37.5	486,677	91,249	48,291	97,910	26,021	86,863	20,67
■ Lafayette	[illegible]	.0220	29.3	14.5	17.5	15.2	24.7	17.5	356,856	72,596	28,812	75,325	19,838	70,772	13,5
■ West Lafayette	20.1	.0093	23.6	40.7	17.4	10.8	13.5	6.9	77,970	11,405	13,099	17,658	4,997	1,257	6,6
SUBURBAN TOTAL	46.6	.0209	23.3	36.2	15.9	11.3	14.0	13.1	51,851	7,248	6,380	4,927	1,186	14,834	44
△ **MARION**	**83.9**	**.0379**	**29.4**	**13.6**	**16.2**	**16.9**	**24.1**	**28.2**	**291,267**	**65,161**	**22,397**	**26,183**	**11,523**	**73,157**	**14,52**
Grant	83.9	.0379	29.4	13.6	16.2	16.9	24.1	28.2	291,267	65,161	22,397	26,183	11,523	73,157	14,52
■ Marion	40.4	.0182	31.2	12.5	15.4	17.0	27.1	14.0	254,291	56,238	17,761	25,400	10,035	65,258	12,2
SUBURBAN TOTAL	43.5	.0197	28.0	14.6	17.0	16.8	21.3	14.2	36,976	8,923	4,636	783	1,488	7,899	2,31
△ **MICHIGAN CITY - LA PORTE**	**106.0**	**.0479**	**30.7**	**11.7**	**16.0**	**17.4**	**25.7**	**35.0**	**444,600**	**91,094**	**32,871**	**65,583**	**15,002**	**97,691**	**17,685**
La Porte	106.0	.0479	30.7	11.7	16.0	17.4	25.7	35.0	444,600	91,094	32,871	65,583	15,002	97,691	17,68
■ La Porte	21.6	.0097	32.5	11.6	14.1	16.6	29.8	8.0	164,012	35,315	10,386	13,427	5,738	41,447	6,5
■ Michigan City	40.6	.0183	30.6	12.0	16.4	17.7	25.0	13.1	246,299	52,209	18,412	51,776	8,184	52,673	11,16
SUBURBAN TOTAL	43.8	.0199	30.0	11.5	16.4	17.6	24.2	13.9	34,289	3,570	4,073	380	1,080	3,571	
MUNCIE	**126.0**	**.0569**	**27.4**	**19.5**	**16.3**	**15.5**	**22.2**	**42.2**	**518,268**	**101,176**	**43,717**	**61,599**	**23,067**	**133,663**	**23,136**
Delaware	126.0	.0569	27.4	19.5	16.3	15.5	22.2	42.2	518,268	101,176	43,717	61,599	23,067	133,663	23,13
■ Muncie	85.4	.0385	25.9	26.1	14.0	13.2	24.1	29.2	387,611	73,841	36,329	60,746	16,709	95,012	21,32
SUBURBAN TOTAL	40.6	.0184	29.6	5.7	21.3	20.1	18.4	13.0	130,657	27,335	7,388	853	6,358	38,651	1,807
SOUTH BEND	**278.9**	**.1258**	**30.5**	**14.1**	**14.3**	**16.6**	**26.8**	**94.0**	**1,118,697**	**217,132**	**106,514**	**144,702**	**49,028**	**262,328**	**40,545**
Marshall	38.7	.0174	31.1	10.7	14.8	15.9	28.3	13.4	160,031	29,874	10,169	5,131	5,736	53,022	6,419
St. Joseph	240.2	.1084	30.4	14.6	14.3	16.7	26.6	80.6	958,666	187,258	96,345	139,571	43,292	209,306	34,126
■ South Bend	116.3	.0526	32.4	12.8	13.1	16.9	29.7	41.9	560,312	95,429	54,019	107,807	24,380	110,210	19,41
SUBURBAN TOTAL	162.4	.0732	29.3	14.9	15.1	16.4	24.9	52.1	558,385	121,703	52,495	36,895	24,648	152,118	21,132
TERRE HAUTE	**172.0**	**.0777**	**32.0**	**15.5**	**13.7**	**14.7**	**31.2**	**62.8**	**833,379**	**127,971**	**55,712**	**96,392**	**22,596**	**149,781**	**25,298**
Clay	24.6	.0111	34.9	10.7	13.5	15.5	34.3	9.5	92,899	16,331	4,185	4,345	1,297	30,285	3,829
Sullivan	19.6	.0089	36.6	9.9	13.2	14.7	36.9	7.7	52,737	10,085	2,586	2,831	1,159	12,363	2,091
Vermillion	16.8	.00/6	34.9	10.4	14.5	14.8	35.0	6.5	47,769	13,939	2,416	1,453	411	11,801	728
Vigo	111.0	.0501	30.2	18.3	13.8	14.5	28.9	39.1	639,974	87,616	46,525	87,763	19,729	95,332	18,650
■ Terre Haute	62.1	.0280	30.3	21.0	11.3	13.7	31.0	22.7	301,678	84,071	34,187	58,994	17,676	53,009	12,210
SUBURBAN TOTAL	109.9	.0497	32.7	12.4	15.0	15.3	31.2	40.1	331,701	43,900	21,525	37,398	4,920	96,772	13,088
OTHER COUNTIES															
Bartholomew	62.3	.0281	28.8	11.7	19.6	17.0	20.8	21.0	294,829	61,630	24,361	38,976	15,291	57,318	9,775
Benton	10.6	.0048	32.1	9.8	13.8	15.4	30.6	3.6	24,062	5,720	1,670	149	217	6,323	1,118
Blackford	15.4	.0070	31.0	11.4	16.7	16.0	27.4	5.4	44,720	12,354	2,323	2,088	1,472	8,896	1,705
Brown	10.4	.0047	31.1	11.0	15.3	16.2	27.9	3.7	15,554	2,209	3,918	31	390	1,346	718
Carroll	18.0	.0081	32.3	9.7	15.8	15.9	29.8	6.5	45,468	12,040	2,785	679	602	14,757	1,595
Cass	39.0	.0176	32.7	10.2	15.2	16.6	29.9	13.9	162,023	33,132	13,898	23,109	7,855	36,276	7,214
☐ Clark	88.5	.0399	28.6	13.2	17.7	17.0	21.6	30.2	388,851	59,199	30,528	85,479	10,938	86,662	11,293
Clinton	29.6	.0134	32.2	10.7	14.7	16.0	29.8	11.0	100,582	24,775	7,647	5,812	3,502	[illegible]	4,499
Crawford	8.8	.0040	33.2	10.4	12.8	14.7	33.0	3.4	14,890	5,485	820	341	577	[illegible]	
Daviess	25.2	.0113	32.2	11.0	14.3	14.9	31.1	8.9	80,619	18,212	5,830	11,862	2,516	15,621	3,655
☐ Dearborn	33.4	.0151	31.4	10.5	15.8	16.6	27.7	11.4	89,372	22,281	8,363	2,677	3,526	17,407	7,592
Decatur	24.2	.0109	30.5	10.6	15.8	15.0	27.9	8.4	87,298	20,513	5,453	7,712	1,856	22,458	2,453
Dubois	32.5	.0147	29.2	11.1	16.0	15.5	25.2	10.0	150,698	24,792	11,327	10,821	5,280	60,808	2,759
Fayette	26.8	.0121	30.1	11.5	14.9	16.4	26.3	9.2	80,335	21,610	8,396	6,695	3,166	9,727	5,540
☐ Floyd	59.0	.0267	31.2	11.7	15.5	16.9	27.1	20.9	179,695	50,342	15,158	5,845	12,478	36,746	6,585
Fountain	18.4	.0083	32.4	10.3	15.6	15.7	30.3	6.5	76,328	18,452	6,931	1,811	932	23,371	3,869
Franklin	18.7	.0084	29.4	11.4	14.6	15.3	26.5	6.0	34,080	11,523	2,766	1,271	883	6,510	1,036
Fulton	17.7	.0080	33.4	9.1	14.8	15.7	31.9	6.5	51,486	13,625	3,591	2,889	1,251	13,098	2,447
Greene	27.7	.0125	34.7	9.9	14.8	15.6	34.0	10.7	82,209	17,741	5,118	7,719	1,527	15,888	2,877
Harrison	26.1	.0118	30.5	10.6	15.1	16.0	27.2	8.5	61,936	19,047	4,415	4,178	3,066	11,250	1,736
Henry	53.7	.0242	31.1	11.5	16.2	16.7	27.1	18.5	172,752	38,540	11,944	14,359	9,335	37,470	4,981
Huntington	34.7	.0156	31.2	11.9	14.9	15.4	28.9	12.1	124,948	27,704	6,892	9,543	3,618	23,557	4,300

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IND. (cont.)
&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Jackson	34.8	.0157	30.5	11.1	16.3	16.0	26.7	12.3	141,544	30,298	10,756	9,374	4,442	25,369	4,517
Jasper	25.3	.0115	27.6	14.2	14.7	14.8	24.3	8.1	106,612	20,347	8,375	5,290	1,472	16,460	4,283
Jay	22.8	.0102	32.2	10.8	15.4	15.2	30.4	8.2	64,113	18,863	4,630	1,332	2,977	13,710	2,631
Jefferson	28.5	.0129	30.3	14.1	15.2	16.0	26.9	9.3	118,855	26,926	6,930	11,689	5,241	25,820	4,509
Jennings	21.3	.0096	28.9	11.8	17.9	14.9	24.1	6.4	45,243	13,122	2,273	889	1,176	10,988	1,839
Knox	39.5	.0178	32.9	14.3	13.2	15.0	32.3	14.5	172,314	32,231	12,020	28,273	272	36,129	7,783
Kosciusko	54.3	.0245	29.4	12.2	17.0	15.1	25.3	19.0	205,789	46,765	16,273	17,378	6,783	45,904	9,014
La Grange	23.6	.0106	26.3	11.5	15.9	13.4	22.8	7.4	58,130	11,276	4,416	2,483	1,585	10,003	1,850
Lawrence	41.3	.0186	31.8	11.3	15.9	16.9	28.0	15.1	144,676	36,604	8,221	13,356	5,080	33,850	7,401
Martin	11.0	.0050	28.8	11.5	15.3	15.8	24.6	3.5	29,474	8,248	1,840	1,330	931	7,909	906
Miami	38.3	.0173	27.7	13.6	16.4	15.9	22.2	12.8	101,959	20,293	7,366	9,806	3,260	27,379	4,403
Montgomery	34.4	.0156	31.4	12.5	16.0	15.8	28.4	12.3	122,952	29,045	9,538	15,315	5,012	25,499	5,373
Newton	14.2	.0064	31.1	9.4	14.8	14.5	29.7	5.1	38,249	9,241	3,361	161	1,104	7,582	2,401
Noble	32.6	.0148	29.3	12.0	16.0	15.1	25.7	11.3	91,640	22,850	6,732	5,021	2,723	21,929	4,210
Ohio	5.3	.0023	32.9	10.0	15.9	16.6	30.1	1.7	5,650	3,917	259	143	160		56
Orange	17.0	.0077	32.4	11.4	14.7	15.1	31.1	6.4	42,246	12,822	1,877	1,349	557	7,492	2,126
Owen	14.2	.0064	33.4	9.7	14.4	15.6	32.1	5.1	24,396	7,067	1,802	172	441	4,802	702
Parke	15,7	.0071	34.5	9.7	13.8	15.3	34.1	5.8	38,264	10,534	1,992	952	270	7,150	1,279
Perry	17.6	.0080	30.7	11.7	14.0	16.0	28.0	5.9	57,326	16,043	5,532	6,719	3,567	9,725	1,838
Pike	13.0	.0058	35.5	9.9	14.7	15.0	35.5	5.1	32,288	7,294	1,045	546	1,246	8,066	874
Pulaski	12.6	.0057	32.3	9.2	14.0	15.2	31.0	4.6	30,913	4,150	2,090	751	980	12,191	1,951
Putnam	29.6	.0134	30.2	16.4	15.3	15.3	27.3	9.5	83,637	20,765	6,537	5,270	2,446	16,671	2,767
Randolph	28.5	.0128	32.2	10.8	15.2	16.2	29.5	10.3	72,926	20,868	4,355	3,718	1,774	17,433	4,031
Ripley	23.0	.0104	30.9	10.5	13.9	15.1	29.2	7.9	64,660	18,497	4,691	1,745	1,868	13,330	2,314
Rush	20.8	.0094	32.1	10.4	14.3	15.5	30.3	7.0	59,765	13,147	2,828	3,145	2,327	19,103	2,004
Scott	19.4	.0087	28.0	11.7	17.1	14.4	23.6	6.2	57,746	16,293	3,282	2,963	1,625	13,568	1,689
Spencer	18.0	.0082	31.7	10.9	15.0	15.2	29.9	5.8	50,952	11,307	2,560	508	1,981	15,059	1,459
Starke	21.3	.0096	30.5	10.5	15.1	14.2	29.0	7.2	71,560	15,809	5,726	8,437	710	13,445	3,481
Steuben	24.5	.0110	29.4	15.9	15.4	13.5	27.8	8.5	107,278	19,548	11,528	4,638	1,556	22,445	2,854
Switzerland	6.8	.0031	24.9	9.6	14.0	14.1	35.7	2.5	8,251	2,507	316	278	328	1,851	430
Union	7.5	.0033	30.7	11.4	16.1	15.6	27.5	2.7	13,343	3,225	1,408	78	267	1,277	394
Wabash	37.1	.0168	30.2	13.4	15.9	15.9	26.5	12.5	128,699	27,040	8,279	12,848	5,837	27,763	5,079
Warren	7.8	.0035	32.5	9.7	15.4	16.5	29.8	2.6	7,270	2,197	1,029	82	193	186	107
Washington	20.1	.0091	30.9	10.9	14.8	15.3	28.7	7.0	47,745	14,000	2,197	2,287	1,315	12,015	1,254
Wayne	75.0	.0338	31.2	12.4	16.0	16.5	27.4	26.4	334,449	60,785	24,304	58,916	8,253	84,356	12,011
Richmond	41.8	.0189	31.6	13.5	15.0	15.8	29.0	15.6	272,609	49,191	19,696	57,985	6,266	72,742	9,062
White	22.8	.0103	32.1	10.0	14.8	15.4	30.2	8.1	74,870	17,177	7,321	6,829	2,123	13,492	3,306
Whitley	25.2	.0113	30.0	11.3	14.5	16.1	26.7	8.8	79,434	21,052	5,621	3,067	2,197	21,957	3,893
TOTAL METRO COUNTIES	**3,981.9**	**1.7971**	**29.1**	**13.9**	**16.4**	**16.5**	**23.8**	**1,356.5**	**16,818,693**	**3,313,287**	**1,448,119**	**2,275,324**	**665,382**	**3,590,954**	**608,233**
TOTAL STATE	**5,386.4**	**2.4308**	**29.5**	**13.3**	**16.2**	**16.3**	**24.9**	**1,843.2**	**21,458,728**	**4,374,542**	**1,787,514**	**2,672,507**	**818,797**	**4,634,793**	**787,549**

SOUTH BEND Tribune

SHEDS MORE LIGHT

Daily delivers better "ratings" in a market greater than several entire States!

Daily delivers more in any age bracket

66%	18 – 34
74%	35 – 49
80%	50 – 64
79%	65 and over

Daily delivers more of any income group

79%	$25,000 and over
76%	$15 – 24,999
69%	$8 – 14,999

Daily delivers more at any education level

78%	part College or more
73%	High School graduate
66%	part High School or less

Source: Belden, CMS May–July, 1979

Albert E. Petersohn, General Advertising Manager, South Bend, IN 46626 • 219/233-6161 • Represented by Story & Kelly-Smith, Inc.

The Elkhart Truth

The Elkhart Truth
AND THE SOUTH BEND TRIBUNE **TOGETHER**
Reaches more than **50%** of
The nation's **82nd ADI**
Elkhart's County E.B.I. Per Household Is $22,310.
Greater by $1,279 than the Indiana State Average

We now offer expanded Saturday Weekend edition coverage of 84% of Elkhart County Households. 31,000 audited subscribers. 11,000 Non audited distribution.

. . . and that's The Truth

Represented by BRANHAM Newspaper sales.

C S&MM 1980—Survey of Buying Powe

IND.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
ANDERSON	**1,118,835**	**21,111**	**4.2**	**10.6**	**31.4**	**38.4**	**.0655**
Madison	1,118,835	21,111	4.2	10.6	31.4	38.4	.0655
• Anderson	571,325	20,058	4.6	11.6	32.8	34.7	.0337
SUBURBAN TOTAL	547,510	22,611	3.7	9.5	29.9	42.6	.0318
BLOOMINGTON	**608,818**	**15,616**	**6.8**	**17.2**	**29.5**	**22.5**	**.0390**
Monroe	608,818	15,616	6.8	17.2	29.5	22.5	.0390
• Bloomington	316,015	13,007	7.8	17.0	21.9	21.8	.0250
SUBURBAN TOTAL	292,803	17,828	5.6	17.4	37.5	23.4	.0140
ELKHART	**1,037,434**	**20,270**	**4.3**	**12.8**	**33.6**	**34.0**	**.0658**
Elkhart	1,037,434	20,270	4.3	12.8	33.6	34.0	.0658
• Elkhart	373,363	20,248	4.5	12.8	30.4	35.4	.0293
SUBURBAN TOTAL	664,071	20,279	4.1	12.8	35.3	33.3	.0365
EVANSVILLE	**1,950,763**	**17,233**	**5.5**	**14.6**	**31.2**	**26.0**	**.1291**
Gibson	210,291	16,038	5.8	14.4	28.8	24.3	.0129
Posey	147,940	17,795	4.7	13.2	32.9	25.7	.0087
Vanderburgh	1,040,636	16,646	5.7	15.7	32.7	23.3	.0743
• Evansville	829,675	15,641	6.1	16.6	31.9	20.5	.0633
Warrick	274,664	20,033	4.5	11.6	30.3	34.8	.0153
Henderson, Ky	*277,232*	*17,992*	*5.5*	*13.8*	*27.4*	*30.7*	*.0179*
SUBURBAN TOTAL	1,121,088	18,867	4.9	12.8	30.6	30.9	.0658
FORT WAYNE	**2,890,323**	**21,172**	**4.2**	**11.9**	**32.1**	**37.0**	**.1776**
Adams	184,478	19,135	4.9	13.1	35.0	30.1	.0116
Allen	2,317,120	21,644	4.0	11.7	31.6	38.6	.1429
• Fort Wayne	1,418,868	19,335	5.0	14.1	31.9	31.4	.0927
De Kalb	206,623	19,258	4.8	12.3	33.6	30.6	.0129
Wells	182,102	20,328	4.5	12.2	33.1	33.9	.0102
SUBURBAN TOTAL	1,471,455	23,151	3.3	9.3	32.3	43.3	.0849
GARY - HAMMOND - EAST CHICAGO	**5,132,182**	**23,218**	**3.2**	**9.2**	**30.2**	**43.8**	**.3049**
Lake	4,137,444	22,591	3.3	9.5	31.2	41.6	.2524
• East Chicago	285,289	18,144	4.7	13.8	34.1	27.2	.0159
• Gary	1,138,381	19,577	4.1	11.3	32.3	32.5	.0610
• Hammond	838,966	22,482	3.3	10.2	32.0	41.1	.0491
Porter	994,738	26,322	2.9	7.9	24.8	54.7	.0525
SUBURBAN TOTAL	2,869,546	25,788	2.5	7.2	27.8	53.0	.1789
INDIANAPOLIS	**9,117,620**	**20,441**	**4.5**	**12.7**	**32.2**	**35.1**	**.5622**
Boone	261,797	19,479	4.6	12.5	31.2	32.2	.0157
Hamilton	618,351	20,547	3.8	12.1	33.7	34.8	.0339
Hancock	324,830	21,043	4.0	11.8	34.0	35.7	.0174
Hendricks	531,250	22,900	3.8	9.9	32.1	42.0	.0288
Johnson	522,036	19,932	3.8	13.1	39.0	30.9	.0324
Marion	6,271,830	20,526	4.6	12.9	30.8	36.1	.3984
• Indianapolis	5,764,682	20,312	4.7	13.1	30.7	35.6	.3717
Morgan	337,995	19,882	4.0	12.7	38.0	29.6	.0195
Shelby	248,531	16,947	6.2	15.6	35.4	21.4	.0161
SUBURBAN TOTAL	3,352,938	20,616	4.1	12.1	34.7	34.3	.1905
KOKOMO	**913,541**	**23,077**	**3.3**	**9.6**	**27.7**	**45.0**	**.0531**
Howard	796,485	23,768	3.2	9.2	27.1	46.9	.0467
• Kokomo	449,298	21,313	3.8	10.9	28.9	39.4	.0320
Tipton	117,056	19,769	4.3	11.8	31.2	34.1	.0064
SUBURBAN TOTAL	464,243	25,371	2.9	8.1	26.6	51.0	.0211
LAFAYETTE - WEST LAFAYETTE	**786,259**	**18,108**	**5.3**	**15.0**	**33.8**	**27.1**	**.0512**
Tippecanoe	786,259	18,108	5.3	15.0	33.8	27.1	.0512
• Lafayette	330,819	17,903	5.4	15.2	36.5	23.9	.0267
• West Lafayette	170,596	19,543	5.0	11.5	23.3	38.8	.0098
SUBURBAN TOTAL	284,844	17,922	5.3	16.6	35.4	25.4	.0147
△ **MARION**	**615,611**	**20,025**	**3.9**	**13.6**	**31.1**	**34.3**	**.0364**
Grant	615,611	20,025	3.9	13.6	31.1	34.3	.0364
• Marion	292,940	18,834	4.6	15.0	30.4	31.6	.0215
SUBURBAN TOTAL	322,671	21,047	3.3	12.2	31.9	36.9	.0151
△ **MICHIGAN CITY - LA PORTE**	**756,448**	**19,852**	**4.4**	**12.8**	**33.0**	**33.1**	**.0478**
La Porte	756,448	19,852	4.4	12.8	33.0	33.1	.0478
• La Porte	160,467	18,011	5.1	14.0	33.0	28.2	.0125
• Michigan City	276,638	19,579	4.9	13.3	32.7	32.1	.0205
SUBURBAN TOTAL	319,343	21,134	3.6	11.5	33.6	36.7	.0148
MUNCIE	**920,704**	**19,511**	**4.5**	**13.2**	**33.3**	**31.7**	**.0573**
Delaware	920,704	19,511	4.5	13.2	33.3	31.7	.0573
• Muncie	598,670	17,231	5.3	15.1	30.9	26.6	.0393
SUBURBAN TOTAL	322,034	23,363	2.9	9.0	38.5	43.0	.0180
SOUTH BEND	**1,940,703**	**18,836**	**4.7**	**13.9**	[illegible]	**28.5**	**.1230**
Marshall	278,690	19,000	4.8	12.7	32.8	30.1	.0175
St. Joseph	1,662,013	18,810	4.7	14.1	35.3	28.3	.1055

BLOOMINGTON – BEDFORD
ABC
Total Retail Trade Area 181,400 People
64,600 Households
OUR UNDUPLICATED DAILY-SUNDAY REACH CUME IN TRADE AREA: 80%*
with FREQUENCY, for example, among readers in the Monroe County SMSA of:
5.17 out of 6 Weekdays
3.71 out of 4 Sundays

Indianapolis
Terre Haute
Bloomington
Bedford
Evansville
Louisv
ABC

Represented Nationally by LANDON ASSOCIATES

Circulation Up Again!
Daily **40,657**
Sunday **41,539**
ABC Fas Fax 3/31/80

What Better Target Marketing Tool?

Even with large numbers of non-local college students in households, our **AGE REACH** is **82%** of 18-24s, **83%** of 25-34s, **91%** of 35-49s, **96%** of 50-64s and **95%** of 65 and over in Monroe SMSA households.

TM Really Means Finding Buyer Prospects

84% of all Food
86% of Drugs & Rx
90% of Furniture
90% Women's Clothes
92% of Appliances
91% of Automobiles
90% of Tires & Acc.
purchasers in our SMSA were our readers!*

*RMH Research, Inc. Fall, 1979

FOR MOST PRODUCTS THE BEST PROSPECTS ARE READERS OF THE DAILY NEWSPAPER Target YOUR prospects in OUR area with US!

BLOOMINGTON The Herald-Telephone
BEDFORD The Times-Mail
BLOOMINGTON—BEDFORD Sunday Herald-Times

Specify Bloomington—Bedford Metro Newspapers On Your Media List

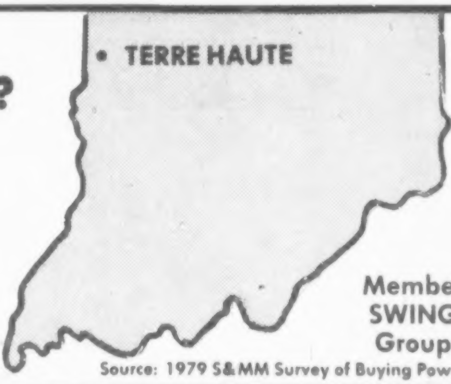
DID YOU GET YOUR SHARE
OF THE TERRE HAUTE MARKET?

$833,379,000 Metro Area Retail Sales

$13,270 Per Household Sales

TERRE HAUTE TRIBUNE-STAR

Terre Haute, Indiana
Represented by LANDON ASSOCIATES, INC.



Member SWING Group

Source: 1979 S&MM Survey of Buying Power

IND. (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
• South Bend	900,630	19,505	4.8	12.8	31.7	32.5	.0573
SUBURBAN TOTAL	1,040,073	18,379	4.7	14.9	37.5	25.4	.0657
TERRE HAUTE	**1,134,393**	**15,576**	**6.2**	**15.3**	**28.9**	**22.9**	**.0788**
Clay	182,300	17,354	5.7	13.6	28.8	27.7	.0109
Sullivan	146,857	16,005	5.7	13.1	25.5	26.9	.0081
Vermillion	103,634	14,126	6.0	15.7	29.5	17.6	.0064
Vigo	701,602	15,409	6.5	16.0	29.5	21.8	.0534
• Terre Haute	386,570	14,328	7.1	16.4	28.0	19.9	.0345
SUBURBAN TOTAL	747,823	16,295	5.7	14.6	29.5	24.5	.0443
OTHER COUNTIES							
Bartholomew	441,883	18,998	4.1	14.3	37.5	28.7	.0292
Benton	87,773	21,289	4.5	13.7	26.7	39.8	.0045
Blackford	96,747	17,027	5.0	16.1	34.7	23.4	.0059
Brown	63,194	15,137	6.1	16.9	30.5	20.0	.0034
Carroll	130,336	18,524	4.4	13.5	34.8	28.9	.0072
Cass	253,690	17,027	5.3	15.4	34.3	23.6	.0168
☐ Clark	549,493	17,224	5.4	17.6	37.6	21.6	.0382
Clinton	216,379	18,127	5.2	14.2	31.8	28.4	.0128
Crawford	47,636	12,184	6.6	20.4	24.5	13.2	.0028
Daviess	134,326	13,904	6.9	19.4	31.5	13.9	.0090
☐ Dearborn	185,611	15,505	6.0	19.1	36.2	15.9	.0118
Decatur	149,770	16,360	5.6	17.0	33.5	21.2	.0098
Dubois	194,294	17,150	4.5	16.8	36.7	22.2	.0141
Fayette	196,908	18,737	4.5	14.4	33.2	31.0	.0113
☐ Floyd	393,107	16,643	5.2	17.0	34.4	22.2	.0235
Fountain	107,381	15,596	6.2	15.3	33.1	19.0	.0076
Franklin	100,858	14,500	6.2	21.5	30.4	17.7	.0060
Fulton	126,373	17,837	5.2	12.7	28.5	29.5	.0072
Greene	199,657	16,824	5.8	13.3	26.2	28.5	.0115
Harrison	123,385	13,353	7.4	20.2	32.2	11.6	.0082
Henry	397,802	20,050	4.0	11.6	33.1	33.9	.0229
Huntington	245,951	19,408	4.9	13.9	34.7	29.7	.0149
Jackson	230,600	16,901	5.6	15.3	35.6	21.3	.0152
Jasper	149,777	16,510	5.6	16.2	35.4	20.9	.0105
Jay	130,667	14,822	6.9	17.5	32.1	17.2	.0082
Jefferson	139,468	13,270	8.4	21.2	30.8	12.1	.0109
Jennings	116,697	16,848	5.6	17.7	35.1	21.4	.0070
Knox	244,312	14,338	6.8	16.4	28.5	19.4	.0169
Kosciusko	394,395	19,407	4.2	13.9	32.0	31.8	.0240
La Grange	124,727	16,211	5.2	17.2	35.6	19.0	.0081
Lawrence	276,421	16,904	5.4	15.9	31.0	25.0	.0173
Martin	49,759	12,753	8.3	21.9	27.8	12.4	.0035
Miami	216,144	15,206	6.1	20.6	34.2	16.7	.0137
Montgomery	226,079	17,121	5.1	16.1	33.1	23.7	.0142
Newton	84,427	15,670	5.1	16.8	34.7	18.0	.0052
Noble	200,573	16,906	5.4	16.1	37.5	20.0	.0122
Ohio	23,970	13,542	7.9	18.0	34.4	9.2	.0015
Orange	82,843	11,803	8.3	22.6	26.4	9.1	.0054
Owen	61,225	10,974	9.2	21.5	26.9	6.0	.0041
Parke	83,468	12,655	6.1	17.4	27.6	14.2	.0053
Perry	102,845	15,507	5.8	17.8	29.8	22.0	.0067
Pike	105,430	18,504	5.1	10.2	24.6	34.3	.0055
Pulaski	92,928	17,782	4.9	13.8	25.9	31.8	.0050
Putnam	163,624	15,000	6.3	18.1	33.9	16.1	.0107
Randolph	191,342	17,173	5.4	15.0	33.5	24.9	.0108
Ripley	126,801	14,898	5.4	17.8	32.7	16.9	.0082
Rush	127,489	16,498	5.4	16.6	31.3	24.0	.0078
Scott	115,807	17,455	4.7	15.8	33.8	25.1	.0072
Spencer	118,769	18,213	5.3	12.0	27.1	31.4	.0071
Starke	132,372	16,724	5.4	15.3	30.7	25.2	.0084
Steuben	164,209	16,444	6.1	15.4	29.7	25.2	.0110
Switzerland	33,912	12,196	6.2	19.4	29.6	9.8	.0018
Union	46,247	14,922	6.7	19.7	32.2	17.5	.0027
Wabash	256,797	18,839	5.0	13.4	34.4	29.2	.0155
Warren	56,093	20,377	4.9	11.7	27.7	36.5	.0028
Washington	121,003	15,473	6.0	17.3	30.4	21.1	.0072
Wayne	524,212	17,367	4.8	16.4	33.6	24.9	.0342
Richmond	287,060	16,047	5.4	17.8	31.9	21.7	.0219
White	172,271	19,452	4.8	15.1	28.4	33.9	.0100
Whitley	187,435	19,749	4.2	11.4	33.9	31.3	.0106
TOTAL METRO COUNTIES	**29,774,613**	**20,032**	**4.5**	**12.7**	**31.9**	**34.0**	**1.8473**
TOTAL STATE	**38,764,091**	**19,118**	**4.7**	**13.6**	**32.2**	**31.2**	**2.4088**

Beef Up Your Reach In Central Indiana

Back Your Zone, District, Broker and Wholesaler Field Salesmen, Dealers!
IF YOU SELL YOUR BRAND IN CENTRAL INDIANA, YOU NEED SWING

The Indianapolis Distribution Area covers 50 Indiana counties. Indy's major media Reach is above 20% in only 12 counties. SWING's 128,400 circulation gives over 53% of 16 more counties (71% of the six key counties where its daily newspapers are published.)

SWING

SOUTH WEST INDIANA NEWSPAPER GROUP
EFFICIENT, UNDUPLICATED COVERAGE OF SIX CONTIGUOUS TRADE AREAS
The South-West Third of the 50 Counties

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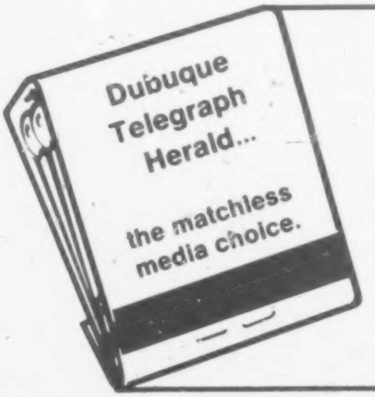
IOWA

IOWA
S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP
1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($0
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
CEDAR RAPIDS	170.2	.0768	29.1	13.8	18.9	16.4	22.5	58.8	753,515	148,981	68,938	132,912	37,246	143,424	26,3
Linn	170.2	.0768	29.1	13.8	18.9	16.4	22.5	58.8	753,515	148,981	68,938	132,912	37,246	143,424	26,3
• Cedar Rapids	107.5	.0485	29.6	14.1	18.3	16.5	23.6	38.5	630,529	112,894	58,349	117,299	31,326	129,458	21,0
SUBURBAN TOTAL	62.7	.0283	28.4	13.4	19.7	16.3	20.7	20.3	122,986	36,087	10,589	15,613	5,920	13,966	5,29
DAVENPORT - ROCK ISLAND - MOLINE	378.1	.1707	30.1	12.3	16.6	16.0	25.9	134.3	1,732,675	328,130	166,623	264,4[illegible]	75,490	359,676	62,40
Scott	156.5	.0706	28.9	12.6	17.8	16.2	22.9	53.5	752,012	132,395	71,409	136,005	40,675	135,079	31,89
• Davenport	102.6	.0463	29.5	13.6	16.6	15.4	25.5	36.3	543,325	82,788	50,531	89,866	31,614	118,611	23,7
Henry, Ill.	57.7	.0261	32.7	10.2	15.1	15.8	30.7	21.1	211,977	51,101	17,777	11,223	7,207	47,664	4,69
Rock Island, Ill.	163.9	.0740	30.6	12.7	16.2	16.0	26.9	59.7	768,686	144,634	77,437	117,238	27,608	176,933	25,6
• Moline	45.5	.0206	32.5	12.1	15.1	15.8	30.4	17.6	367,321	47,278	29,846	95,459	19,003	72,514	13,66
• Rock Island	49.2	.0222	31.6	14.2	14.3	15.5	29.7	19.0	147,157	21,712	18,694	16,429	5,914	40,217	6,57
SUBURBAN TOTAL	180.8	.0817	29.6	11.1	17.7	16.6	23.9	61.4	674,872	176,352	67,552	62,712	18,959	128,334	18,38
DES MOINES	337.6	.1524	29.5	13.8	17.4	16.4	24.1	120.4	1,763,570	355,690	146,044	257,275	74,918	337,794	35,24
Polk	303.2	.1368	29.7	14.0	17.1	16.5	24.4	109.3	1,673,395	327,750	141,834	252,030	73,691	311,092	33,71
• Des Moines	199.6	.0901	30.4	15.1	16.1	15.4	27.1	74.5	1,156,651	225,561	96,534	197,215	51,097	210,322	23,46
Warren	34.4	.0156	28.4	12.0	18.9	16.5	21.0	11.1	90,175	27,940	4,210	5,245	1,227	26,702	1,526
SUBURBAN TOTAL	138.0	.0623	28.5	11.9	19.2	17.9	19.7	45.9	606,919	130,129	49,510	60,060	23,821	127,472	11,778
DUBUQUE	96.1	.0434	27.8	13.7	15.6	15.0	23.8	28.5	433,600	79,549	37,642	73,836	28,618	86,738	13,828
Dubuque	96.1	.0434	27.8	13.7	15.6	15.0	23.8	28.5	433,600	79,549	37,642	73,836	28,618	86,738	13,828
• Dubuque	62.6	.0283	28.8	14.8	14.5	15.5	25.5	19.3	390,655	71,600	32,441	73,442	27,009	75,873	13,66
SUBURBAN TOTAL	33.5	.0151	26.2	11.7	17.3	14.1	20.7	9.2	42,945	7,949	5,201	394	1,609	10,865	16
IOWA CITY	81.1	.0366	24.5	29.2	19.6	11.7	16.5	28.0	351,445	68,199	35,498	35,720	20,313	61,061	13,481
Johnson	81.1	.0366	24.5	29.2	19.6	11.7	16.5	28.0	351,445	68,199	35,498	35,720	20,313	61,061	13,40
• Iowa City	52.4	.0236	23.9	35.9	19.2	10.6	14.3	18.3	274,073	48,335	29,494	34,589	13,285	49,386	11,50
SUBURBAN TOTAL	28.7	.0130	27.1	17.3	20.3	13.7	20.3	9.7	77,372	19,864	6,004	1,131	7,028	11,675	1,976
SIOUX CITY	120.7	.0544	30.0	13.0	14.3	15.4	27.3	42.1	504,696	114,365	45,187	69,727	26,283	88,795	19,057
Woodbury	103.6	.0467	30.3	13.1	14.0	15.6	27.8	36.5	442,043	98,983	38,590	69,186	24,375	75,584	16,18
• Sioux City	84.8	.0383	30.1	13.9	14.1	15.6	27.5	30.2	410,788	94,144	34,379	68,861	24,052	65,220	15,636
Dakota, Neb.	17.1	.0077	28.4	11.9	16.9	14.6	24.2	5.6	62,653	15,385	6,597	541	1,908	13,211	2,875
SUBURBAN TOTAL	35.9	.0161	29.6	10.7	15.3	15.1	26.6	11.9	93,908	20,224	10,808	866	2,231	23,575	3,421
WATERLOO - CEDAR FALLS	139.1	.0628	27.9	16.7	15.6	15.4	23.5	45.9	667,559	119,866	51,836	96,091	30,717	148,277	18,882
Black Hawk	139.1	.0628	27.9	16.7	15.6	15.4	23.5	45.9	667,559	119,866	51,836	96,091	30,717	148,277	18,882
• Cedar Falls	35.8	.0162	24.2	30.9	14.9	13.4	18.4	10.5	244,091	41,959	20,874	25,662	15,191	71,183	6,228
• Waterloo	76.9	.0347	30.4	11.7	15.6	15.9	26.9	26.9	398,864	68,756	28,998	70,058	15,364	73,512	12,523
SUBURBAN TOTAL	26.4	.0119	27.3	12.0	17.6	16.5	20.0	8.5	24,604	9,151	1,964	371	162	3,582	13
OTHER COUNTIES															
Adair	9.5	.0043	38.9	7.2	12.8	15.5	38.5	3.9	36,231	7,386	2,235	585	502	6,049	877
Adams	6.3	.0029	38.9	7.8	13.0	15.7	38.4	2.5	13,152	4,506	650	397	232	2,480	632
Allamakee	15.5	.0070	34.0	8.7	12.4	14.7	34.1	5.2	48,057	12,652	4,536	1,177	1,225	10,045	745
Appanoose	15.7	.0071	37.5	10.8	12.0	13.9	38.4	6.1	57,141	12,227	3,258	7,690	2,598	11,038	579
Audubon	9.0	.0040	36.6	7.7	12.8	16.3	35.5	3.3	30,852	7,142	2,011	476	1,552	8,280	868
Benton	23.9	.0108	33.2	9.1	15.3	16.0	31.3	8.5	64,002	12,352	5,137	925	3,787	15,448	1,570
Boone	26.5	.0119	35.1	10.4	13.9	15.5	34.6	9.6	81,490	20,962	4,675	4,900	6,438	21,340	3,953
Bremer	24.8	.0112	30.5	14.0	15.5	14.9	28.1	8.3	75,227	19,765	4,536	2,444	2,914	13,175	1,621
Buchanan	22.1	.0100	30.4	9.8	14.8	15.1	28.2	7.3	60,712	15,625	5,527	3,563	1,646	14,473	1,580
Buena Vista	21.5	.0097	34.2	11.3	12.0	16.4	32.5	7.8	91,987	16,451	8,800	6,349	4,519	19,176	2,013
Butler	17.3	.0078	34.4	9.5	13.2	16.2	33.0	6.4	35,045	5,449	2,298	1,771	1,689	6,181	415
Calhoun	13.7	.0062	38.0	7.7	12.7	15.9	37.3	5.0	47,610	8,879	1,997	1,395	981	17,116	900
Carroll	23.5	.0106	32.4	8.4	12.5	15.7	31.0	7.5	109,264	20,310	7,544	11,223	4,306	25,400	1,597
Cass	16.9	.0076	36.8	8.1	13.9	15.3	36.6	6.4	85,756	16,879	6,771	7,525	2,370	16,576	2,602
Cedar	17.9	.0081	33.7	9.3	14.7	16.1	32.1	6.4	59,053	16,203	2,852	1,577	1,039	14,726	904
Cerro Gordo	48.4	.0218	32.6	12.0	14.1	16.8	29.8	17.6	259,435	47,734	23,808	42,110	7,688	49,308	6,55



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SOURCE: CIRCULATION '79-'80

Telegraph Herald
Reaching the Readers
[and Customers]
of the '80s

IOWA (cont.)

ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Cherokee	16.8	.0075	33.5	9.3	13.9	16.5	31.4	5.8	73,986	23,070	3,740	5,183	2,999	12,889	2,607
Chickasaw	15.3	.0069	32.0	8.5	14.4	15.2	30.5	5.2	46,548	12,545	3,377	1,191	1,056	8,605	792
Clarke	8.1	.0037	38.3	8.2	13.2	15.6	37.8	3.4	38,294	7,889	2,291	2,151	586	8,519	678
Clay	20.0	.0090	32.4	10.4	14.2	16.7	29.6	7.2	100,804	17,552	9,242	10,983	4,440	24,289	2,993
Clayton	21.0	.0095	34.3	8.5	12.9	15.5	33.6	7.5	56,818	10,529	4,879	1,147	4,082	17,397	944
Clinton	59.1	.0267	31.2	11.2	15.5	16.2	27.9	20.3	248,075	49,849	20,669	36,094	11,103	61,683	6,762
Crawford	18.3	.0082	32.2	10.3	14.3	15.7	30.3	7.0	75,284	19,906	8,104	4,556	2,517	16,000	1,558
Dallas	28.3	.0128	32.3	9.9	16.0	15.6	30.1	10.5	95,113	26,166	5,875	8,264	2,446	24,070	1,382
Davis	8.5	.0038	36.8	8.1	12.7	15.4	36.5	3.4	28,339	6,266	1,703	489	412	7,456	658
Decatur	10.0	.0046	33.3	18.2	11.2	12.8	35.3	3.5	21,434	6,123	1,223	711	572	2,148	1,080
Delaware	19.6	.0088	30.4	9.4	13.7	15.6	28.1	6.3	61,895	13,550	3,970	4,292	1,000	13,750	1,886
Des Moines	45.9	.0207	32.4	11.8	15.5	16.4	29.6	17.0	210,196	45,670	17,462	34,828	14,337	30,397	10,261
Dickinson	13.9	.0063	35.7	8.9	12.9	15.7	34.9	5.5	73,106	12,072	6,523	3,637	2,166	9,537	2,337
Emmet	14.6	.0065	31.6	12.0	13.4	15.3	30.1	5.0	51,965	9,233	3,505	5,568	1,264	12,894	1,072
Fayette	26.2	.0119	33.2	11.0	12.9	15.1	32.6	9.2	89,525	17,718	6,466	8,574	3,588	23,128	2,766
Floyd	20.5	.0092	33.4	8.9	15.4	15.8	31.8	7.6	76,685	17,736	4,821	7,180	2,039	16,752	1,317
Franklin	13.3	.0060	37.2	8.0	13.2	16.9	35.5	5.2	41,950	7,885	2,918	1,774	1,219	9,309	1,073
Fremont	9.0	.0041	38.0	7.9	12.6	16.0	37.3	3.5	16,422	3,280	1,503	242	570	3,503	1,048
Greene	11.9	.0054	37.6	8.1	13.0	15.3	37.3	4.7	34,218	7,660	2,595	2,758	533	6,235	1,045
Grundy	14.4	.0065	34.1	9.3	15.4	16.0	32.6	5.3	37,024	7,796	2,564	420	3,524	9,019	1,513
Guthrie	13.0	.0058	39.3	7.8	11.8	15.8	38.8	5.0	25,355	4,253	2,877	1,373	1,677	4,923	723
Hamilton	17.6	.0080	33.9	10.1	14.4	16.9	31.5	6.7	65,473	13,114	6,586	3,088	2,906	13,662	1,580
Hancock	14.3	.0064	34.3	8.0	13.5	15.9	33.2	5.4	35,757	6,289	2,240	591	2,359	8,077	1,401
Hardin	21.3	.0096	34.3	11.4	13.6	15.6	33.4	8.1	88,840	18,898	5,713	3,297	4,275	22,499	2,209
Harrison	16.5	.0075	34.9	8.7	12.7	15.6	34.3	6.0	67,264	11,598	3,926	1,202	1,310	27,430	2,184
Henry	18.3	.0082	32.4	13.0	15.1	14.4	31.6	6.6	70,221	14,234	4,744	5,810	2,513	18,526	2,028
Howard	11.4	.0052	38.0	7.1	11.3	15.6	37.5	4.1	34,243	6,485	2,542	1,398	1,324	6,638	1,245
Humboldt	12.1	.0054	34.4	8.1	13.4	17.0	32.2	4.2	40,697	9,873	2,559	1,719	1,772	10,318	779
Ida	8.7	.0040	36.9	7.0	13.1	17.6	34.6	3.3	24,562	4,339	1,577	961	515	6,994	791
Iowa	14.4	.0065	34.4	9.2	14.2	15.7	33.5	5.2	64,425	12,311	15,671	2,473	1,844	7,334	1,517
Jackson	22.5	.0101	31.8	9.0	14.5	15.9	29.5	7.6	63,632	14,777	6,223	3,130	3,736	12,654	2,186
Jasper	36.8	.0166	32.4	9.9	15.8	17.8	28.1	13.4	134,844	27,881	9,212	8,222	4,826	28,674	5,080
Jefferson	15.0	.0068	31.4	17.3	13.3	14.1	31.1	5.5	58,180	14,698	2,478	6,009	2,289	13,399	1,396
Jones	19.7	.0089	31.2	11.8	15.3	15.4	28.7	6.6	58,122	9,114	3,757	2,182	1,991	16,620	1,850
Keokuk	13.9	.0063	38.0	8.2	11.8	15.4	37.7	5.6	36,996	4,751	2,870	988	1,561	12,282	681
Kossuth	23.2	[illegible]	33.2	8.5	13.2	16.5	31.2	8.0	102,020	13,752	6,546	5,621	3,995	43,393	1,540
Lee	42.9	[illegible]	32.7	10.9	15.1	16.2	30.4	15.3	200,306	46,774	11,372	24,385	8,877	44,591	6,704
Louisa	11.3	.0051	32.7	9.5	15.3	15.5	31.0	4.3	30,593	6,665	2,816	545	1,056	10,321	758
Lucas	10.3	.0047	38.7	7.4	13.1	15.9	38.1	4.3	34,714	9,923	1,675	2,786	1,226	6,338	1,388
Lyon	13.6	.0061	32.7	8.4	12.7	16.6	30.4	4.4	36,513	8,157	3,189	506	1,807	9,781	655
Madison	12.5	.0056	36.0	8.2	13.3	15.6	35.5	5.2	38,709	8,804	3,986	1,233	855	11,197	2,035
Mahaska	22.4	.0101	34.4	12.3	13.0	15.1	34.0	8.4	88,697	21,210	5,723	8,592	3,674	13,307	1,500
Marion	29.5	.0134	32.5	14.1	14.3	15.2	31.2	10.3	88,352	21,151	8,213	6,553	2,641	19,085	2,252
Marshall	42.7	.0192	31.8	11.7	16.2	16.0	28.7	15.2	183,133	39,066	16,413	21,786	7,051	33,813	7,764
Mills	13.6	.0062	31.5	11.3	14.6	15.0	29.8	4.9	47,989	10,108	2,684	3,267	3,658	15,360	1,227
Mitchell	12.3	.0055	35.4	7.4	12.7	15.6	34.8	4.1	33,723	5,917	1,803	964	1,093	6,935	1,179

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**March 31, 1979 ABC AUDIT

REPRESENTED BY BRANHAM NEWSPAPER SALES

IOWA (cont.)
S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Monona	12.2	.0055	38.2	7.7	12.4	15.5	37.8	4.7	38,982	9,568	2,895	650	1,624	9,826	2,292
Monroe	9.7	.0044	38.0	8.6	11.8	15.4	37.6	3.6	28,172	7,881	1,374	1,168	376	10,344	1,009
Montgomery	13.6	.0061	38.7	8.3	12.0	15.7	38.2	5.3	47,936	13,212	3,088	5,289	1,378	9,601	2,033
Muscatine	40.5	.0183	30.6	11.3	16.4	15.3	27.5	14.2	226,[illegible]19	41,439	16,455	10,896	7,226	60,446	7,518
O'Brien	17.6	.0080	35.0	8.4	12.5	16.2	33.8	6.3	68,506	12,657	4,571	4,570	2,242	18,285	2,006
Osceola	8.0	.0036	35.0	8.2	11.7	16.1	33.9	2.8	20,254	3,333	1,906	276	613	3,971	552
Page	19.5	.0088	38.2	9.8	12.1	15.3	37.9	7.8	85,539	17,162	4,305	8,330	4,760	18,915	2,809
Palo Alto	13.3	.0060	34.5	9.2	11.6	16.1	33.3	4.5	43,928	9,125	3,386	656	815	9,304	1,254
Plymouth	25.6	.0115	30.8	12.1	13.0	15.5	29.0	8.2	102,454	25,812	6,351	4,762	2,366	24,453	1,666
Pocahontas	11.7	.0053	35.5	7.9	13.3	15.8	34.8	4.3	39,190	10,776	2,310	1,170	2,114	9,850	860
☐ Pottawattamie	86.5	.0391	30.1	11.4	15.8	17.1	25.1	29.1	320,425	72,801	33,969	43,569	8,683	74,147	13,473
Council Bluffs	60.6	.0273	29.5	12.3	16.8	15.8	25.0	21.0	273,946	63,883	24,580	43,378	8,053	68,656	12,155
Poweshiek	19.6	.0088	31.4	14.6	14.6	14.7	30.0	7.1	70,535	14,440	4,997	3,687	3,131	14,172	2,151
Ringgold	6.2	.0026	40.8	8.0	11.2	16.3	40.0	2.7	18,131	3,579	1,108	492	213	5,295	874
Sac	14.8	.0067	36.1	8.4	12.5	16.0	35.2	5.8	40,371	8,352	3,504	904	878	10,165	768
Shelby	14.9	.0068	32.9	8.6	13.2	16.1	31.1	5.1	42,810	8,114	3,330	4,672	624	10,036	1,457
Sioux	30.6	.0138	28.0	14.9	13.1	14.6	26.2	9.8	113,720	18,092	7,050	1,829	6,112	34,801	2,046
Story	71.1	.0320	24.1	32.1	16.1	11.5	18.3	23.0	284,468	52,611	31,627	41,234	13,726	56,822	4,696
Tama	21.0	.0095	35.1	8.6	13.5	16.0	34.2	7.5	48,461	8,151	4,933	2,133	1,912	12,749	933
Taylor	8.2	.0037	42.3	8.1	10.9	15.0	42.3	3.2	13,987	3,907	1,366	588	211	2,078	580
Union	13.8	.0063	35.5	9.9	13.5	14.4	36.1	5.5	57,890	17,449	3,965	5,491	1,574	10,743	1,385
Van Buren	8.7	.0039	39.0	7.6	13.3	15.1	38.9	3.4	15,778	3,161	1,488	327	279	1,202	609
Wapello	40.9	.0184	35.0	10.4	13.5	16.3	33.8	15.5	168,167	41,327	12,981	21,436	9,638	24,305	5,977
Washington	18.5	.0083	33.6	9.6	14.1	15.5	32.5	6.7	83,775	16,100	7,870	6,499	4,305	19,265	1,692
Wayne	8.2	.0037	44.2	7.9	10.3	15.2	44.1	4.0	18,527	4,436	948	629	95	1,574	601
Webster	46.5	.0210	31.6	11.8	14.7	16.5	28.5	16.0	239,374	37,436	14,855	39,998	14,196	56,650	3,952
Winnebago	14.1	.0064	33.5	11.9	13.4	14.5	33.5	5.3	43,640	8,230	3,470	2,780	2,175	11,439	1,508
Winneshiek	22.2	.0100	28.6	19.0	12.6	13.9	28.1	6.6	67,270	15,455	5,088	3,136	4,588	17,101	1,656
Worth	8.5	.0039	37.4	8.5	13.0	15.8	36.7	3.4	20,007	4,633	1,288	568	1,454	3,785	614
Wright	16.8	.0076	35.6	8.6	13.7	16.4	34.3	6.0	51,041	14,485	3,353	1,250	2,532	13,512	1,686
TOTAL METRO COUNTIES	**1,170.7**	**.5284**	**28.7**	**14.8**	**17.0**	**15.8**	**23.5**	**400.7**	**5,484,169**	**1,076,464**	**483,926**	**844,594**	**265,545**	**1,062,104**	**169,294**
TOTAL STATE	**2,923.8**	**1.3196**	**31.0**	**12.7**	**15.2**	**15.7**	**28.3**	**1,031.6**	**11,969,556**	**2,438,546**	**981,248**	**1,372,844**	**531,472**	**2,535,335**	**348,314**

Oddball, like the newspaper situation in Iowa. With a single buy you penetrate a market richer than the St. Louis metro area!

Add the Oddball.

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If you're buying newspapers by SMSA's or ADI's, you're leaving a big hole in your media plan. Fill the hole. In one. Add the Oddball.

Sources:
Sales & Marketing Management SURVEY OF BUYING POWER 1980
ABC One-Day Count June 30, 1980

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OWA
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
EDAR RAPIDS	**1,318,850**	**21,461**	**4.0**	**10.5**	**31.4**	**37.6**	**.0817**
Linn	1,318,850	21,461	4.0	10.5	31.4	37.6	.0817
• Cedar Rapids	919,468	22,732	3.8	9.7	27.8	42.7	.0594
SUBURBAN TOTAL	399,382	19,597	4.2	12.0	38.3	28.1	.0223
AVENPORT - ROCK ISLAND - MOLINE	**3,243,269**	**22,463**	**3.9**	**10.1**	**28.5**	**42.0**	**.1930**
Scott	1,272,039	22,192	3.9	10.2	29.3	40.8	.0789
• Davenport	828,355	21,212	4.4	11.0	29.3	38.1	.0532
Henry, Ill.	*480,249*	*21,157*	*4.4*	*11.4*	*28.4*	*38.4*	*.0273*
Rock Island, Ill.	*1,490,981*	*23,172*	*3.6*	*9.5*	*28.1*	*44.3*	*.0866*
• *Moline*	*450,983*	*23,540*	*3.6*	*9.5*	*26.5*	*45.9*	*.0305*
• *Rock Island*	*468,347*	*22,269*	*4.3*	*10.4*	*24.7*	*43.0*	*.0239*
SUBURBAN TOTAL	1,495,584	22,917	3.5	9.6	29.9	42.9	.0854
ES MOINES	**2,770,913**	**20,966**	**4.7**	**11.7**	**29.0**	**37.7**	**.1755**
Polk	2,541,596	21,123	4.7	11.8	28.1	38.6	.1623
• Des Moines	1,645,005	19,546	5.3	12.9	27.9	34.8	.1079
Warren	229,317	19,842	4.5	10.6	37.4	29.3	.0132
SUBURBAN TOTAL	1,125,908	22,806	3.6	9.7	30.8	42.5	.0676
DUBUQUE	**684,047**	**22,217**	**4.0**	**9.9**	**27.4**	**41.1**	**.0445**
Dubuque	684,047	22,217	4.0	9.9	27.4	41.1	.0445
• Dubuque	475,359	22,935	4.0	9.1	25.8	43.4	.0335
SUBURBAN TOTAL	208,688	20,764	4.0	11.6	31.0	36.3	.0110
IOWA CITY	**535,652**	**16,403**	**6.2**	**16.1**	**29.3**	**25.1**	**.0358**
Johnson	535,652	16,403	6.2	16.1	29.3	25.1	.0358
• Iowa City	360,463	15,904	6.6	15.8	26.5	26.2	.0251
SUBURBAN TOTAL	175,189	17,140	5.4	16.5	34.8	23.0	.0107
SIOUX CITY	**905,238**	**18,877**	**5.4**	**12.6**	**28.6**	**32.4**	**.0561**
Woodbury	790,229	18,912	5.5	12.5	28.1	32.9	.0487
• Sioux City	645,475	18,980	5.6	12.3	28.8	32.2	.0415
Dakota, Neb.	*115,009*	*18,693*	*5.0*	*12.7*	*32.6*	*29.4*	*.0074*
SUBURBAN TOTAL	259,763	18,623	5.0	13.1	28.3	33.0	.0146
WATERLOO - CEDAR FALLS	**1,067,025**	**21,341**	**4.7**	**10.3**	**30.0**	**38.1**	**.0680**
Black Hawk	1,067,025	21,341	4.7	10.3	30.0	38.1	.0680
• Cedar Falls	257,681	22,074	4.7	10.1	28.8	40.3	.0194
• Waterloo	606,131	20,792	5.1	10.5	29.4	36.7	.0391
SUBURBAN TOTAL	203,213	22,045	3.5	10.2	33.2	39.8	.0095
OTHER COUNTIES							
Adair	74,434	14,942	7.0	18.7	27.7	22.2	.0045
Adams	38,765	13,012	9.0	15.6	27.9	15.7	.0022
Allamakee	97,544	14,493	7.5	15.9	27.3	21.4	.0060
Appanoose	101,214	13,327	7.7	16.8	24.8	19.7	.0065
Audubon	63,379	15,303	7.1	16.1	28.0	23.0	.0038
Benton	182,326	18,272	5.2	13.6	28.5	31.5	.0100
Boone	195,907	17,525	5.9	14.4	29.6	28.6	.0112
Bremer	187,049	19,268	5.3	12.3	28.5	33.5	.0105
Buchanan	156,886	18,107	5.2	15.2	29.3	30.0	.0090
Beena Vista	166,311	17,728	5.7	14.2	26.4	31.9	.0102
Butler	140,092	18,935	6.0	14.8	27.6	33.2	.0070
Calhoun	101,194	16,910	6.1	13.7	26.4	29.2	.0061
Carroll	162,435	18,665	5.1	14.1	29.4	32.2	.0108
Cass	141,200	18,421	5.8	13.7	27.0	33.1	.0087
Cedar	147,555	20,079	5.0	12.1	28.4	36.9	.0082
Cerro Gordo	368,709	18,991	5.5	12.1	29.9	31.5	.0246
Cherokee	114,341	17,124	6.6	15.8	29.5	27.0	.0075
Chickasaw	101,947	17,179	6.3	14.0	28.0	27.5	.0061
Clarke	66,891	15,375	6.0	14.2	23.2	27.7	.0040
Clay	176,764	20,451	5.4	13.4	23.8	39.0	.0107
Clayton	131,063	14,974	6.5	15.0	28.0	21.9	.0078
Clinton	433,934	19,882	4.3	12.7	31.6	33.5	.0272
Crawford	121,936	15,080	6.1	18.5	28.7	21.5	.0080
Dallas	240,200	21,082	4.7	10.4	26.0	39.3	.0132
Davis	57,258	13,652	7.4	16.4	26.2	19.3	.0035
Decatur	46,793	9,974	9.3	17.3	23.2	9.4	.0030
Delaware	141,01[illegible]	19,138	5.6	12.8	26.4	34.2	.0083
Des Moines	332,902	17,608	5.4	14.8	31.3	27.2	.0215
Dickinson	112,926	17,837	5.7	12.8	28.3	30.5	.0072
Emmet	86,270	15,109	5.1	16.7	32.4	17.9	.0058
Fayette	159,852	15,040	5.9	15.9	30.5	19.7	.0103
Floyd	159,229	18,729	4.7	12.4	31.0	30.8	.0093
Franklin	111,515	18,469	5.0	13.1	29.5	31.6	.0061
Fremont	62,869	15,327	5.8	16.5	27.8	23.2	.0032
Greene	111,545	19,711	5.4	11.3	23.3	37.7	.0058
Grundy	117,509	19,010	4.3	13.6	32.2	32.5	.0062
Guthrie	91,163	16,274	6.2	13.9	29.5	24.6	.0048
Hamilton	123,609	16,041	5.7	16.3	31.4	22.3	.0076
Hancock	107,872	17,715	5.7	13.4	29.9	28.4	.0058
Hardin	161,545	17,253	6.0	14.6	30.0	27.0	.0099
Harrison	114,030	16,147	6.4	13.9	27.2	26.4	.0074
Henry	141,942	19,137	5.4	13.9	26.5	34.3	.0083
Howard	85,257	15,589	6.6	12.7	22.4	29.1	.0048
Humboldt	93,390	20,125	5.3	11.1	29.3	35.4	.0054
Ida	87,628	22,393	4.9	11.3	24.2	43.2	.0043
Iowa	88,683	15,063	7.0	19.1	31.4	18.9	.0062
Jackson	151,029	17,240	6.3	13.3	30.6	26.5	.0089
Jasper	286,538	19,586	4.7	12.0	30.8	33.4	.0167
Jefferson	120,139	18,703	4.6	13.6	26.7	32.8	.0070
Jones	129,726	16,745	6.4	14.6	29.0	26.9	.0077
Keokuk	95,909	14,173	6.5	15.7	26.2	21.0	.0056
Kossuth	187,998	20,778	4.2	11.1	29.0	37.5	.0113

IOWA
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METRO QUAD-CITIES OF IOWA ILLINOIS
METRO QUAD-CITIES OF IOWA-ILLINOIS

BIG No. 2 MARKET OF ILLINOIS-IOWA

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QUAD CITY TIMES Davenport/Bettendorf/All Day Sunday
QUAD-CITY METRO UNIT Rock Island Argus/Moline Dispatch Evening and Sunday
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IOWA (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Lee	292,901	17,565	5.2	12.8	33.1	26.0	.0196
Louisa	79,347	17,304	5.7	13.1	33.6	24.3	.0044
Lucas	91,145	17,378	6.4	12.1	23.8	32.1	.0050
Lyon	84,157	14,789	7.4	19.4	24.7	24.5	.0050
Madison	94,677	15,897	6.1	15.8	29.6	23.1	.0053
Mahaska	149,412	14,941	6.6	14.8	26.0	23.8	.0097
Marion	231,505	19,308	5.3	11.9	28.7	33.6	.0128
Marshall	311,644	18,809	5.3	12.4	33.0	29.0	.0196
Mills	111,804	18,704	4.6	15.1	27.3	31.9	.0064
Mitchell	79,395	16,106	6.7	16.1	28.3	25.3	.0047
Monona	99,497	16,979	6.0	14.2	24.8	31.1	.0055
Monroe	59,619	14,520	5.5	13.1	28.1	20.6	.0037
Montgomery	114,507	17,621	5.3	12.1	25.1	32.6	.0064
Muscatine	312,003	20,372	4.1	11.8	28.9	35.8	.0208
O'Brien	123,151	17,233	6.1	14.2	31.2	26.0	.0077
Osceola	47,255	13,711	8.3	18.5	28.7	16.8	.0030
Page	156,888	16,794	6.3	13.7	26.7	28.6	.0094
Palo Alto	94,606	17,411	5.2	16.1	29.3	28.6	.0057
Plymouth	162,495	17,514	5.4	14.0	29.7	28.0	.0108
Pocahontas	87,081	16,900	6.3	15.4	28.3	28.0	.0051
☐ Pottawattamie	607,857	19,129	4.5	13.4	31.9	31.6	.0376
Council Bluffs	444,170	19,330	4.4	13.2	31.2	33.0	.026
Poweshiek	178,339	19,343	5.6	13.5	27.6	35.7	.009
Ringgold	45,542	13,389	8.7	17.1	24.6	19.9	.002
Sac	114,418	16,255	5.3	16.0	28.8	25.4	.006
Shelby	101,105	17,144	5.0	15.1	28.2	29.0	.005
Sioux	196,980	17,839	6.3	14.8	29.9	27.9	.012
Story	531,450	18,634	6.1	13.7	27.6	32.7	.032
Tama	161,351	19,368	5.0	11.6	27.7	34.5	.008
Taylor	52,507	12,739	6.7	14.7	27.3	16.0	.002
Union	93,563	14,571	6.8	16.2	26.7	21.9	.006
Van Buren	57,589	13,407	7.2	15.4	23.5	22.2	.003
Wapello	287,594	16,959	4.9	12.8	31.0	24.9	.018
Washington	149,923	19,463	5.7	12.5	28.3	35.1	.009
Wayne	61,514	12,037	7.2	15.4	22.3	17.8	.003
Webster	332,021	18,432	5.4	13.8	30.8	30.2	.022
Winnebago	98,829	15,757	6.9	19.1	30.4	22.2	.005
Winneshiek	156,242	18,307	6.1	15.0	28.2	31.4	.009
Worth	68,554	17,556	5.5	14.6	27.4	28.3	.003
Wright	155,562	19,548	5.5	11.7	25.9	36.7	.008
TOTAL METRO COUNTIES	**9,046,612**	**20,706**	**4.6**	**11.5**	**29.6**	**36.6**	**.5707**
TOTAL STATE	**21,950,997**	**18,779**	**5.3**	**13.0**	**29.0**	**32.0**	**1.3467**

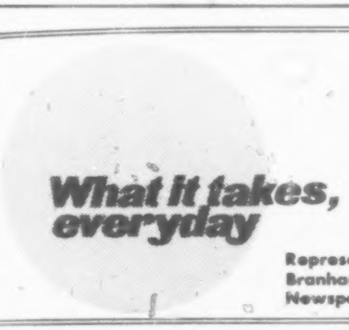
KANSAS

KANS.

S&MM ESTIMATES

POPULATION—12/31/79 — RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
LAWRENCE	**67.9**	**.0306**	**24.0**	**34.6**	**16.4**	**11.5**	**17.2**	**22.9**	**251,175**	**48,885**	**21,990**	**27,828**	**9,306**	**46,510**	**7,228**
Douglas	67.9	.0306	24.0	34.6	16.4	11.5	17.2	22.9	251,175	48,885	21,990	27,828	9,306	46,510	7,228
• Lawrence	54.4	.0246	23.6	39.4	16.3	10.7	15.0	18.3	231,183	45,431	21,225	27,665	9,059	42,395	6,324
SUBURBAN TOTAL	13.5	.0060	29.4	15.7	16.3	14.9	26.0	4.6	19,992	3,454	765	163	247	4,115	904
TOPEKA	**190.5**	**.0859**	**30.4**	**13.5**	**16.4**	**16.3**	**26.3**	**68.8**	**802,849**	**165,020**	**65,058**	**109,355**	**31,855**	**176,435**	**28,495**
Jefferson	14.8	.0067	33.3	9.3	15.8	15.7	31.6	5.1	21,487	4,312	1,340	118	467	4,044	488
Osage	14.8	.0066	36.3	8.6	13.9	15.0	36.3	5.8	34,379	12,250	1,593	215	1,401	8,460	1,032
Shawnee	160.9	.0726	29.8	14.4	16.7	16.5	24.8	57.9	746,983	148,458	62,125	109,022	29,987	163,931	26,975
• Topeka	127.7	.0576	30.4	14.6	16.4	15.6	26.8	49.2	724,702	145,400	60,439	108,882	29,516	162,539	26,919
SUBURBAN TOTAL	62.8	.0283	30.6	11.4	16.4	17.7	25.0	19.6	78,147	19,620	4,619	473	2,339	13,896	1,556
WICHITA	**402.0**	**.1815**	**29.2**	**14.1**	**16.8**	**17.3**	**23.0**	**143.5**	**1,915,139**	**338,743**	**186,458**	**264,847**	**86,885**	**445,063**	**42,631**
Butler	45.1	.0204	32.4	11.7	14.9	17.3	28.9	16.8	144,404	35,345	12,717	4,469	11,045	43,420	3,460
Sedgwick	356.9	.1611	28.9	14.4	16.8	17.3	22.4	126.7	1,770,735	303,398	173,741	260,378	75,840	401,643	39,171
• Wichita	268.4	.1211	29.5	14.9	16.6	16.8	24.1	99.8	1,563,641	256,628	163,272	251,660	68,822	348,096	37,54
SUBURBAN TOTAL	133.6	.0604	28.8	12.3	17.0	18.4	21.0	43.7	351,498	82,115	23,186	13,187	18,063	96,967	5,09
OTHER COUNTIES															
Allen	16.1	.0072	38.6	9.2	11.6	15.0	38.6	6.3	51,060	12,506	7,681	5,540	1,334	6,930	562
Anderson	8.5	.0039	39.4	8.2	11.6	14.3	39.9	3.3	18,667	4,923	1,723	362	1,244	3,241	466
Atchison	19.0	.0085	29.4	18.7	12.9	13.4	29.4	6.7	55,730	12,962	3,633	4,343	1,105	13,319	2,04
Barber	6.2	.0028	39.0	8.0	12.3	17.0	37.5	2.5	21,142	4,492	721	480	842	6,220	1,14
Barton	32.4	.0146	31.4	10.3	14.8	17.4	28.7	11.9	163,193	30,141	11,462	22,746	6,951	44,918	2,23
Bourbon	16.5	.0075	39.3	11.1	11.4	14.5	39.7	7.2	60,573	13,875	3,913	5,898	2,300	16,647	1,03
Brown	12.0	.0054	41.6	8.0	11.5	14.2	42.1	5.0	31,782	8,797	1,683	1,602	1,067	8,518	1,04
Chase	3.4	.0015	43.7	8.2	10.6	14.5	43.9	1.2	9,165	1,685	358		120	475	20
Chautauqua	4.8	.0022	48.6	6.3	10.6	14.1	48.6	2.2	8,845	2,189	596	411		2,049	60



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POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

ETRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
Cherokee	21.8	.0098	35.8	10.4	14.0	14.6	36.1	8.8	52,734	20,665	4,442	1,007	2,082	10,398	2,205
Cheyenne	4.0	.0018	39.8	7.5	12.0	18.3	37.6	1.6	8,154	2,642	695	92	374	2,278	178
Clark	2.8	.0013	43.0	5.2	12.3	17.2	41.9	1.1	7,304	1,030	136		405	862	238
Clay	10.3	.0046	40.9	8.0	11.4	15.4	40.7	4.2	32,767	5,744	1,920	1,048	1,345	8,615	280
Cloud	13.2	.0060	37.7	12.1	11.6	13.7	38.8	5.1	47,313	9,767	3,181	3,192	2,098	11,107	1,114
Coffey	9.0	.0040	43.9	7.5	10.8	13.6	44.5	3.9	20,503	4,342	1,146	1,470	1,277	5,926	769
Comanche	2.9	.0013	42.9	8.5	11.6	15.1	42.9	1.1	7,243	1,916	312	180	115	1,188	282
Cowley	35.6	.0161	35.0	11.8	13.9	15.6	34.4	13.9	126,211	29,615	8,033	10,976	5,075	28,193	5,874
Crawford	36.9	.0167	34.2	18.1	12.1	12.7	36.4	15.4	127,172	33,266	11,654	19,101	7,684	20,220	2,834
Decatur	5.0	.0022	41.3	7.0	9.8	17.2	40.0	2.0	16,802	3,671	1,315	179	1,000	2,878	277
Dickinson	20.4	.0092	36.2	9.6	12.8	15.4	36.1	8.1	63,095	14,233	3,385	3,909	1,016	12,949	1,374
Doniphan	9.4	.0043	33.9	12.4	12.5	14.7	34.0	3.4	24,030	5,575	1,204	228	337	1,718	250
Edwards	4.4	.0020	39.8	6.7	12.2	14.9	39.9	1.8	13,585	2,997	1,465	577	597	4,156	218
Elk	3.8	.0017	50.3	6.4	9.4	13.4	50.6	1.7	5,660	1,099	323	47	31	1,852	325
Ellis	27.4	.0124	24.2	25.7	13.6	13.3	20.3	9.1	151,288	28,848	14,258	16,508	9,144	35,174	3,658
Ellsworth	6.0	.0027	42.7	7.1	11.2	15.2	42.6	2.4	18,858	5,308	1,400	477	525	2,748	296
Finney	25.3	.0114	26.6	12.6	16.1	15.8	20.8	8.5	140,223	28,667	8,190	17,145	7,219	38,500	1,464
Ford	24.7	.0112	29.7	13.5	15.7	15.4	26.2	9.0	132,001	25,587	10,737	18,156	8,587	27,455	1,293
Franklin	21.5	.0097	33.4	12.6	14.3	14.2	33.5	8.5	71,071	17,370	4,106	4,220	2,068	12,295	2,407
Geary	31.0	.0139	22.0	26.8	13.6	11.0	13.8	10.7	96,805	18,142	10,423	15,662	5,646	21,446	943
Gove	4.0	.0019	33.6	7.8	13.5	16.4	31.8	1.2	15,148	1,472	1,810	1,769	813	2,557	490
Graham	4.5	.0020	33.8	8.2	14.6	17.0	31.2	1.7	16,480	3,557	483	43	327	4,960	490
Grant	7.4	.0033	27.3	10.6	17.5	16.8	19.8	2.3	32,160	6,737	1,779	3,488	949	10,252	702
Gray	5.1	.0023	31.8	8.8	14.8	15.7	29.6	2.0	19,485	5,911	506	147	424	6,302	1,092
Greeley	2.1	.0010	32.8	7.0	14.6	17.3	29.6	.7	3,743	804	270			508	
Greenwood	9.4	.0042	43.1	7.6	11.3	15.1	43.0	4.1	24,001	5,823	1,296	869	509	4,420	631
Hamilton	3.1	.0014	35.5	7.7	13.3	17.9	32.8	1.2	9,136	1,881	569	520	250	3,445	503
Harper	8.3	.0038	43.1	7.1	11.6	16.0	42.7	3.4	24,967	4,228	1,929	1,844	1,364	6,858	1,215
Harvey	30.0	.0135	32.4	12.9	15.1	15.6	30.4	10.8	100,028	23,333	8,140	5,821	2,321	16,936	2,919
Haskell	4.6	.0021	27.8	11.0	16.4	17.8	20.4	1.6	5,936	2,062	474			104	723
Hodgeman	2.3	.0010	35.8	7.7	12.0	18.1	32.9	.9	2,887	704	335	46	39	374	48
Jackson	12.0	.0054	35.4	8.6	13.9	14.9	35.5	4.9	43,874	7,478	1,703	1,075	678	18,449	887
Jewell	5.8	.0026	43.7	6.7	10.3	15.6	43.4	2.4	7,468	1,448	957	258	224	1,558	123
☐ Johnson	264.6	.1194	29.9	10.9	19.7	20.1	19.9	87.5	1,529,695	206,622	114,176	306,163	89,954	342,108	33,842
Overland Park	87.7	.0396	29.1	9.7	22.2	22.1	14.8	28.4	721,169	66,798	45,716	219,448	23,556	173,519	14,077
Kearny	3.8	.0018	30.0	9.7	14.5	17.5	25.3	1.1	7,337	2,437	489		231	1,562	613
Kingman	9.4	.0042	37.6	7.8	11.5	16.6	36.2	3.9	24,108	7,670	1,780	999	1,011	6,601	575
Kiowa	4.5	.0020	39.9	7.8	11.0	18.0	38.0	1.9	13,566	2,689	1,775	615	666	2,912	410
Labette	26.4	.0119	35.9	10.7	12.9	14.3	36.5	10.6	87,096	21,815	4,474	6,244	3,340	21,394	3,859
Lane	2.7	.0013	35.6	7.7	13.5	17.7	33.0	1.1	6,212	2,073	384	115	165	1,497	30
Leavenworth	59.3	.0267	30.5	13.6	17.2	19.0	23.2	17.7	138,190	33,133	9,616	17,315	7,141	30,218	3,594
Lincoln	4.1	.0019	45.8	6.0	10.1	15.9	45.6	1.8	12,126	3,182	553	890	585	2,664	193
Linn	9.0	.0040	42.9	7.5	11.4	14.3	43.2	3.7	18,873	5,767	1,102	183	419	6,233	601
Logan	3.5	.0016	33.3	9.2	14.3	17.0	30.6	1.4	15,234	4,408	538	1,334	376	3,734	403
Lyon	35.1	.0159	25.1	26.5	13.4	11.3	25.5	13.3	131,025	24,388	13,393	21,486	6,530	28,564	2,853
McPherson	26.4	.0119	33.8	14.5	13.4	15.4	32.9	9.8	87,996	21,648	8,621	4,554	3,339	16,664	2,027
Marion	14.0	.0063	39.8	9.9	11.7	15.2	39.7	5.3	38,794	9,492	2,322	935	1,908	8,187	859
Marshall	13.6	.0061	41.8	6.9	10.3	14.4	42.1	5.6	46,121	8,806	1,810	1,806	7,011	9,422	2,289
Meade	5.1	.0023	36.2	7.7	13.2	18.5	33.0	1.9	9,433	2,739	363	184	405	3,006	169
Miami	22.3	.0101	34.9	8.9	13.9	15.8	34.1	7.8	58,097	18,298	2,847	2,176	2,497	12,122	1,409
Mitchell	7.9	.0036	39.0	9.0	11.6	14.3	39.5	3.3	36,910	5,253	2,310	2,171	1,579	10,915	520
Montgomery	41.1	.0185	37.4	10.3	12.9	15.2	37.2	17.0	177,566	39,850	9,386	18,260	6,417	40,913	5,371
Morris	6.9	.0031	42.3	7.4	11.3	14.9	42.3	2.9	16,382	3,448	1,260	652	527	4,491	99
Morton	3.4	.0016	30.0	9.9	17.8	17.9	23.1	1.3	10,182	3,321	414	140	228	4,137	84
Nemaha	11.2	.0050	37.8	7.1	11.4	15.2	37.6	3.8	27,582	7,110	1,495	1,261	1,065	7,055	681
Neosho	18.3	.0083	36.2	9.8	13.4	14.4	36.8	7.3	81,454	14,966	6,577	9,147	4,151	23,330	1,634
Ness	4.8	.0021	39.6	6.7	12.0	16.5	38.6	2.1	11,043	2,890	837	57	224	3,428	199
Norton	6.5	.0030	39.3	7.9	13.3	15.4	39.0	2.7	24,154	4,766	1,453	1,615	1,474	5,669	453
Osborne	6.5	.0030	44.7	6.5	9.9	15.5	44.5	2.9	16,569	3,015	922	254	688	2,394	280
Ottawa	6.4	.0029	40.8	7.6	12.5	15.2	40.7	2.8	15,736	3,085	821	374	379	6,338	268
Pawnee	7.8	.0035	38.3	8.7	12.9	15.9	37.6	3.0	30,623	6,982	2,411	6,162	1,185	6,203	618
Phillips	8.0	.0036	38.4	8.3	12.8	15.8	37.8	3.2	23,678	6,685	1,425	600	1,591	5,319	723
Pottawatomie	14.5	.0065	34.1	10.0	13.2	14.4	34.4	5.5	31,759	8,629	2,213	677	1,046	7,524	1,300
Pratt	9.7	.0044	37.0	10.3	12.9	15.9	36.2	3.9	47,278	11,848	3,118	5,093	1,990	9,485	1,054
Rawlins	4.2	.0019	37.8	7.5	11.3	17.1	36.1	1.5	8,244	1,872	348	431	304	2,386	336
Reno	66.8	.0302	31.9	12.7	15.3	15.8	29.5	25.2	293,832	64,521	24,282	35,514	14,592	52,282	10,034
Republic	7.8	.0035	44.5	6.6	11.2	15.5	44.3	3.4	17,108	5,154	1,608	896	886	2,545	1,064
Rice	12.4	.0056	37.0	11.1	12.3	14.9	37.1	4.9	29,101	7,415	2,068	793	807	5,402	1,234
Riley	67.0	.0302	23.0	40.4	16.0	9.6	13.0	19.2	194,465	37,308	26,394	30,106	11,721	29,195	2,760
Rooks	7.5	.0034	36.6	9.1	11.8	15.4	36.3	2.9	17,955	4,496	1,162	238	836	1,597	619
Rush	4.9	.0022	42.5	7.4	10.4	17.5	41.2	2.0	10,454	1,607	848	76	358	1,099	304
Russell	9.2	.0042	39.5	8.1	12.1	17.1	38.0	3.7	32,860	7,269	2,331	1,971	1,015	11,069	650
Saline	49.2	.0222	30.0	12.9	17.0	16.1	25.5	17.8	253,383	51,082	20,898	31,540	13,178	61,397	4,252
Scott	6.1	.0027	30.6	9.3	16.5	16.1	26.7	2.3	25,820	5,432	1,627	3,081	1,793	5,050	743
Seward	18.0	.0081	28.5	12.5	16.9	17.8	21.1	6.6	108,259	22,251	7,362	12,233	6,552	26,275	1,628
Sheridan	3.8	.0017	33.7	7.9	12.0	17.4	31.0	1.1	7,474	1,758	243	298	364	852	293
Sherman	7.7	.0035	30.2	12.8	14.6	16.1	26.9	2.9	39,848	7,497	2,827	2,639	1,832	9,422	1,421
Smith	6.1	.0028	43.7	6.5	11.1	16.0	43.3	2.5	19,633	7,480	740	1,241	271	4,043	418
Stafford	6.4	.0029	45.8	5.5	10.5	15.7	45.7	2.7	15,473	4,381	903	347	370	3,015	552
Stanton	2.7	.0012	29.1	9.0	17.3	18.6	21.2	.7	4,704	1,813	186		65	376	72

KANS. (cont.)
SMM ESTIMATES

METRO AREA County City	POPULATION—12/31/79 Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1979 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Stevens	4.9	.0022	31.0	9.8	15.4	17.2	26.6	1.7	14,897	4,628	596	735	121	2,465	61
Sumner	25.1	.0113	36.0	9.4	12.9	16.0	35.1	9.7	56,727	15,062	4,500	3,960	3,436	10,517	2,73
Thomas	8.8	.0040	31.2	13.6	14.1	15.5	29.1	3.3	43,785	10,402	3,729	2,462	1,262	8,815	91
Trego	4.5	.0020	38.5	7.1	11.5	16.7	37.2	1.7	15,762	3,224	1,128	356	66	1,817	64
Wabaunsee	6.8	.0031	39.1	8.2	12.6	15.0	39.1	2.8	9,086	1,253	1,726	46	261	387	109
Wallace	2.0	.0009	31.5	9.1	14.1	15.8	29.3	.9	7,163	2,487	43		46	1,475	28
Washington	9.0	.0040	43.1	7.1	10.7	14.5	43.4	3.8	18,890	4,741	1,403	795	1,331	1,509	16
Wichita	3.2	.0015	27.9	10.3	16.7	15.9	22.4	.9	11,284	2,365	607	101	198	5,366	66
Wilson	12.3	.0055	41.1	8.4	11.1	14.8	41.2	5.1	25,580	8,631	1,180	1,405	629	4,169	1,246
Woodson	4.5	.0021	45.8	6.9	9.9	14.8	45.8	1.8	10,686	2,340	728	125	20	3,300	
☐ Wyandotte	179.9	.0812	29.9	13.1	16.2	16.0	25.8	65.3	727,014	169,379	57,535	101,381	21,109	182,735	14,899
Kansas City	168.5	.0760	30.0	13.2	16.3	15.6	26.3	62.0	692,835	161,141	56,208	100,718	21,008	167,190	12,578
TOTAL METRO COUNTIES	**1,104.9**	**.4986**	**29.3**	**14.3**	**17.3**	**17.2**	**23.0**	**388.0**	**5,225,872**	**928,649**	**445,217**	**809,574**	**239,109**	**1,192,851**	**127,095**
TOTAL STATE	**2,390.9**	**1.0790**	**30.9**	**13.8**	**15.4**	**16.9**	**27.7**	**871.5**	**9,651,758**	**1,923,003**	**779,829**	**1,217,698**	**439,258**	**2,169,655**	**238,617**

KANS.
SMM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
LAWRENCE	**434,236**	**15,645**	**6.6**	**15.8**	**29.2**	**22.9**	**.0279**
Douglas	434,236	15,645	6.6	15.8	29.2	22.9	.0279
• Lawrence	351,411	15,426	6.8	15.5	28.3	23.1	.0236
SUBURBAN TOTAL	82,825	16,471	5.8	17.1	32.6	22.3	.0043
TOPEKA	**1,427,379**	**18,393**	**5.3**	**14.5**	**31.2**	**29.7**	**.0883**
Jefferson	79,918	13,788	6.7	18.1	31.9	14.1	.0046
Osage	91,866	13,650	6.6	16.4	29.0	16.3	.0052
Shawnee	1,255,595	19,357	5.0	13.9	31.4	32.5	.0785
• Topeka	1,045,601	18,872	5.4	14.2	30.6	31.4	.0683
SUBURBAN TOTAL	381,778	17,362	5.1	14.9	33.0	25.4	.0200
WICHITA	**3,326,179**	**20,473**	**4.3**	**12.2**	**31.0**	**36.4**	**.2037**
Butler	345,405	18,727	4.3	12.9	34.2	28.9	.0197
Sedgwick	2,980,774	20,734	4.3	12.1	30.6	37.3	.1840
• Wichita	2,310,875	20,379	4.6	12.4	29.6	36.7	.1485
SUBURBAN TOTAL	1,015,304	20,652	3.7	11.7	34.3	35.4	.0552
OTHER COUNTIES							
Allen	101,000	13,558	7.3	16.4	27.2	17.8	.0063
Anderson	47,199	12,238	8.2	18.0	26.9	12.8	.0028
Atchison	123,428	15,286	6.7	15.7	27.4	23.4	.0075
Barber	53,656	18,698	4.1	12.3	34.9	29.6	.0028
Barton	259,924	19,313	4.7	12.4	35.4	29.6	.0165
Bourbon	104,615	11,424	7.3	18.6	23.7	12.8	.0069
Brown	72,105	11,756	7.4	17.5	25.2	13.6	.0042
Chase	14,978	10,262	12.1	22.6	17.4	11.4	.0010
Chautauqua	32,679	11,714	5.7	18.2	24.1	13.5	.0018
Cherokee	130,415	12,483	6.6	16.9	25.8	15.6	.0078
Cheyenne	28,061	15,210	7.6	20.4	31.4	19.4	.0015
Clark	16,780	12,625	8.5	23.4	23.5	14.6	.0010
Clay	73,585	14,882	6.1	17.9	30.0	19.6	.0043
Cloud	93,207	15,097	5.7	16.3	26.9	23.4	.0057
Coffey	57,445	11,420	7.9	18.7	21.2	15.7	.0033
Comanche	13,655	9,866	10.9	22.5	18.3	8.4	.0009
Cowley	249,518	15,851	6.2	16.4	31.6	21.4	.0151
Crawford	233,541	12,210	7.6	16.9	25.6	14.9	.0149

SMM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Decatur	34,794	14,321	5.7	17.0	28.5	19.8	.0021
Dickinson	142,342	14,034	7.7	18.8	28.5	18.0	.0084
Doniphan	51,830	13,136	7.1	17.4	28.6	15.1	.0033
Edwards	36,842	18,603	6.1	14.6	31.0	29.6	.0021
Elk	24,029	10,568	10.1	19.2	19.6	13.7	.0013
Ellis	235,665	21,829	5.2	12.9	23.8	42.6	.0149
Ellsworth	42,845	15,524	6.7	17.5	29.3	22.4	.0024
Finney	192,657	20,015	3.9	11.7	32.8	33.9	.0131
Ford	176,909	17,072	5.4	16.0	35.0	23.5	.0120
Franklin	168,695	16,509	5.9	15.5	24.8	29.5	.0096
Geary	197,945	13,745	9.2	21.4	28.4	16.7	.0121
Gove	25,547	15,950	7.3	16.5	25.4	27.7	.0017
Graham	37,529	17,308	5.5	17.8	29.0	29.3	.0022
Grant	56,943	21,774	2.2	11.2	35.7	39.9	.0036
Gray	35,073	14,243	7.3	19.1	29.4	18.0	.0020
Greeley	10,296	12,406	8.0	22.4	24.5	14.5	.0008
Greenwood	62,638	12,470	7.2	19.4	24.9	15.0	.0036
Hamilton	15,990	12,036	7.0	21.4	27.4	8.6	.0011
Harper	69,688	17,228	6.5	14.6	26.4	29.6	.0036
Harvey	191,646	15,760	6.7	17.8	33.8	19.1	.0121
Haskell	23,793	12,894	9.4	26.9	27.1	12.2	.0013
Hodgeman	16,832	12,421	5.4	19.7	19.2	20.5	.0008
Jackson	78,442	13,729	5.9	16.9	27.8	17.8	.0050
Jewell	32,573	12,098	8.6	21.1	26.1	11.0	.0018
☐ Johnson	2,758,673	27,760	2.1	7.3	25.1	58.4	.1608
Overland Park	913,271	29,704	1.4	6.1	23.3	64.6	.0605
Kearny	22,528	18,421	5.2	16.5	30.9	31.0	.0012
Kingman	64,410	14,557	6.8	16.2	30.2	18.2	.0037
Kiowa	37,392	17,318	5.2	15.1	35.9	22.8	.0021
Labette	175,498	14,338	6.7	15.5	28.8	19.0	.0106
Lane	22,411	15,175	7.2	15.5	26.7	23.9	.0012
Leavenworth	360,736	17,549	4.5	14.6	32.4	26.1	.0211
Lincoln	36,898	16,846	6.7	19.1	25.9	28.8	.0020
Linn	59,186	12,919	7.2	15.1	24.5	19.2	.0033
Logan	27,616	16,667	5.9	16.8	27.0	29.6	.0016

THE WICHITA EAGLE AND BEACON
MORNING
EVENING
SUNDAY

A Market Worth Harvesting!

KANSAS IS IN THE BAG!

Kansas' fertile economy, as the nation's wheat, meat, oil and airplane center, is worth cultivating with a heavy ad schedule!

Reach it with a single ADI (Wichita-Hutchinson) that nearly covers the state, with ***• 1,084,000 population • 403,300 households (54th ADI nationally) • $7,105,610,000 CSI (52nd ADI nationally)***

Reach it with a single newspaper buy! The Wichita Eagle and Beacon alone delivers ***• 38% ADI penetration • 161,277 total circulation***

Contact: Knight-Ridder Newspaper Sales, Inc.

The Wichita Eagle and Wichita Beacon

Sources: SRDS CMD 1/80; ABC 9/79

ANS. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

ETRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Lyon	283,050	16,739	6.0	14.3	25.4	29.5	.0164
McPherson	179,898	16,078	5.9	17.7	33.2	20.3	.0109
Marion	95,273	15,227	7.4	16.1	28.7	22.1	.0056
Marshall	103,761	13,711	8.1	18.1	23.7	21.8	.0060
Meade	40,972	18,109	6.9	11.5	25.9	30.4	.0020
Miami	157,888	17,722	5.3	13.7	26.6	30.7	.0088
Mitchell	60,920	15,262	5.8	17.2	26.1	24.8	.0039
Montgomery	290,955	14,560	6.2	14.7	27.4	21.3	.0187
Morris	42,391	10,530	8.8	17.1	23.5	11.5	.0024
Morton	27,213	17,830	6.8	14.3	30.2	30.0	.0016
Nemaha	67,299	13,431	7.4	16.7	26.0	19.2	.0039
Neosho	125,379	14,606	7.6	15.3	26.3	22.6	.0084
Ness	30,442	12,551	6.7	18.5	26.0	15.0	.0016
Norton	55,722	17,448	5.4	14.9	27.8	30.2	.0033
Osborne	55,766	14,963	7.3	17.9	26.2	23.7	.0029
Ottawa	51,840	15,009	6.7	19.7	26.8	23.2	.0027
Pawnee	63,234	17,412	6.3	15.3	27.8	29.2	.0038
Phillips	48,615	12,398	6.5	15.2	27.1	14.9	.0030
Pottawatomie	79,478	11,831	9.6	19.6	26.7	12.3	.0047
Pratt	78,892	18,405	4.9	14.1	29.9	29.9	.0050
Rawlins	22,949	12,982	8.9	18.3	27.7	14.7	.0014
Reno	471,915	16,391	5.6	16.8	33.1	22.3	.0305
Republic	59,378	13,413	7.1	15.3	25.9	20.0	.0031
Rice	86,536	15,917	5.7	15.0	33.6	20.0	.0048
Riley	393,769	13,610	8.4	20.3	27.0	18.1	.0248

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Rooks	51,559	15,269	6.1	16.7	28.6	22.3	.0029
Rush	37,466	15,183	7.1	18.8	24.7	25.8	.0019
Russell	73,026	17,222	5.5	15.7	29.6	27.2	.0041
Saline	358,443	17,363	5.4	14.1	28.9	28.7	.0242
Scott	53,299	20,296	3.9	12.0	33.1	34.1	.0031
Seward	156,859	21,251	3.7	10.0	30.2	40.8	.0103
Sheridan	21,817	16,500	4.0	12.5	23.5	30.1	.0012
Sherman	57,401	16,815	4.9	15.2	29.7	26.0	.0038
Smith	46,081	14,685	6.1	16.0	25.0	23.9	.0027
Stafford	52,404	16,797	6.6	15.7	29.5	25.7	.0027
Stanton	14,698	17,793	3.1	15.1	33.0	27.2	.0009
Stevens	46,211	22,300	3.1	12.8	30.4	41.2	.0023
Sumner	165,989	15,228	7.0	15.9	31.3	19.5	.0094
Thomas	78,371	20,321	4.7	13.9	28.5	37.4	.0047
Trego	30,889	15,900	5.6	18.4	29.1	23.9	.0018
Wabaunsee	42,628	12,898	5.6	17.5	29.1	12.7	.0022
Wallace	12,551	12,731	11.8	27.8	28.4	8.9	.0009
Washington	59,756	12,442	8.2	17.9	22.1	18.9	.0033
Wichita	19,481	17,833	5.9	11.9	29.4	31.3	.0013
Wilson	74,489	12,552	7.4	17.3	27.1	13.9	.0043
Woodson	24,301	9,902	9.2	15.3	23.5	10.8	.0014
☐ Wyandotte	1,363,519	19,536	4.6	12.5	31.4	32.6	.0831
Kansas City	1,283,761	19,337	4.7	12.7	31.0	32.2	.0783
TOTAL METRO COUNTIES	**9,309,986**	**21,168**	**4.2**	**11.7**	**29.7**	**38.6**	**.5638**
TOTAL STATE	**18,235,029**	**17,829**	**5.4**	**14.3**	**29.1**	**29.7**	**1.1054**

KENTUCKY

KY.
S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
CLARKSVILLE - HOPKINSVILLE	**159.6**	**.0720**	**23.9**	**23.1**	**14.1**	**13.6**	**18.8**	**46.7**	**531,812**	**95,069**	**36,268**	**77,072**	**29,026**	**142,749**	**12,857**
Christian	75.0	.0338	23.6	23.6	13.4	12.5	19.3	21.4	223,648	43,938	13,412	30,029	11,695	52,963	5,772
• Hopkinsville	27.2	.0123	28.7	9.7	14.6	15.1	25.6	9.7	166,983	37,137	10,135	8,747	11,046	45,647	5,244
Montgomery, Tenn.	*84.6*	*.0382*	*24.3*	*22.6*	*14.7*	*14.6*	*18.4*	*25.3*	*308,164*	*51,131*	*22,856*	*47,043*	*17,331*	*89,786*	*7,085*
• *Clarksville*	*57.8*	*.0261*	*23.8*	*28.3*	*15.7*	*13.9*	*15.4*	*16.6*	*299,935*	*48,319*	*22,607*	*46,614*	*14,827*	*88,909*	*6,903*
SUBURBAN TOTAL	74.5	.0336	23.4	23.9	12.6	12.8	19.1	20.4	64,894	9,613	3,526	21,711	3,153	8,193	710
HUNTINGTON - ASHLAND	**302.0**	**.1362**	**31.4**	**12.2**	**16.0**	**17.4**	**26.9**	**106.7**	**1,124,433**	**268,349**	**70,345**	**161,004**	**65,754**	**212,285**	**36,564**
Boyd	54.9	.0247	31.8	11.4	16.1	17.9	26.9	[illegible]	264,438	50,898	13,607	58,611	15,605	49,960	7,403
• Ashland	29.4	.0133	35.3	9.8	14.3	18.3	32.0	10.9	230,003	45,405	12,068	55,772	13,570	47,414	6,758
Greenup	36.9	.0166	29.6	11.2	17.9	18.3	22.2	13.9	72,853	27,241	3,998	3,623	3,001	14,759	1,541
Lawrence, Ohio	*63.6*	*.0287*	*30.7*	*11.1*	*16.3*	*17.2*	*25.7*	*22.1*	*196,884*	*49,827*	*9,824*	*22,355*	*14,322*	*41,344*	*6,222*
Cabell, W. Va.	*104.4*	*.0471*	*32.5*	*14.3*	*15.0*	*16.6*	*29.6*	*39.1*	*496,829*	*112,507*	*38,727*	*73,363*	*28,438*	*90,632*	*18,686*
• *Huntington*	*70.5*	*.0318*	*34.2*	*15.5*	*13.2*	*16.2*	*32.7*	*27.9*	*374,101*	*78,374*	*30,095*	*55,022*	*24,891*	*73,427*	*14,962*
Wayne, W. Va.	*42.2*	*.0191*	*31.1*	*11.2*	*16.3*	*17.8*	*25.8*	*14.5*	*93,429*	*27,876*	*4,189*	*3,052*	*4,388*	*15,590*	*2,712*
SUBURBAN TOTAL	202.1	.0911	30.2	11.5	17.2	17.6	24.1	67.9	512,329	144,570	28,182	50,210	27,293	91,444	14,844
LEXINGTON-FAYETTE	**309.0**	**.1395**	**28.0**	**17.1**	**18.2**	**15.7**	**21.5**	**105.8**	**1,478,810**	**303,129**	**120,421**	**233,305**	**66,459**	**293,999**	**40,130**
Bourbon	20.3	.0092	32.2	11.3	15.9	16.8	28.8	7.2	50,337	18,182	3,390	2,097	1,087	11,345	2,032
Clark	28.1	.0127	29.9	12.7	17.5	16.7	24.3	9.6	122,655	27,714	11,176	11,825	3,720	31,736	4,009
Fayette	197.0	.0889	27.3	18.7	18.8	15.7	19.9	67.2	1,160,927	208,528	93,933	213,935	57,552	228,704	28,449
▪ Lexington-Fayette	197.0	.0889	27.3	18.7	18.8	15.7	19.9	67.2	1,160,927	208,528	93,933	213,935	57,552	228,704	28,449

THE BLUE GRASS: A THOROUGHBRED MARKET

World renowned for champion thoroughbreds, the Blue Grass region of central Kentucky has also burgeoned into a thoroughbred market. The figures tell the story: a vast, lucrative, virtually untapped market...available only through the Lexington Herald-Leader.

	1975	1978	1983	% Change
EBI	$1.4 billion	$1.9 billion	$3.3 billion	131%
EBI/HH	$14,712	$18,983	$28,783	96%
Retail Sales	$848 million	$1.2 billion	$2.0 billion	134%
RS/HH	$8,715	$11,780	$17,267	98%
Population	294,700	305,400	324,400	10%

Source: S & MM 1979 Survey of Buying Power

THE LEXINGTON HERALD-LEADER COMPANY
"Overlook the Blue Grass and You've Overlooked Kentucky"

KY. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Jessamine	25.5	.0116	26.2	18.0	17.3	14.2	20.5	8.7	66,253	25,568	2,769	2,020	1,852	11,414	2,16
Scott	20.6	.0093	29.0	15.7	16.5	15.1	25.0	7.1	42,498	11,630	5,051	2,209	1,215	7,174	1,85
Woodford	17.5	.0079	29.5	12.2	18.8	16.1	23.6	6.0	36,140	11,507	4,102	1,219	1,033	3,626	1,62
SUBURBAN TOTAL	112.0	.0506	29.2	14.1	17.3	15.7	24.2	38.6	317,883	94,601	26,488	19,370	8,907	65,295	11,68
LOUISVILLE	**893.4**	**.4032**	**29.6**	**12.7**	**17.0**	**17.2**	**23.6**	**310.1**	**3,698,503**	**811,457**	**358,805**	**508,064**	**200,940**	**743,718**	**123,37**
Bullitt	41.2	.0185	26.6	12.2	20.6	15.9	16.9	12.5	46,915	9,147	2,971	652	2,344	6,296	1,48
Jefferson	679.1	.3065	29.9	12.8	16.7	17.4	24.0	238.9	3,017,585	681,132	307,842	415,446	172,905	584,618	102,13
● Louisville	310.3	.1400	32.2	13.5	14.4	16.0	30.1	119.6	1,185,971	311,452	152,174	106,989	68,205	194,309	48,0
Oldham	25.6	.0116	28.8	14.3	18.6	15.7	22.8	7.6	65,457	11,637	2,306	642	2,275	29,396	1,87
Clark, Ind.	*88.5*	*.0399*	*28.6*	*13.2*	*17.7*	*17.0*	*21.6*	*30.2*	*388,851*	*59,199*	*30,528*	*85,479*	*10,938*	*86,662*	*11,2*
Floyd, Ind.	*59.0*	*.0267*	*31.2*	*11.7*	*15.5*	*16.9*	*27.1*	*20.9*	*179,695*	*50,342*	*15,158*	*5,845*	*12,478*	*36,746*	*6,58*
SUBURBAN TOTAL	583.1	.2632	28.5	12.3	18.3	17.9	20.2	190.5	2,512,532	500,005	206,631	401,075	132,735	549,409	75,31
OWENSBORO	**84.0**	**.0379**	**29.3**	**12.2**	**17.0**	**16.9**	**23.4**	**27.6**	**391,507**	**76,380**	**28,065**	**52,460**	**22,060**	**86,511**	**11,90**
Daviess	84.0	.0379	29.3	12.2	17.0	16.9	23.4	27.6	391,507	76,380	28,065	52,460	22,060	86,511	11,90
● Owensboro	[illegible]	.0250	29.9	12.9	17.0	16.8	24.5	19.0	372,421	68,962	26,799	52,445	22,060	84,757	11,21
SUBURBAN TOTAL	28.7	.0129	28.1	10.9	16.7	16.9	21.6	8.6	19,086	7,418	1,266	15		1,754	69
OTHER COUNTIES															
Adair	14.5	.0065	34.1	11.5	14.3	15.6	33.0	5.2	32,748	10,928	1,155	1,026	870	8,593	84
Allen	13.5	.0061	35.4	9.7	15.1	16.3	34.2	4.9	33,307	12,795	1,015	1,915	579	4,463	1,454
Anderson	11.7	.0053	32.0	11.1	16.9	15.7	29.2	4.3	29,194	8,126	1,135	1,722	572	7,803	1,092
Ballard	9.0	.0040	37.0	8.9	14.7	15.1	37.0	3.7	30,355	8,688	1,086	75	243	10,147	554
Barren	31.3	.0142	33.3	10.2	15.5	16.9	30.5	11.0	128,105	28,287	8,952	9,772	8,892	23,929	4,560
Bath	9.3	.0042	32.1	11.5	15.3	14.9	30.7	4.4	13,725	3,304	493	585	1,321	3,729	457
Bell	33.5	.0151	29.9	11.2	14.0	15.4	27.4	10.9	146,722	39,756	5,665	11,388	7,744	28,948	7,199
☐ Boone	41.9	.0189	27.9	11.5	19.5	17.7	18.4	12.7	341,783	59,731	27,018	77,503	4,417	40,081	6,449
Boyle	24.4	.0110	32.1	12.4	15.2	17.0	28.7	8.5	93,494	21,636	6,141	15,030	3,199	19,670	2,924
Bracken	7.6	.0035	34.6	9.8	13.4	15.1	34.5	2.8	13,927	3,503	734	590	491	4,097	540
Breathitt	17.0	.0076	27.4	11.3	13.4	13.9	25.9	5.0	35,746	7,703	1,106	3,866	1,750	10,099	735
Breckinridge	16.2	.0074	32.5	10.6	14.2	15.0	31.4	5.6	43,190	18,706	1,463	1,096	936	7,074	1,793
Butler	10.8	.0049	32.6	10.9	14.9	14.0	32.5	3.9	28,182	7,453	1,456	112	440	9,322	1,106
Caldwell	13.6	.0062	35.7	10.2	13.7	15.9	35.0	5.1	58,022	11,541	2,597	3,014	2,482	20,279	1,861
Calloway	30.2	.0136	28.6	25.2	15.0	12.5	27.9	11.2	120,832	24,761	8,443	6,924	4,961	38,623	2,920
☐ Campbell	84.2	.0380	30.8	11.9	15.0	16.2	27.5	27.4	240,182	68,446	26,157	19,872	8,440	44,822	11,925
Carlisle	6.4	.0029	38.5	8.4	14.1	16.3	37.5	2.5	16,351	4,139	402	870	126	3,229	448
Carroll	8.7	.0039	32.0	11.2	15.9	16.0	29.3	3.3	22,718	5,664	1,826	806	879	5,378	925
Carter	24.3	.0110	29.3	11.5	16.1	15.0	25.9	8.1	76,308	22,014	2,152	5,882	5,793	11,440	2,478
Casey	14.6	.0066	32.5	10.6	14.1	16.0	30.4	4.9	25,437	11,028	1,092	1,224	994	3,670	528
Clay	22.4	.0101	26.4	11.2	14.7	14.2	23.2	6.3	73,548	25,478	1,776	3,407	4,898	21,632	2,158
Clinton	8.6	.0039	32.9	10.6	15.4	15.2	31.5	2.8	19,841	6,785	1,082	1,027	934	3,863	946
Crittenden	9.5	.0043	36.7	9.4	14.9	14.1	37.4	3.8	23,289	9,872	713	682	685	5,846	539
Cumberland	7.0	.0031	36.6	9.2	13.8	17.2	34.7	2.4	17,536	6,011	360	563	339	4,869	678
Edmonson	9.5	.0043	30.6	12.0	16.0	15.4	27.6	3.2	11,284	3,127	551	572	575	1,984	802
Elliott	6.6	.0030	30.3	12.4	15.4	14.6	28.1	2.0	6,325	2,738	23	223	303	402	948
Estill	13.5	.0061	31.1	11.2	15.9	14.7	29.1	4.8	40,776	10,222	2,695	4,045	761	11,252	2,266
Fleming	11.7	.0053	33.8	11.0	14.6	15.9	32.4	4.2	36,550	10,138	1,552	1,473	2,454	13,500	1,911
Floyd	44.6	.0201	28.9	11.2	14.1	15.9	25.5	14.1	183,049	34,856	4,931	10,724	6,259	74,390	5,660
Franklin	40.4	.0182	30.7	13.3	17.0	17.4	25.3	14.3	153,379	43,452	13,959	10,415	5,857	22,114	5,865
Fulton	8.9	.0041	36.0	9.4	13.4	14.9	36.1	3.5	46,861	13,795	1,639	5,370	2,418	7,034	866
Gallatin	4.7	.0021	31.6	11.3	16.8	15.9	28.4	1.6	12,014	3,906	1,296	73	210	266	371
Garrard	9.7	.0044	33.9	10.3	16.7	17.0	31.2	3.5	22,728	4,353	1,175	636	936	2,481	1,130
Grant	12.7	.0057	32.1	10.1	16.7	14.7	30.4	4.9	39,253	4,764	4,334	473	1,313	10,757	1,003
Graves	33.6	.0152	35.7	9.7	14.9	15.3	35.4	12.8	111,023	25,029	4,170	5,509	7,129	31,819	5,168
Grayson	20.2	.0091	32.4	10.7	13.8	14.7	31.7	7.1	52,456	13,897	1,711	2,082	3,278	10,568	1,876
Green	10.7	.0048	34.7	11.0	15.0	16.7	32.8	4.0	24,901	8,680	1,662	1,847	978	4,451	98
Hancock	7.3	.0033	29.6	11.8	17.0	15.8	25.0	2.5	9,829	4,572	162			2,103	89
Hardin	78.4	.0354	22.4	28.4	12.9	13.1	13.4	20.5	289,786	49,138	23,950	16,728	11,658	76,821	5,527
Harlan	41.6	.0188	29.9	10.9	12.0	15.2	28.6	13.8	142,984	61,037	5,413	13,644	12,897	13,772	3,830
Harrison	14.7	.0066	34.3	9.4	15.0	15.7	33.2	5.6	40,272	9,369	2,567	4,177	2,572	6,079	2,394
Hart	15.8	.0072	33.2	10.6	14.8	15.9	31.4	5.7	39,258	10,805	591	1,791	1,568	9,389	1,230
☐ Henderson	39.6	.0178	31.0	11.4	16.3	16.7	26.7	13.7	169,434	33,410	10,059	9,981	9,397	44,296	4,234

OWENSBORO, KENTUCKY

Messenger-Inquirer

The Nation's #1 Morning Newspaper in Metro Area Penetration*

Owensboro
KENTUCKY

*1978-79 SRDS Newspaper Circulation Analysis and CIRCULATION '79/'80

Represented by Story & Kelly-Smith, Inc.

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K (cont.)
ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
Henry	11.6	.0053	34.1	10.5	15.3	15.9	32.7	4.5	30,137	10,545	1,472	2,725	1,399	7,770	1,674
Hickman	6.2	.0028	37.5	9.7	13.9	15.1	37.4	2.1	10,147	3,067	100	119	190	3,863	476
Hopkins	46.7	.0210	32.7	10.4	15.0	15.5	31.1	17.0	172,843	44,692	6,872	17,784	6,167	39,211	5,830
Jackson	10.5	.0048	30.1	10.8	14.2	14.9	28.1	3.2	16,818	6,403	595	760	412	3,702	1,288
Johnson	23.7	.0107	31.4	11.1	14.3	15.3	29.6	7.9	94,519	19,723	4,060	4,419	8,673	20,378	3,716
Kenton	132.5	.0598	30.4	11.9	15.7	16.3	26.4	44.1	437,970	128,912	41,721	34,600	21,073	70,267	26,758
Covington	44.3	.0200	32.2	12.6	13.7	15.1	31.1	16.4	234,251	53,768	22,245	11,389	11,871	63,811	9,656
Knott	18.5	.0083	27.5	12.1	13.9	14.6	24.9	5.3	23,911	8,886	264	2,269	201	1,706	436
Knox	29.4	.0133	29.5	11.8	14.4	13.9	28.1	9.7	91,131	37,439	5,473	10,110	2,940	8,365	2,981
Larue	11.9	.0053	32.9	9.8	15.8	16.5	30.1	4.3	30,801	9,289	1,102	1,281	1,773	5,755	1,040
Laurel	35.9	.0163	29.8	11.2	15.2	15.2	26.9	11.5	128,295	23,398	7,320	8,408	5,852	37,298	2,301
Lawrence	13.4	.0060	32.4	9.7	13.7	14.2	32.3	4.6	39,228	15,291	1,914	451	791	11,144	1,917
Lee	7.4	.0033	32.0	9.6	12.8	14.6	31.6	2.6	21,556	6,093	285	884	120	6,598	1,106
Leslie	14.0	.0064	25.0	11.4	14.7	15.0	20.3	4.0	17,672	6,818	62	1,756	1,493	951	420
Letcher	28.5	.0128	28.7	10.6	13.4	15.3	26.3	9.0	62,908	24,628	1,086	6,899	4,173	7,787	1,256
Lewis	13.9	.0063	29.4	11.1	15.7	14.9	26.3	4.8	20,313	6,731	606	895	271	3,054	168
Lincoln	18.8	.0085	32.3	10.8	14.4	15.7	30.4	6.4	42,452	12,590	441	447	2,229	9,036	1,992
Livingston	9.9	.0044	33.8	9.8	16.1	14.9	33.2	3.7	13,012	4,019	1,770	236	304	1,225	312
Logan	22.4	.0102	32.8	10.0	16.2	15.5	30.9	8.1	65,765	18,628	3,264	4,473	3,656	15,435	2,982
Lyon	6.1	.0027	35.6	11.8	20.3	18.2	32.5	2.0	11,791	5,916	696	618	1,377	245	113
McCracken	63.2	.0285	33.2	10.7	15.5	17.3	29.9	23.3	337,721	60,404	22,247	51,832	20,859	63,138	15,829
McCreary	15.6	.0071	27.7	10.9	13.6	14.1	25.9	4.9	23,092	10,194	586	497	831	3,141	831
McLean	10.9	.0049	33.5	10.5	15.2	15.3	32.4	4.2	22,825	6,731	924	433	1,792	8,369	600
Madison	51.7	.0233	24.7	26.7	14.7	13.6	20.7	15.7	210,645	45,001	25,711	14,161	4,972	38,219	5,739
Magoffin	12.2	.0055	27.1	11.6	14.7	14.5	23.8	4.0	22,408	7,619	316	4,104	677	1,063	1,505
Marion	16.9	.0077	27.4	12.8	13.6	14.5	25.1	5.0	35,481	14,042	1,797	3,284	1,400	2,199	1,142
Marshall	24.8	.0111	33.4	9.8	16.5	16.9	30.5	9.1	110,667	20,070	6,700	6,963	1,007	43,945	2,553
Martin	12.5	.0057	25.3	11.7	14.1	14.4	22.0	3.7	30,525	11,277	905	435	2,408	7,517	745
Mason	16.8	.0076	33.5	10.3	14.1	17.2	30.7	6.0	81,228	24,699	3,586	6,809	2,888	17,733	4,095
Meade	20.4	.0092	26.4	16.7	25.6	13.7	14.4	8.1	31,392	10,965	2,811	285	368	6,189	660
Menifee	4.3	.0019	29.2	12.0	15.2	14.8	26.4	1.5	2,987	1,396	146	264	251	208	67
Mercer	17.8	.0080	32.5	10.6	15.1	17.1	29.1	6.5	53,774	13,201	3,307	1,210	3,260	13,326	3,056
Metcalfe	9.0	.0041	34.9	9.3	15.7	16.7	33.2	3.3	17,248	4,737	605	653	645	3,716	921
Monroe	12.4	.0056	33.1	10.8	15.4	15.3	31.7	4.4	28,491	11,355	799	701	741	5,278	1,379
Montgomery	18.1	.0082	29.5	12.0	15.8	16.1	25.2	6.4	[illegible]0,690	27,127	3,911	6,809	4,248	17,589	2,847
Morgan	11.3	.0051	31.2	9.9	13.2	14.9	30.1	3.7	48,592	8,657	720	1,207	1,971	21,407	713
Muhlenberg	33.4	.0150	32.6	10.0	14.8	15.6	30.9	12.0	127,729	37,680	3,777	7,035	4,399	41,433	2,694
Nelson	26.7	.0121	27.0	12.5	15.1	14.9	23.1	7.8	72,571	18,925	4,251	3,900	3,653	13,594	4,239
Nicholas	7.0	.0032	33.6	10.7	14.3	16.3	31.6	2.5	11,357	3,383	564	614	482	1,584	996
Ohio	21.9	.0098	33.4	9.9	14.3	14.7	33.0	8.0	56,866	19,688	2,743	1,659	1,642	14,968	2,875
Owen	8.4	.0038	35.4	9.9	14.6	16.3	34.1	3.4	18,669	5,641	243	404	199	8,256	537
Owsley	5.5	.0025	31.2	10.2	13.4	13.9	31.1	1.7	6,753	4,530	39	396	45	612	222
Pendleton	11.2	.0050	32.7	10.4	14.4	16.4	30.3	3.8	17,267	5,441	537	744	28	3,120	673
Perry	29.5	.0133	26.9	10.9	14.2	14.3	24.2	9.0	124,258	34,423	6,466	15,468	4,813	19,857	1,763
Pike	74.6	.0337	27.9	12.0	14.4	16.6	23.2	23.0	247,120	60,253	11,385	31,105	9,975	63,735	4,268
Powell	9.7	.0044	27.6	11.4	17.0	14.1	23.4	3.0	16,094	5,800	1,614	566	226	1,126	471
Pulaski	45.7	.0206	31.9	10.7	16.0	16.4	28.6	16.1	187,893	58,012	11,311	16,385	7,971	40,036	3,776
Robertson	2.3	.0010	40.1	8.7	13.9	15.8	39.6	6	2,571	643	151	75		198	
Rockcastle	13.0	.0059	30.6	11.0	15.0	15.1	28.3	4.2	23,625	7,396	1,089	1,373	872	2,446	570
Rowan	17.7	.0080	23.9	32.2	14.4	15	19.3	4.7	66,517	17,232	4,290	7,442	893	13,757	2,554
Russell	12.3	.0055	33.5	10.0	14.4	16.0	31.9	4.3	41,772	12,754	680	1,730	830	9,363	1,983
Shelby	21.7	.0098	32.4	10.9	16.2	16.5	29.3	7.5	70,642	17,428	4,738	5,886	1,504	18,030	2,110
Simpson	14.9	.0068	32.1	11.0	16.0	15.4	30.0	5.7	55,976	13,519	2,397	2,360	3,160	11,937	1,003
Spencer	6.1	.0027	30.0	11.5	16.1	16.2	25.7	2.1	9,326	2,770	285	232	94	259	401
Taylor	19.7	.0089	31.4	12.8	17.0	17.2	26.7	6.7	62,445	16,685	4,299	3,401	2,687	11,360	2,352
Todd	12.2	.0055	33.9	10.5	13.4	14.9	33.5	4.4	21,832	8,119	1,700	672	1,277	3,861	906
Trigg	10.0	.0045	34.3	10.2	14.5	16.0	32.9	3.5	29,494	10,754	1,295	1,053	1,338	5,872	1,216
Trimble	5.7	.0026	30.6	12.9	16.9	15.9	26.6	2.1	3,781	707	121		153	73	308
Union	18.0	.0081	27.1	13.8	13.0	13.8	25.9	5.6	44,140	15,000	2,102	1,866	1,803	6,274	2,037
Warren	66.1	.0298	26.3	21.9	15.4	14.4	22.2	22.1	341,499	75,367	27,660	[illegible],535	17,057	59,407	10,039
Washington	10.6	.0048	31.2	12.0	15.0	14.9	29.4	3.3	25,815	4,655	1,169	763	1,449	10,165	1,476
Wayne	16.5	.0075	31.4	10.6	14.3	15.6	29.2	5.6	34,839	11,939	2,244	1,954	1,474	6,119	1,717
Webster	15.4	.0069	36.6	8.5	13.0	15.5	36.1	5.9	33,998	14,083	768	2,261	376	4,738	827
Whitley	32.6	.0147	31.7	12.5	12.7	14.7	31.1	11.1	162,151	24,685	8,041	16,081	11,704	39,044	2,588
Wolfe	6.6	.0030	29.4	9.9	13.2	13.0	29.6	2.1	12,816	1,557	240	482	98	6,244	792
TOTAL METRO COUNTIES	**1,603.9**	**.7236**	**29.1**	**13.8**	**17.0**	**16.6**	**23.4**	**542.7**	**6,750,582**	**1,494,001**	**597,577**	**936,724**	**339,671**	**1,317,968**	**221,610**
TOTAL STATE	**3,554.3**	**1.6040**	**29.7**	**13.3**	**15.8**	**15.9**	**25.8**	**1,200.7**	**13,066,768**	**3,156,760**	**939,456**	**1,424,705**	**620,506**	**2,727,881**	**428,353**

KY.
ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
CLARKSVILLE - HOPKINSVILLE	**890,410**	**14,059**	**7.1**	**18.1**	**28.6**	**17.9**	**.0599**
Christian	409,557	13,089	7.7	17.6	26.3	16.9	.0271
Hopkinsville	172,855	14,496	7.0	14.6	25.8	22.9	.0134
Montgomery, Tenn.	*480,853*	*14,814*	*6.5*	*18.4*	*30.5*	*18.8*	*.0328*
• Clarksville	*355,533*	*15,422*	*6.5*	*16.8*	*30.5*	*21.1*	*.0263*
SUBURBAN TOTAL	362,022	13,028	7.6	20.6	28.4	13.0	.0202

KY. (cont.)

S&MM ESTIMATES

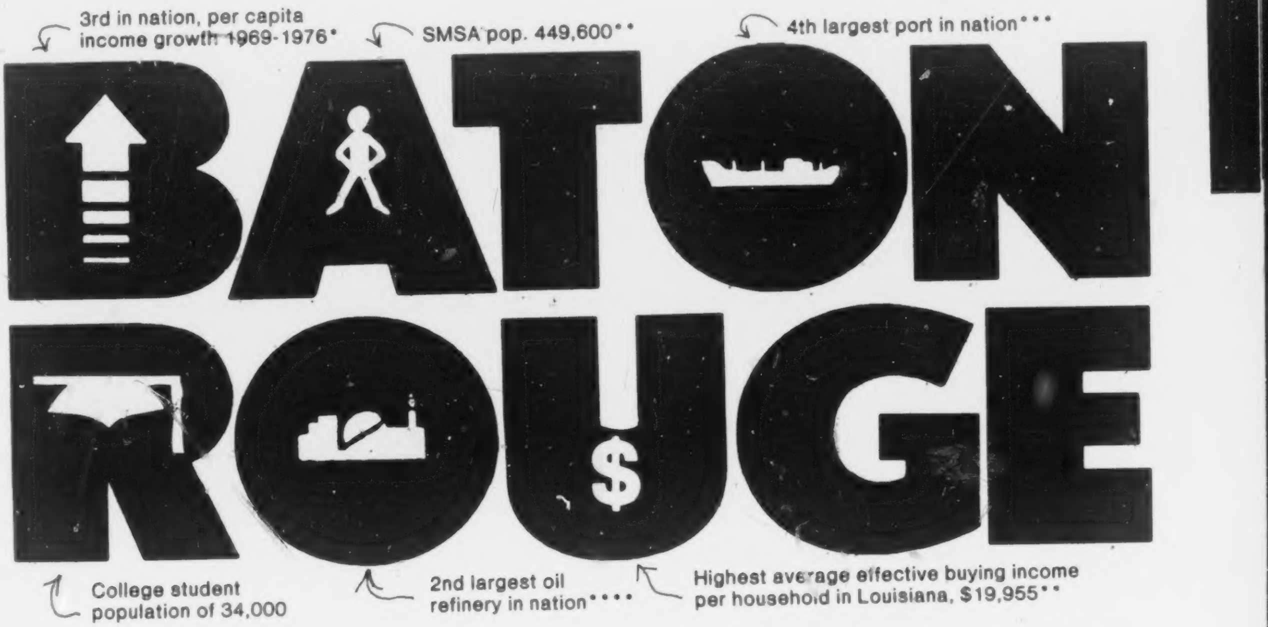
$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
HUNTINGTON - ASHLAND	**1,994,607**	**16,212**	**5.9**	**14.3**	**28.5**	**25.2**	**.1269**
Boyd	410,065	19,401	5.1	12.2	27.2	34.0	0265
● Ashland	236,181	19,426	5.2	12.2	24.2	35.9	0181
Greenup	245,612	19,136	5.1	11.8	30.6	31.4	0135
Lawrence, Ohio	*327,412*	*13,402*	*6.2*	*18.8*	*31.6*	*12.0*	*0224*
Cabell, W. Va	*776,531*	*16,869*	*6*	*13.3*	*26.7*	*28.8*	*0502*
● *Huntington*	*545,654*	*15,758*	*6.4*	*13.6*	*24.3*	*27.8*	*0359*
Wayne, W. Va	*234,987*	*14,263*	*6.9*	*14.8*	*29.0*	*18.7*	*0143*
SUBURBAN TOTAL	1,210,772	16,018	5.8	14.9	30.9	22.4	0729
LEXINGTON-FAYETTE	**2,211,130**	**17,955**	**5.5**	**14.2**	**28.6**	**30.3**	**.1462**
Bourbon	142,993	16,466	6.2	14.5	27.5	27.0	.0080
Clark	177,342	16,451	6.6	14.8	28.6	25.3	.0122
Fayette	1,478,373	18,909	5.2	13.8	28.4	33.2	1026
● Lexington-Fayette	1,478,373	18,909	5.2	13.8	28.4	33.2	1026
Jessamine	169,383	17,167	5.4	13.7	29.4	27.3	.0098
Scott	128,492	15,241	6.2	15.4	28.2	22.6	.0073
Woodford	114,547	16,020	5.6	17.9	30.2	23.5	.0063
SUBURBAN TOTAL	732,757	16,313	6.0	15.1	28.7	25.3	.0436
LOUISVILLE	**7,076,996**	**20,072**	**4.5**	**12.9**	**30.3**	**35.3**	**.4245**
Bullitt	201,785	15,197	6.0	22.7	37.0	13.9	.0116
Jefferson	5,800,803	21,505	4.2	11.2	28.6	39.8	.3424
● Louisville	2,491,406	17,599	5.6	14.0	27.3	30.3	1451
Oldham	131,808	14,868	7.6	17.9	32.2	17.4	.0088
Clark, Ind.	*549,493*	*17,224*	*5.4*	*17.6*	*37.6*	*21.6*	*.0382*
Floyd, Ind.	*393,107*	*16,643*	*5.2*	*17.0*	*34.4*	*22.2*	*.0235*
SUBURBAN TOTAL	4,585,590	21,383	3.8	12.2	32.1	38.5	2794
OWENSBORO	**572,251**	**18,394**	**4.9**	**14.5**	**29.4**	**30.5**	**.0385**
Daviess	572,251	18,394	4.9	14.5	29.4	30.5	.0385
● Owensboro	399,485	18,538	4.6	14.3	28.5	31.5	.0299
SUBURBAN TOTAL	172,766	18,095	5.6	14.9	31.1	28.3	.0086
OTHER COUNTIES							
Adair	74,061	9,793	8.4	15.2	19.0	15.0	.0046
Allen	65,376	10,447	7.8	16.4	24.4	10.8	.0044
Anderson	70,158	15,200	5.3	19.4	33.0	17.8	.0041
Ballard	55,477	12,336	7.0	14.9	24.6	17.5	.0035
Barren	190,135	13,751	7.3	16.4	23.7	22.5	.0132
Bath	42,168	10,292	7.8	22.0	19.3	10.0	.0025
Bell	142,035	10,285	8.7	16.6	20.3	14.4	.0126
☐ Boone	297,105	22,400	3.1	10.7	33.1	40.5	.0245
Boyle	159,169	15,354	7.1	15.4	26.2	24.8	.0103
Bracken	34,603	10,122	9.0	17.1	24.8	8.4	.0022
Breathitt	52,019	6,323	9.4	12.1	15.1	7.5	.0043
Breckinridge	90,885	14,232	6.6	15.0	28.7	18.8	.0058
Butler	39,829	8,192	7.7	18.1	20.9	4.1	.0031
Caldwell	77,756	12,612	6.7	16.7	26.9	16.0	.0056
Calloway	183,366	13,245	6.6	16.4	25.6	18.5	.0125
☐ Campbell	556,382	18,716	5.0	13.6	32.6	29.3	.0329
Carlisle	32,346	10,940	6.7	18.2	27.0	7.9	.0021
Carroll	53,879	13,944	7.2	18.2	29.5	16.5	.0032
Carter	92,503	9,375	8.5	18.9	20.8	7.8	.0077
Casey	56,482	8,040	7.9	17.2	16.4	8.6	.0038
Clay	77,027	8,764	10.5	17.1	16.6	9.9	.0067
Clinton	31,715	8,473	10.4	17.0	17.2	7.9	.0025
Crittenden	51,731	10,875	7.8	17.2	21.9	14.2	.0033
Cumberland	31,353	9,194	8.6	15.9	17.7	13.0	.0022
Edmonson	38,375	10,284	9.2	18.1	24.8	8.4	.0023
Elliott	24,740	8,611	7.4	12.8	19.1	12.9	.0016
Estill	60,960	9,578	7.5	15.1	22.9	10.5	.0046
Fleming	55,679	9,481	9.5	16.1	21.5	10.1	.0041
Floyd	230,839	12,662	7.6	16.2	22.9	20.6	.0173
Franklin	326,112	20,847	4.9	13.5	26.4	38.5	.0189
Fulton	48,459	10,840	9.4	15.4	24.9	13.4	.0039
Gallatin	26,471	14,382	6.9	12.7	27.7	20.2	.0016
Garrard	43,331	10,811	9.3	21.4	23.5	8.4	.0030
Grant	69,176	13,409	5.5	17.3	32.5	11.1	.0046
Graves	222,281	14,511	6.9	14.5	25.9	22.8	.0137
Grayson	97,600	11,092	6.4	16.3	23.7	13.5	.0067
Green	66,721	13,483	6.7	15.0	26.0	19.8	.0037
Hancock	49,855	18,094	3.3	12.2	28.3	30.9	.0024
Hardin	513,226	14,741	6.9	22.6	30.9	17.9	.0328
Harlan	201,617	11,138	8.1	15.9	22.3	16.1	.0148
Harrison	81,908	12,436	6.9	19.8	25.9	14.0	.0053
Hart	70,608	9,803	9.0	17.2	22.0	9.9	.0048
☐ Henderson	277,232	17,992	5.5	13.8	27.4	30.7	.0179
Henry	71,277	13,341	7.0	19.4	26.9	17.0	.0043
Hickman	29,652	11,366	7.6	17.4	24.4	13.5	.0018
Hopkins	343,515	17,221	5.8	12.2	22.7	32.6	.0206
Jackson	26,638	6,064	8.6	16.8	11.3	3.2	.0025
Johnson	97,518	9,014	9.2	16.9	17.4	11.1	.0083
☐ Kenton	932,822	19,390	4.6	13.0	29.8	33.4	.0556
Covington	281,450	15,085	6.5	16.2	28.5	21.8	.0206
Knott	64,831	8,169	9.8	13.3	17.0	10.8	.0045
Knox	113,344	8,039	9.1	14.6	15.7	10.8	.0092
Larue	68,216	12,554	7.2	15.1	25.4	17.5	.0042
Laurel	164,958	10,670	8.1	16.3	21.5	14.7	.0127
Lawrence	59,101	8,608	7.2	12.6	19.1	13.5	.0043
Lee	25,281	6,939	9.2	18.7	11.9	4.2	.0023
Leslie	41,910	8,232	9.9	17.7	16.6	7.0	.0031
Letcher	111,001	9,441	8.0	16.7	20.3	10.7	.0081
Lewis	50,536	9,325	10.2	20.9	21.6	3.9	.0036
Lincoln	85,462	11,167	7.5	18.2	23.6	12.7	.0057
Livingston	55,861	13,319	7.1	14.9	25.7	18.8	.0031
Logan	124,962	12,417	6.4	15.9	25.2	16.4	.0081
Lyon	40,957	13,800	6.7	12.3	20.4	26.6	.0022
McCracken	449,808	16,830	5.6	13.3	27.6	27.4	.0310
McCreary	52,889	7,158	8.4	14.0	14.0	9.0	.0038
McLean	60,467	12,081	7.3	16.5	25.4	15.1	.0036
Madison	287,887	14,338	7.4	17.2	25.7	22.1	.0208
Magoffin	57,608	10,116	6.4	14.7	18.5	17.2	.0036
Marion	70,780	11,470	8.1	20.1	25.7	10.6	.0048
Marshall	141,494	14,422	6.6	15.6	30.7	17.3	.0104
Martin	65,725	11,817	6.8	14.0	17.7	24.1	.0042
Mason	92,682	12,794	8.8	16.6	27.7	15.4	.0071
Meade	93,614	14,116	8.0	20.8	33.5	12.8	.0058
Menifee	15,794	9,000	11.7	22.3	20.0	2.0	.0010
Mercer	116,686	14,649	7.2	17.7	25.0	23.8	.0070
Metcalfe	41,718	9,212	9.8	17.4	16.5	12.3	.0027
Monroe	48,426	7,658	7.4	16.2	17.3	7.5	.0037
Montgomery	106,901	14,733	7.2	16.3	27.6	21.5	.0079
Morgan	39,931	7,662	8.1	14.8	16.0	9.2	.0039
Muhlenberg	245,157	17,195	5.6	11.5	20.7	34.2	.0149
Nelson	133,795	14,449	6.8	18.9	30.3	17.6	.0089
Nicholas	30,985	10,920	7.0	20.1	25.2	8.0	.0021
Ohio	149,702	15,006	5.7	12.8	20.5	29.5	.0084
Owen	39,119	9,583	8.9	18.2	22.9	7.1	.0025
Owsley	15,270	5,942	9.1	12.2	12.1	5.1	.0012
Pendleton	51,708	12,770	7.2	19.6	31.1	10.1	.0031
Perry	143,431	12,211	7.6	17.5	22.1	19.1	.0114
Pike	381,910	13,670	6.9	15.2	26.0	20.1	.0269
Powell	43,404	12,525	5.9	18.1	25.1	15.7	.0027
Pulaski	236,299	10,694	8.0	17.6	20.2	14.9	.0178
Robertson	8,731	12,111	8.6	16.0	24.2	18.5	.0005
Rockcastle	52,436	10,090	7.5	18.9	21.1	10.3	.0036
Rowan	78,388	11,395	8.2	17.1	23.8	14.5	.0063
Russell	42,303	7,549	6.2	18.2	18.4	5.0	.0038
Shelby	117,401	13,375	8.6	18.8	26.7	17.6	.0079
Simpson	93,221	13,760	6.4	16.2	27.1	18.6	.0062
Spencer	29,338	12,633	6.6	20.9	27.3	12.2	.0017
Taylor	108,204	13,727	7.1	17.8	28.7	16.6	.0073
Todd	73,662	13,244	8.1	15.9	24.6	20.1	.0041
Trigg	54,448	12,867	6.4	16.4	24.6	18.5	.0036
Trimble	35,780	14,983	6.7	13.8	30.6	19.4	.0017
Union	104,410	16,455	5.8	12.9	25.6	27.8	.0063
Warren	441,554	16,063	5.7	14.5	24.6	28.5	.0312
Washington	47,240	12,173	8.4	20.6	26.6	12.5	.0033
Wayne	61,235	7,339	8.5	15.1	16.7	6.6	.0046
Webster	86,342	12,065	7.3	15.0	24.9	16.2	.0051
Whitley	154,136	9,752	7.6	14.2	19.0	15.8	.0133
Wolfe	17,577	5,495	7.6	11.8	9.4	3.6	.0016
TOTAL METRO COUNTIES	**12,046,552**	**19,505**	**4.8**	**13.0**	**29.2**	**34.0**	**.7455**
TOTAL STATE	**22,379,199**	**15,388**	**6.2**	**14.8**	**26.1**	**25.0**	**1.4537**

COMING OCT. 27
SURVEY OF BUYING POWER—PART II

LOUISIANA

ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
TRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
EXANDRIA	**140.7**	**.0635**	**28.8**	**12.6**	**15.0**	**15.3**	**25.4**	**43.8**	**497,021**	**113,028**	**27,502**	**89,008**	**21,611**	**101,485**	**16,568**
Grant	14.9	.0067	32.5	9.6	13.7	14.1	32.4	5.2	21,826	10,024	653	955	717	7,710	229
Rapides	125.8	.0568	28.4	12.9	15.2	15.4	24.6	38.6	475,195	103,004	26,849	88,053	20,894	93,775	16,339
• Alexandria	50.4	.0227	29.8	12.0	13.1	15.0	28.2	17.3	391,935	69,228	22,012	78,308	19,021	85,392	12,565
SUBURBAN TOTAL	90.3	.0408	28.4	12.9	16.1	15.4	23.9	26.5	105,086	43,800	5,490	10,700	2,590	16,093	4,003
TON ROUGE	**457.2**	**.2063**	**26.1**	**16.1**	**17.2**	**15.6**	**19.0**	**151.1**	**1,986,982**	**463,156**	**131,798**	**401,809**	**91,180**	**393,677**	**60,688**
Ascension	45.0	.0203	26.1	12.7	17.4	14.4	20.2	13.9	195,753	62,298	10,370	18,302	4,410	49,473	7,305
East Baton Rouge	342.1	.1543	26.0	17.1	17.2	15.9	18.6	115.6	1,649,549	351,756	114,343	376,706	83,551	311,264	48,487
• Baton Rouge	199.4	.0900	27.0	19.1	14.8	15.5	22.7	71.9	1,321,863	197,637	99,124	342,212	71,966	266,215	33,789
Livingston	51.7	.0234	26.9	12.6	18.0	15.7	19.7	16.0	112,213	32,944	5,304	5,623	2,808	31,998	3,857
West Baton Rouge	18.4	.0083	25.9	13.4	16.5	14.4	20.6	5.6	29,467	16,158	1,781	1,178	411	942	1,039
SUBURBAN TOTAL	257.8	.1163	25.5	13.7	19.1	15.7	16.1	79.2	665,119	265,519	32,674	59,597	19,214	127,462	26,899
LAFAYETTE	**139.0**	**.0627**	**25.3**	**16.3**	**16.6**	**16.0**	**17.8**	**43.7**	**720,163**	**140,445**	**54,366**	**108,859**	**44,693**	**148,453**	**17,291**
Lafayette	139.0	.0627	25.3	16.3	16.6	16.0	17.8	43.7	720,163	140,445	54,366	108,859	44,693	148,453	17,291
• Lafayette	84.6	.0382	24.8	19.4	15.1	16.2	18.1	27.6	629,719	119,428	50,852	98,327	38,418	147,282	15,356
SUBURBAN TOTAL	54.4	.0245	26.0	11.6	18.7	15.7	17.5	16.1	90,444	21,017	3,514	10,532	6,275	1,171	1,935
LAKE CHARLES	**158.9**	**.0717**	**27.6**	**13.1**	**16.0**	**17.0**	**21.2**	**53.4**	**672,344**	**181,808**	**48,468**	**83,079**	**33,117**	**143,485**	**20,620**
Calcasieu	158.9	.0717	27.6	13.1	16.0	17.0	21.2	53.4	672,344	181,808	48,468	83,079	33,117	143,485	20,620
• Lake Charles	75.7	.0342	27.4	14.3	15.5	16.5	21.7	26.3	494,736	106,944	38,333	72,496	28,038	118,975	15,078
SUBURBAN TOTAL	83.2	.0375	27.9	12.0	16.4	17.5	20.8	27.1	177,608	74,864	10,135	10,583	5,079	24,510	5,542
MONROE	**134.3**	**.0606**	**27.4**	**14.3**	**15.5**	**15.4**	**22.8**	**45.8**	**566,364**	**119,654**	**36,695**	**94,497**	**28,187**	**129,775**	**14,334**
Ouachita	134.3	.0606	27.4	14.3	15.5	15.4	22.8	45.8	566,364	119,654	36,695	94,497	28,187	129,775	14,334
• Monroe	64.6	.0292	26.5	17.5	13.4	14.3	24.3	22.4	402,619	56,996	24,833	83,013	22,106	118,022	8,083
SUBURBAN TOTAL	69.7	.0314	28.0	11.2	17.2	16.5	21.4	23.4	163,745	62,658	11,862	11,484	6,081	11,753	6,251
NEW ORLEANS	**1,163.8**	**.5252**	**28.5**	**13.1**	**16.9**	**16.7**	**22.4**	**402.6**	**4,676,187**	**1,211,095**	**463,449**	**635,191**	**249,368**	**815,606**	**150,141**
Jefferson	438.6	.1980	27.4	12.5	19.5	17.9	17.3	141.9	2,125,848	567,939	159,215	344,115	129,713	404,090	60,436
Orleans	564.5	.2548	30.0	14.1	14.6	15.3	27.5	208.4	2,042,613	468,663	261,877	234,433	106,943	335,412	72,682
• New Orleans	564.5	.2548	30.0	14.1	14.6	15.3	27.5	208.4	2,042,613	468,663	261,877	234,433	106,943	335,412	72,682
St. Bernard	63.5	.0286	27.0	13.3	17.4	19.9	16.2	20.2	172,708	79,726	13,609	23,392	5,207	8,442	7,329
St. Tammany	97.2	.0438	28.0	10.4	17.0	17.0	21.2	32.1	335,018	94,767	28,748	33,251	7,505	67,662	9,694
SUBURBAN TOTAL	599.3	.2704	27.5	12.2	18.8	18.0	17.8	194.2	2,633,574	742,432	201,572	400,758	142,425	480,194	77,459



3rd in nation, per capita income growth 1969-1976*
SMSA pop. 449,600**
4th largest port in nation***
BATON ROUGE
$
College student population of 34,000
2nd largest oil refinery in nation****
Highest average effective buying income per household in Louisiana, $19,955**

Increase sales in the youngest, most affluent major market in Louisiana with the State-Times & Morning Advocate. Combined daily circulation has increased to 119,876 (ABC March 30, 1980). For the full story on using our newspapers to sell in the Baton Rouge market, call Don Stewart, (504) 388-0272. Or talk to our national representative, Brannam.

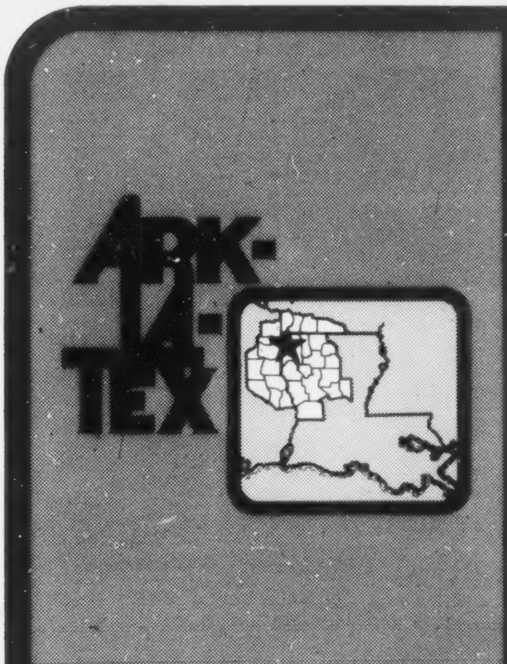
MORNING ADVOCATE
STATE TIMES

*Advertising Age, Dec. 11, 1978 **© 1979 S&MM Survey of Buying Power *** U.S. Army Corps of Engineers ****Mid-Continent Oil & Gas Association

LA. (cont.)

S&MM ESTIMATES

	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
SHREVEPORT	**363.6**	**.1641**	**29.1**	**12.3**	**15.5**	**16.2**	**24.6**	**122.7**	**1,468,858**	**302,103**	**107,645**	**230,585**	**74,794**	**346,487**	**32,73**
Bossier	74.9	.0338	26.1	14.1	18.4	16.6	16.9	23.2	209,542	50,599	20,454	28,636	7,464	47,166	5,62
Bossier City	48.0	.0217	25.3	14.8	19.3	18.2	13.1	14.9	192,357	45,865	18,879	27,667	7,103	42,596	5,0
Caddo	246.7	.1113	29.8	11.9	15.0	16.1	26.1	84.8	1,119,352	209,078	82,443	188,197	61,485	267,635	23,00
• Shreveport	206.0	.0930	30.1	12.0	15.4	16.1	26.3	71.9	1,015,081	188,749	76,686	158,317	58,046	256,896	21,2
Webster	42.0	.0190	31.8	11.1	14.4	15.7	29.7	14.7	139,964	42,426	4,748	13,752	5,845	31,686	4,11
SUBURBAN TOTAL	157.6	.0711	27.8	12.6	15.7	16.3	22.4	50.8	453,777	113,354	30,959	72,268	16,748	89,591	11,44
OTHER COUNTIES															
Acadia	55.1	.0249	29.0	11.4	14.6	15.3	26.0	17.2	139,217	39,796	7,913	12,359	4,564	26,703	7,09
Allen	20.6	.0093	29.7	10.7	15.1	15.0	27.0	6.5	60,113	16,093	3,063	5,098	2,232	16,782	2,14
Assumption	20.8	.0094	26.3	13.1	15.6	13.4	23.0	6.0	33,142	9,621	2,071	5,596	1,921	8,290	1,19
Avoyelles	39.5	.0178	30.9	10.3	13.0	14.8	29.9	12.8	101,818	33,514	3,662	9,528	2,985	28,607	5,61
Beauregard	28.8	.0130	29.0	12.6	15.7	15.4	25.2	9.2	95,700	23,937	2,936	6,514	3,708	27,273	1,59
Bienville	17.9	.0081	33.5	11.1	12.6	13.3	34.8	6.0	26,074	9,465	490	1,278	230	5,552	1,09
Caldwell	10.2	.0046	33.1	10.4	12.5	14.3	33.3	3.3	23,627	8,291	669	1,946	136	5,816	1,29
Cameron	9.8	.0045	29.3	11.5	16.4	17.1	23.6	3.0	17,436	6,507	2,141	1,308	114		21
Catahoula	11.6	.0052	29.4	10.1	14.4	14.2	27.7	3.7	28,495	6,793	1,060	1,686	1,876	6,824	1,72
Claiborne	16.6	.0075	36.7	9.7	11.5	14.0	37.6	5.7	40,335	10,713	1,594	2,282	1,835	13,500	1,41
Concordia	21.8	.0098	28.1	11.5	15.1	16.2	23.3	6.4	55,675	12,531	2,954	5,535	3,655	15,353	1,90
De Soto	24.0	.0109	32.1	10.4	11.9	13.4	33.2	7.7	53,215	18,466	1,974	4,259	1,773	11,969	1,469
East Carroll	11.6	.0053	26.7	10.7	11.6	13.1	27.3	3.4	26,615	7,096	833	1,728	171	5,172	1,347
East Feliciana	16.1	.0072	30.0	10.6	13.6	14.0	29.2	3.9	23,833	7,083	1,524	418	158	8,247	814
Evangeline	32.9	.0149	30.1	10.8	14.2	15.0	28.1	10.9	83,244	25,235	2,055	6,358	5,417	24,024	5,436
Franklin	23.9	.0108	30.4	10.3	12.3	14.2	30.1	7.6	59,604	18,398	1,009	6,017	1,765	14,259	3,191
Iberia	65.9	.0297	27.2	11.3	15.7	15.5	22.3	20.9	247,904	61,039	15,629	21,243	11,947	64,951	9,591
Iberville	30.7	.0139	27.3	12.4	14.6	14.4	24.4	9.0	85,064	26,248	7,496	6,559	2,964	17,701	3,976
Jackson	17.1	.0077	33.1	11.1	13.9	14.2	33.2	5.9	40,440	12,352	1,511	5,079	2,637	9,128	1,434
Jefferson Davis	31.3	.0141	28.9	10.8	14.5	15.6	25.5	9.9	108,479	27,628	5,274	7,834	2,774	31,407	5,167
Lafourche	77.3	.0349	26.1	15.2	17.0	16.1	18.7	21.8	267,662	73,229	27,225	24,429	14,180	52,693	10,662
La Salle	15.6	.0070	32.8	10.3	13.3	15.6	31.5	5.5	42,610	15,453	1,675	2,507	1,487	10,576	1,996
Lincoln	39.0	.0176	24.0	30.2	12.0	11.4	22.3	11.5	120,908	26,055	10,367	10,766	4,512	27,415	3,814
Madison	14.4	.0065	28.0	10.3	11.6	12.5	29.3	4.6	33,498	11,303	1,399	2,056	1,162	8,983	1,201
Morehouse	34.0	.0153	29.3	10.5	12.6	15.1	27.7	10.8	98,253	25,937	2,893	12,047	2,353	32,462	3,475
Natchitoches	36.4	.0164	27.0	18.1	12.2	12.7	27.6	11.1	93,001	23,199	10,735	6,884	4,239	15,348	2,247
Plaquemines	26.5	.0120	25.6	13.8	18.4	16.6	16.1	7.4	76,028	33,023	13,945	2,752	2,534	3,516	2,031
Pointe Coupee	21.9	.0098	28.1	11.6	13.2	14.3	26.7	6.5	55,447	18,913	2,531	3,938	2,627	16,170	2,168
Red River	9.4	.0043	31.4	11.0	11.3	13.3	32.6	3.1	26,574	7,429	1,324	2,236	864	6,583	1,225



SHREVEPORT

LOUISIANA'S 2nd LARGEST CITY

in the **SHREVEPORT MARKET** . . . you really get quality coverage from The Shreveport Times and Shreveport Journal. You're getting coverage and readership of this quality newspaper audience which makes up the Ark-La-Tex area. The Times-Journal reaches **45%** of the households in this 23-county area in North Louisiana, East Texas and South Arkansas. **70%** coverage in the **METRO** area.

As the big second market in Louisiana, **SHREVEPORT** is the dominating city for **883,000** people in **295,800** households with effective buying income of **5.2 billion** and producing retail sales of **3.2 billion.** Be sure that the **TIMES-JOURNAL** are included in your next advertising schedule — the dominant medium in the market.

Newspaper Production Co., Agent for—

The Times Shreveport Journal

Circulation: **M & E 122,063** **MORNING 87,881**
SUNDAY 125,750 **EVENING 34,182**

(ABC AUDIT REPORT ENDING DEC. 31, 1979)
REPRESENTED BY GANNETT NEWSPAPER ADVERTISING SALES
S&MM Survey of Buying Power, July 1980

New Orleans' Greatest Double Feature of them All

The Times-Picayune
The States-Item

Have Combined Editions Into

One Great Newspaper

Now there are more features, more columnists, more cartoons, more news, more advertising, etc. There's virtually more of everything — all combined into a heftier, more comprehensive all-day newspaper.

The New Orleans Retail Trading Zone is yours when you're in The Times-Picayune/The States-Item.

THE NEW ORLEANS RETAIL TRADING ZONE APPROACHES AND SURPASSES 50% OF LOUISIANA'S TOTAL SALES POTENTIAL

	New Orleans RTZ Totals	% of La. Totals
General Merchandise Sales	$954,882,000	47%
Food Sales	$1,971,374,000	52%
Drug Sales	$242,364,000	51%
Retail Sales	$7,357,662,000	50%
Furn. Hsld. Appliance Sales	$422,045,000	59%
Automotive Sales	$1,364,086,000	45%
Effective Buying Income	$13,034,147,000	51%
Population	1,945,000	48%
Households	636,600	49%

Source: S&MM Survey of Buying Power, July 28, 1980

The Times-Picayune/The States-Item
One Great Newspaper

REPRESENTED BY NEWHOUSE NEWSPAPERS

LA. (cont.)

S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Richland	22.1	.0099	29.2	10.9	11.7	13.3	29.9	6.7	71,247	22,900	1,993	4,490	3,859	14,280	196
Sabine	19.8	.0090	32.0	10.7	13.5	13.3	32.6	6.5	64,495	17,215	1,935	9,882	1,505	20,494	622
St. Charles	35.1	.0159	25.7	12.4	17.2	17.0	16.9	10.2	73,899	30,120	5,060	6,354	2,038	10,787	080
St. Helena	9.7	.0043	27.5	12.6	12.6	14.1	26.5	2.7	5,487	2,664	169	640	44	518	374
St. James	19.6	.0089	25.0	13.9	14.7	13.7	21.6	4.9	49,872	15,255	2,072	3,084	5,058	7,908	496
St. John the Baptist	29.3	.0132	25.8	12.6	17.4	14.5	19.5	7.6	68,635	27,490	6,345	10,861	2,821	4,480	754
St. Landry	84.2	.0380	27.5	11.5	14.3	15.2	24.2	25.2	242,464	64,546	11,170	16,947	10,524	54,042	1[illegible],594
St. Martin	36.5	.0165	26.2	12.6	15.7	14.7	21.5	10.6	72,028	27,304	7,123	3,441	1,722	17,798	[illegible],384
St. Mary	61.8	.0279	26.1	12.9	18.2	15.4	18.4	18.0	220,838	66,053	21,754	10,563	10,133	40,340	10,292
Tangipahoa	77.3	.0349	25.5	15.8	13.5	13.4	23.8	23.9	310,771	81,602	19,377	34,231	6,338	71,761	9,904
Tensas	8.1	.0037	30.2	9.9	10.6	12.4	32.5	2.5	14,583	3,454	146	1,586	70	5,579	217
Terrebonne	92.3	.0416	24.8	13.5	17.6	15.3	16.6	26.0	418,645	98,072	37,227	75,629	23,162	95,099	11,230
Union	19.5	.0088	32.9	11.0	12.8	14.6	32.6	6.4	39,498	12,097	778	1,149	366	12,337	2,082
Vermilion	47.4	.0214	30.5	10.7	14.2	16.0	27.6	15.4	136,714	39,673	7,763	6,901	3,976	30,959	6,161
Vernon	43.8	.0198	22.6	44.8	11.1	9.6	13.8	10.9	92,873	36,651	6,440	6,612	2,627	14,259	1,334
Washington	43.0	.0194	30.0	10.9	13.5	15.9	27.3	14.5	128,622	46,925	4,433	7,948	6,465	24,750	6,242
West Carroll	12.8	.0057	31.2	9.8	13.2	14.3	30.7	4.4	31,408	7,939	391	3,765	88	10,856	1,043
West Feliciana	10.4	.0047	28.8	21.5	33.9	17.5	11.6	1.8	18,094	6,089	1,189	2,864	441	2,745	735
Winn	17.2	.0078	32.6	10.6	13.3	14.4	32.5	5.9	42,458	14,445	1,761	3,130	532	11,361	1,065
TOTAL METRO COUNTIES	**2,557.5**	**1.1541**	**27.9**	**13.7**	**16.6**	**16.2**	**22.0**	**863.1**	**10,587,919**	**2,531,289**	**869,923**	**1,643,028**	**542,950**	**2,078,968**	**312,378**
TOTAL STATE	**4,028.1**	**1.8179**	**27.8**	**13.7**	**15.7**	**15.7**	**22.9**	**1,308.5**	**14,854,561**	**3,767,130**	**1,145,001**	**2,033,365**	**711,539**	**3,044,625**	**476,820**

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S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
ALEXANDRIA	**736,573**	**13,783**	**7.0**	**16.5**	**25.8**	**20.2**	**.0523**
Grant	69,899	10,826	7.0	17.1	21.6	13.9	.0043
Rapides	666,674	14,209	7.0	16.3	26.4	21.0	.0480
● Alexandria	293,557	12,616	8.1	16.0	22.2	20.8	.0269
SUBURBAN TOTAL	443,016	14,439	6.2	16.7	28.3	19.8	.0254
BATON ROUGE	**3,368,527**	**19,734**	**4.8**	**11.9**	**25.3**	**36.6**	**.2126**
Ascension	265,466	17,887	4.7	10.8	25.6	31.3	.0189
East Baton Rouge	2,721,902	20,794	4.6	11.7	24.9	39.4	.1707
● Baton Rouge	1,672,306	19,369	5.1	12.8	23.3	37.2	.1143
Livingston	285,267	16,290	5.5	13.9	28.7	25.1	.0173
West Baton Rouge	95,892	14,894	6.8	12.2	25.1	24.6	.0057
SUBURBAN TOTAL	1,696,221	20,008	4.5	11.1	27.2	35.9	.0983
LAFAYETTE	**964,365**	**18,040**	**5.5**	**13.2**	**24.9**	**33.0**	**.0666**
Lafayette	964,365	18,040	5.5	13.2	24.9	33.0	.0666
● Lafayette	612,800	17,575	5.5	13.6	23.8	32.8	.0479
SUBURBAN TOTAL	351,565	18,718	5.4	12.6	26.4	33.5	.0187
LAKE CHARLES	**1,062,020**	**17,976**	**5.0**	**13.4**	**29.1**	**29.4**	**.0700**
Calcasieu	1,062,020	17,976	5.0	13.4	29.1	29.4	.0700
● Lake Charles	523,114	17,000	5.4	14.3	26.9	28.6	.0397
SUBURBAN TOTAL	538,906	18,764	4.6	12.5	31.1	30.2	.0303
MONROE	**876,250**	**15,628**	**6.2**	**14.7**	**24.8**	**26.9**	**.0583**
Ouachita	876,250	15,628	6.2	14.7	24.8	26.9	.0583
● Monroe	428,141	13,908	7.0	15.9	20.9	25.9	.0327
SUBURBAN TOTAL	448,109	17,188	5.4	13.6	28.8	27.8	.0256
NEW ORLEANS	**8,764,377**	**18,675**	**5.0**	**12.8**	**26.8**	**33.2**	**.5339**
Jefferson	3,577,899	23,213	3.3	10.3	29.6	44.2	.2220
Orleans	4,141,916	15,194	6.2	14.4	23.5	27.0	.2479
● New Orleans	4,141,916	15,194	6.2	14.4	23.5	27.0	.2479
St. Bernard	427,068	20,185	3.8	11.6	39.6	31.2	.0248
St. Tammany	617,494	16,318	5.5	14.1	27.4	26.1	.0392
SUBURBAN TOTAL	4,622,461	21,812	3.7	11.1	30.2	39.9	.2860
SHREVEPORT	**2,314,538**	**16,118**	**5.8**	**14.3**	**26.2**	**26.9**	**.1538**
Bossier	418,046	16,640	5.5	16.2	31.4	24.3	.0268
Bossier City	289,909	18,286	4.7	16.6	34.4	27.7	.0198
Caddo	1,668,647	16,397	5.8	13.7	24.5	29.1	.1115
● Shreveport	1,465,053	17,111	5.7	13.6	24.8	30.7	.0982
Webster	227,845	13,868	5.8	14.9	28.9	17.7	.0155
SUBURBAN TOTAL	849,485	14,917	5.8	15.3	28.4	21.4	.0556
OTHER COUNTIES							
Acadia	242,000	10,897	8.7	17.5	22.8	13.1	.0171
Allen	80,410	9,784	7.6	16.4	24.1	8.8	.0064
Assumption	92,417	13,079	7.5	15.8	28.1	15.7	.0058
Avoyelles	150,374	8,564	8.3	15.8	18.7	9.7	.0117
Beauregard	161,201	14,849	5.5	15.9	26.0	23.5	.0108

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Bienville	73,411	9,470	7.6	15.9	21.5	10.7	.0048
Caldwell	38,328	8,667	8.6	17.4	19.2	8.0	.0029
Cameron	49,940	15,747	5.7	18.5	34.3	18.2	.0029
Catahoula	46,670	9,667	7.7	17.6	20.3	10.8	.0035
Claiborne	80,247	9,933	6.3	13.1	20.9	15.8	.0054
Concordia	106,865	13,129	6.1	13.6	22.3	22.8	.0071
De Soto	105,838	9,713	6.8	14.5	19.8	14.8	.0072
East Carroll	39,095	6,990	7.7	13.2	13.7	9.8	.0032
East Feliciana	64,703	12,691	7.2	14.7	22.1	21.8	.0042
Evangeline	134,140	8,463	6.8	14.8	18.5	11.5	.0100
Franklin	79,591	7,225	7.1	15.7	16.6	7.3	.0066
Iberia	392,362	16,367	5.8	13.5	27.1	26.6	.0265
Iberville	161,322	14,019	6.2	12.5	21.3	26.3	.0105
Jackson	103,457	14,629	6.1	12.9	24.1	24.9	.0062
Jefferson Davis	160,246	13,120	7.3	14.3	24.4	20.5	.0114
Lafourche	427,065	17,633	5.4	15.3	33.4	25.7	.0292
La Salle	80,301	11,850	7.5	17.2	25.3	14.1	.0054
Lincoln	226,278	14,228	6.3	14.3	21.4	26.4	.0145
Madison	44,635	5,775	7.4	11.2	13.0	6.9	.0039
Morehouse	156,501	10,978	6.9	12.8	22.8	17.3	.0112
Natchitoches	157,641	9,434	7.6	14.8	16.9	16.2	.0113
Plaquemines	156,915	19,184	4.4	14.6	32.7	30.8	.0099
Pointe Coupee	99,008	11,251	6.8	15.1	20.9	18.4	.0069
Red River	30,676	6,809	6.1	14.4	18.4	6.1	.0027
Richland	91,836	9,935	6.6	13.3	21.4	15.2	.0072
Sabine	76,832	9,184	6.9	17.3	21.4	8.5	.0064
St. Charles	206,152	19,384	4.7	12.8	31.6	30.6	.0120
St. Helena	34,571	9,341	9.8	16.0	17.0	13.7	.0021
St. James	98,554	19,416	4.7	10.2	27.8	32.0	.0064
St. John the Baptist	143,667	18,315	5.2	11.0	29.5	28.0	.0095
St. Landry	365,701	10,895	6.5	14.3	21.1	17.2	.02[illegible]1
St. Martin	142,142	10,790	7.4	16.8	23.2	12.9	.01[illegible]2
St. Mary	384,346	19,377	4.9	12.1	26.2	35.2	.0248
Tangipahoa	321,343	9,634	8.4	14.9	20.5	13.1	.02[illegible]4
Tensas	27,860	6,530	7.5	10.7	13.7	10.9	.00[illegible]1
Terrebonne	564,761	20,176	4.4	11.7	31.5	33.7	.03[illegible]9
Union	106,676	13,739	7.3	12.5	24.4	22.6	.00[illegible]3
Vermilion	285,635	14,864	6.4	14.8	23.9	25.7	.01[illegible]9
Vernon	274,517	10,786	9.7	25.6	22.0	6.6	.01[illegible]5
Washington	210,868	11,616	6.6	15.0	24.3	15.7	.0118
West Carroll	58,082	9,586	6.4	15.1	19.9	13.7	.00[illegible]9
West Feliciana	32,942	12,942	5.8	13.8	19.9	24.4	.00[illegible]7
Winn	82,346	10,157	7.2	17.1	23.0	10.5	.00[illegible]4
TOTAL METRO COUNTIES	**18,086,650**	**17,964**	**5.3**	**13.2**	**26.3**	**31.6**	**1.1475**
TOTAL STATE	**25,337,118**	**16,119**	**5.7**	**13.7**	**25.5**	**27.5**	**1.6[illegible]13**

MAINE

MAINE
ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
△ **BANGOR**	**141.1**	**.0637**	**28.2**	**17.3**	**14.8**	**15.7**	**24.1**	**45.8**	**564,652**	**125,953**	**34,481**	**67,108**	**25,864**	**126,786**	**15,387**
Penobscot	141.1	.0637	28.2	17.3	14.8	15.7	24.1	45.8	564,652	125,953	34,481	67,108	25,864	126,786	13,387
• Bangor	31.6	.0143	29.3	17.9	14.7	14.4	27.2	11.1	288,001	43,658	19,801	55,261	18,310	70,896	6,637
SUBURBAN TOTAL	109.5	.0494	27.8	17.1	14.9	16.1	23.2	34.7	276,651	82,295	14,680	11,847	7,554	55,890	8,750
LEWISTON - AUBURN	**94.8**	**.0428**	**31.2**	**12.6**	**14.4**	**16.1**	**28.5**	**33.8**	**377,652**	**83,092**	**27,630**	**47,179**	**9,802**	**86,804**	**7,126**
Androscoggin	94.8	.0428	31.2	12.6	14.4	16.1	28.5	33.8	377,652	83,092	27,630	47,179	9,802	86,804	7,126
• Auburn	23.4	.0106	32.7	10.8	13.2	17.0	30.0	8.4	138,714	27,422	8,499	16,130	2,741	58,534	1,557
• Lewiston	41.8	.0189	31.9	13.9	14.3	15.4	30.2	15.5	190,646	39,690	16,384	29,488	6,036	23,700	4,275
SUBURBAN TOTAL	29.6	.0133	29.3	12.1	15.8	16.2	24.8	9.9	48,292	15,980	2,747	1,561	1,025	4,570	1,294
PORTLAND	**234.1**	**.1056**	**31.0**	**13.1**	**15.2**	**16.0**	**27.8**	**82.6**	**1,147,351**	**248,549**	**76,581**	**141,019**	**32,796**	**193,207**	**28,737**
Cumberland	206.8	.0933	31.0	13.3	14.9	16.1	28.0	72.9	1,091,072	231,249	73,916	139,488	31,733	175,668	27,315
• Portland	57.6	.0260	33.1	13.6	13.3	15.1	32.4	22.4	339,808	74,827	31,245	25,631	10,728	64,036	7,689
Sagadahoc	27.3	.0123	30.7	10.9	16.5	15.4	27.5	9.7	56,279	17,300	2,665	1,531	1,063	17,539	1,422
SUBURBAN TOTAL	176.5	.0796	30.4	12.9	15.6	16.4	26.4	60.2	807,543	173,722	45,336	115,388	22,068	129,171	21,048
OTHER COUNTIES															
Aroostook	98.1	.0443	27.4	13.4	15.1	15.9	22.5	30.1	298,595	69,448	16,027	36,516	12,297	62,294	10,599
Franklin	26.8	.0121	29.7	14.4	14.9	15.8	26.4	8.7	77,534	18,049	6,021	6,797	1,299	17,844	2,063
Hancock	41.5	.0187	33.7	10.8	14.1	15.8	32.4	15.1	167,070	43,648	15,453	16,355	4,523	28,368	4,560
Kennebec	105.7	.0477	31.0	12.4	14.7	16.4	27.7	35.5	446,593	100,773	28,927	57,004	15,935	96,218	11,515
Knox	33.1	.0149	34.8	9.9	13.3	16.4	33.4	12.3	125,413	31,673	8,472	9,976	2,405	21,355	3,978
Lincoln	25.5	.0116	35.0	8.6	13.8	16.0	34.0	9.4	84,886	21,398	8,345	1,140	2,996	12,393	1,523
Oxford	48.0	.0216	32.7	9.8	13.9	16.8	30.0	16.8	132,268	36,077	9,969	10,848	2,340	26,731	6,741
Piscataquis	17.3	.0078	33.8	10.3	13.4	16.1	32.3	6.5	49,201	17,911	2,357	2,825	1,677	8,874	1,900
Somerset	46.6	.0211	31.5	10.2	14.9	16.4	28.4	16.1	117,713	36,106	5,970	2,545	3,690	20,620	5,779
Waldo	28.8	.0130	30.4	11.7	14.0	15.9	27.6	9.8	62,286	18,563	5,083	2,570	1,387	12,043	2,873
Washington	35.0	.0157	33.9	10.1	12.4	16.4	32.3	12.4	102,333	33,400	5,699	9,563	2,367	11,827	2,956
York	129.6	.0585	31.3	12.0	14.7	16.1	28.4	45.2	452,756	103,392	47,200	26,839	12,286	89,862	15,825
TOTAL METRO COUNTIES	**470.0**	**.2121**	**30.2**	**14.2**	**14.9**	**16.0**	**26.8**	**162.2**	**2,089,655**	**457,594**	**138,692**	**255,306**	**68,462**	**406,797**	**51,250**
TOTAL STATE	**1,106.0**	**.4991**	**30.8**	**12.7**	**14.7**	**16.1**	**27.7**	**380.1**	**4,206,303**	**988,032**	**298,215**	**438,284**	**131,664**	**815,226**	**121,562**

MAINE
ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over — A	B	C	D	Buying Power Index
△ **BANGOR**	**839,385**	**16,212**	**6.3**	**17.9**	**33.3**	**21.2**	**.0578**
Penobscot	839,385	16,212	6.3	17.9	33.3	21.2	.0578
• Bangor	202,145	15,319	7.1	17.8	30.1	20.9	.0188
SUBURBAN TOTAL	637,240	16,448	6.0	17.9	34.4	21.3	.0390
LEWISTON - AUBURN	**540,148**	**14,286**	**7.7**	**20.3**	**33.9**	**13.0**	**.0381**
Androscoggin	540,148	14,286	7.7	20.3	33.9	13.0	.0381
• Auburn	145,458	14,961	7.8	19.0	33.7	16.1	.0113
• Lewiston	235,087	13,304	8.2	20.6	31.5	11.5	.0175
SUBURBAN TOTAL	159,603	15,154	6.7	20.9	37.9	12.8	.0093
PORTLAND	**1,596,533**	**17,209**	**5.3**	**16.6**	**33.7**	**24.4**	**.1092**
Cumberland	1,434,131	17,479	5.5	16.1	33.6	25.3	.0998
• Portland	429,599	16,373	6.5	15.8	27.8	26.4	.0300
Sagadahoc	162,402	15,466	4.2	20.2	34.3	17.7	.0094
SUBURBAN TOTAL	1,166,934	17,445	4.9	16.9	35.8	23.7	.0792
OTHER COUNTIES							
Aroostook	482,656	13,792	7.9	23.3	30.8	13.6	.0338
Franklin	165,378	17,364	6.7	16.3	34.6	23.5	.0101
Hancock	254,468	14,520	7.5	19.1	31.1	17.1	.0174
Kennebec	708,311	17,581	5.0	16.9	32.7	26.4	.0465
Knox	212,086	14,702	6.8	18.7	31.4	17.5	.0137
Lincoln	144,757	13,362	7.3	19.6	30.9	13.7	.0097
Oxford	269,007	15,013	6.7	19.6	36.2	13.8	.0171
Piscataquis	107,182	14,543	8.2	22.0	32.3	15.8	.0064
Somerset	267,052	14,491	7.0	21.2	32.2	15.7	.0165
Waldo	168,103	14,602	7.9	20.1	31.2	17.2	.0099
Washington	173,388	11,515	8.7	19.5	25.6	11.3	.0120
York	756,554	15,060	6.5	19.4	34.4	15.8	.0504
TOTAL METRO COUNTIES	**2,976,066**	**16,253**	**6.1**	**17.7**	**33.7**	**21.1**	**.2051**
TOTAL STATE	**6,685,008**	**15,479**	**6.5**	**18.8**	**32.9**	**18.9**	**.4486**

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Bangor Daily News

Largest Daily Newspaper in Northern New England

MARYLAND

MD. [illegible] ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BALTIMORE	**2,158.2**	**.9740**	**30.6**	**13.4**	**16.8**	**17.8**	**24.8**	**747.9**	**8,415,411**	**1,990,079**	**782,253**	**1,098,052**	**384,661**	**1,554,132**	[illegible]
Anne Arundel	365.3	.1648	28.6	13.7	18.8	18.6	19.4	119.4	1,512,088	360,985	139,726	217,112	58,680	303,118	4[illegible],702
Baltimore	645.7	.2914	31.6	12.9	16.8	19.5	24.8	227.2	3,492,982	848,275	285,292	548,834	177,507	605,057	9[illegible],359
Baltimore city	778.3	.3513	31.8	14.1	15.0	15.7	29.5	280.9	2,266,713	489,981	257,310	226,837	104,788	442,492	87,098
• Baltimore	778.3	.3513	31.8	14.1	15.0	15.7	29.5	280.9	2,266,713	489,981	257,310	226,837	104,788	442,492	87,098
Carroll	95.7	.0432	31.2	12.6	16.9	17.1	26.4	31.7	296,649	80,378	18,863	13,645	10,452	57,905	1[illegible],662
Harford	150.0	.0677	28.0	14.0	19.0	18.4	18.2	49.3	455,319	122,001	41,099	42,964	15,150	78,645	1[illegible],366
Howard	123.2	.0556	29.0	11.0	18.3	20.4	18.6	39.4	391,660	88,459	39,963	48,660	18,084	66,915	[illegible],439
SUBURBAN TOTAL	1,379.9	.6227	30.1	13.0	17.8	19.1	22.2	467.0	6,148,698	1,500,098	524,943	871,215	279,873	1,111,640	18[illegible],528
△ **HAGERSTOWN**	**109.8**	**.0495**	**32.2**	**13.5**	**15.6**	**17.5**	**28.1**	**39.7**	**531,062**	**103,877**	**32,485**	**81,339**	**22,294**	**81,757**	**16,121**
Washington	109.8	.0495	32.2	13.5	15.6	17.5	28.1	39.7	531,062	103,877	32,485	81,339	22,294	81,757	16,121
• Hagerstown	37.4	.0169	34.8	12.8	14.7	16.1	33.6	15.2	301,080	62,917	20,904	39,415	10,459	70,905	[illegible],945
SUBURBAN TOTAL	72.4	.0326	30.9	13.8	16.2	18.3	25.1	24.5	229,982	40,960	11,581	41,924	11,835	10,852	8,176
OTHER COUNTIES															
Allegany	80.1	.0362	34.6	12.9	14.0	16.7	32.7	30.6	320,902	77,793	25,903	45,456	17,218	51,343	16,130
Calvert	31.2	.0141	28.2	11.0	15.0	14.3	25.5	9.9	68,715	24,357	6,845	1,379	3,145	11,726	3,039
Caroline	22.6	.0102	33.8	10.5	13.6	15.8	32.6	8.7	81,819	25,399	2,870	1,335	1,515	21,394	2,496
☐ Cecil	56.9	.0256	28.9	13.1	17.0	17.0	22.7	17.9	234,667	48,389	19,799	7,025	7,095	47,194	4,980
☐ Charles	69.9	.0316	26.9	11.8	20.2	16.2	17.5	20.6	235,121	56,034	20,259	10,097	8,258	57,620	19,744
Dorchester	30.2	.0136	36.1	10.5	13.6	17.0	34.3	11.5	98,130	26,255	7,950	8,144	2,641	9,581	3,843
Frederick	109.9	.0496	30.2	13.7	16.3	17.1	25.0	36.3	444,056	85,817	32,223	61,241	16,851	77,741	13,725
Garrett	26.8	.0121	32.0	10.2	14.8	15.9	29.6	9.2	87,373	24,958	3,415	4,715	4,685	25,343	2,790
Kent	16.7	.0075	32.7	14.5	13.8	15.5	31.3	6.1	66,358	21,623	6,142	4,769	2,005	10,485	2,902
☐ Montgomery	591.6	.2670	30.8	12.1	17.6	20.1	22.4	201.8	2,941,077	595,080	219,801	527,523	181,088	536,640	107,917
Rockville	51.2	.0231	27.7	12.1	19.6	21.3	14.5	16.0	337,068	57,777	29,746	22,357	27,301	81,174	8,697
☐ Prince Georges	665.2	.3002	27.1	16.5	22.0	17.1	15.6	222.3	3,043,352	646,274	217,928	477,687	128,807	621,118	129,285
Queen Annes	23.8	.0108	33.9	10.7	14.4	16.2	32.3	8.1	62,250	15,479	7,227	1,378	1,374	16,044	978
St. Marys	55.4	.0250	24.0	19.4	19.4	13.0	14.9	16.6	144,955	34,722	12,752	12,747	8,287	25,268	4,700
Somerset	18.9	.0085	34.4	12.5	12.3	14.9	34.3	6.7	34,798	11,168	3,499	1,213	1,170	6,059	825
Talbot	27.4	.0124	37.5	10.4	13.6	16.0	36.6	10.7	151,142	34,751	12,327	2,310	8,847	32,912	5,509
Wicomico	61.2	.0276	32.1	12.2	15.0	17.2	28.4	22.4	339,909	75,176	24,285	52,151	14,685	62,248	9,758
Worcester	27.4	.0124	34.2	10.5	13.6	16.9	32.1	10.0	212,094	52,233	36,738	7,723	8,269	47,215	6,333
TOTAL METRO COUNTIES	**3,651.6**	**1.6479**	**29.8**	**13.7**	**17.9**	**18.0**	**22.7**	**1,250.2**	**15,400,690**	**3,439,733**	**1,292,525**	**2,201,723**	**732,203**	**2,898,461**	**548,673**
TOTAL STATE	**4,183.2**	**1.8879**	**30.0**	**13.6**	**17.6**	**17.8**	**23.4**	**1,437.0**	**17,513,191**	**3,949,464**	**1,474,699**	**2,406,284**	**822,895**	**3,295,820**	**621,701**

OOPS!

Everybody's human...even Sales and Marketing Management makes mistakes. The 1979 Survey of Buying Power understated the Baltimore SMSA Total Retail Sales by over 13%.*

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BALTIMORE

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Sources: ABC Fas-Fax Report, 3/31/80, Nelson Study, 1978, Media Records, 1979.

MD.
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
BALTIMORE	**15,053,484**	**17,924**	**5.3**	**16.2**	**34.4**	**26.5**	**.9443**
Anne Arundel	2,429,909	18,365	5.0	17.1	38.7	25.5	.1591
Baltimore	5,484,289	21,418	3.3	12.4	37.5	36.9	.3458
Baltimore city	4,616,843	14,203	7.1	18.9	29.5	17.4	.2895
• Baltimore	4,616,843	14,203	7.1	18.9	29.5	17.4	.2895
Carroll	569,403	16,626	6.1	18.2	37.4	19.5	.0362
Harford	997,583	17,766	5.5	18.7	36.4	24.1	.0597
Howard	955,457	22,644	3.4	12.0	33.2	42.0	.0540
SUBURBAN TOTAL	10,436,641	19,96[illegible]	4.1	14.6	37.3	32.0	.6548
△ **HAGERSTOWN**	**710,337**	**16,240**	**6.2**	**17.1**	**33.7**	**21.1**	**.0498**
Washington	710,337	16,240	6.2	17.1	33.7	21.1	.0498
• Hagerstown	242,536	14,098	7.3	18.4	30.3	16.3	.0211
SUBURBAN TOTAL	467,801	17,461	5.4	16.3	35.9	24.1	.0287
OTHER COUNTIES							
Allegany	426,417	12,887	7.3	22.0	30.1	10.1	.0312
Calvert	162,398	14,510	6.8	19.6	31.2	16.9	.0101
Caroline	116,654	11,678	8.7	20.1	27.6	9.8	.0085
☐ Cecil	330,422	15,640	6.9	21.7	35.9	17.1	.0213
☐ Charles	502,905	22,609	3.5	10.7	29.5	42.7	.0247
Dorchester	168,690	12,554	8.4	18.6	26.9	14.4	.0113
Frederick	732,702	18,334	4.5	16.5	34.0	27.9	.0416
Garrett	115,531	10,757	9.7	21.4	25.1	7.1	.0069
Kent	97,697	12,966	8.4	19.0	27.6	14.7	.0048
☐ Montgomery	6,121,113	27,315	2.6	8.8	24.8	56.0	.3459
Rockville	407,796	24,038	2.8	10.3	30.8	46.9	.0215
☐ Prince Georges	5,546,502	23,216	3.1	11.5	32.4	44.1	.3342
Queen Annes	137,438	14,363	6.5	17.1	28.0	19.9	.0085
St. Marys	283,345	13,748	8.5	23.6	28.5	15.9	.0187
Somerset	100,384	9,671	8.9	17.1	22.7	8.8	.0059
Talbot	193,300	14,091	8.6	17.8	27.9	19.0	.0135
Wicomico	372,919	14,601	7.4	17.3	30.9	17.7	.0286
Worcester	157,041	13,136	6.9	17.0	27.1	16.8	.0145
TOTAL METRO COUNTIES	**28,264,763**	**19,970**	**4.5**	**14.2**	**32.3**	**34.4**	**1.7233**
TOTAL STATE	**31,329,279**	**19,179**	**4.8**	**14.8**	**32.1**	**32.1**	**1.9373**

MASSACHUSETTS

MASS.
S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BOSTON - LOWELL - BROCKTON - LAWRENCE - HAVERHILL	**3,901.6**	**1.7608**	**31.0**	**13.9**	**16.4**	**16.6**	**26.6**	**1,366.4**	**14,664,190**	**3,238,264**	**1,449,135**	**1,884,945**	**547,984**	**2,165,746**	**471,442**
Essex	624.6	.2819	32.7	11.8	15.1	17.0	29.6	226.8	2,576,193	509,006	260,499	417,591	83,445	422,171	78,685
• Haverhill	44.8	.0202	34.5	11.7	13.5	15.3	34.1	16.9	206,924	44,607	14,284	15,871	9,297	45,334	6,947
• Lawrence	65.4	.0295	34.3	13.2	13.8	14.8	34.2	25.5	198,361	40,124	17,688	5,264	14,050	47,832	8,022
Lynn	78.5	.0354	34.1	12.3	14.0	15.5	33.2	30.7	255,001	59,204	18,902	8,826	9,955	74,631	12,729
Peabody	45.5	.0205	30.6	10.4	18.4	18.9	23.1	15.4	289,727	29,459	15,487	125,992	7,376	24,969	3,861
Salem	38.2	.0172	33.0	14.6	14.4	15.1	32.0	14.9	162,222	47,688	16,758	21,270	6,714	23,007	5,205
Middlesex	1,382.7	.6240	30.7	14.1	17.0	17.0	25.7	471.1	5,159,326	1,145,566	423,607	630,862	218,487	810,788	167,126
Arlington	50.4	.0227	34.2	12.0	17.0	15.7	33.0	18.9	110,336	24,774	4,733	1,423	6,242	37,367	4,065
Cambridge	99.7	.0450	28.3	28.0	21.9	11.5	23.9	40.5	559,484	88,966	59,783	107,047	25,575	34,472	13,849
Everett	39.1	.0176	33.8	13.4	15.5	16.3	31.7	14.7	64,049	21,013	5,236	1,395	4,452	5,003	2,795
Framingham	66.6	.0301	29.7	14.1	19.1	18.2	21.7	22.6	368,917	60,927	46,818	57,560	22,780	69,832	8,694
• Lowell	89.5	.0404	31.2	15.3	14.5	15.4	29.1	32.5	298,005	58,116	19,074	43,781	9,138	84,032	10,579
Malden	54.7	.0247	33.9	13.0	15.1	15.4	33.0	20.6	141,067	30,002	11,325	16,031	5,561	25,239	4,810
Medford	57.8	.0261	33.4	14.7	14.2	16.4	31.3	20.2	213,624	61,226	10,555	11,312	6,934	38,435	13,540
Newton	86.5	.0390	33.7	15.5	13.4	17.5	30.7	29.3	408,494	87,743	39,000	56,255	14,799	56,846	13,305
Somerville	77.1	.0348	31.4	15.5	17.2	14.9	28.9	29.0	194,820	64,735	14,350	15,357	2,427	22,511	7,099
Waltham	55.0	.0248	30.7	17.6	16.8	16.3	26.5	18.7	283,884	57,783	30,610	22,299	21,960	32,967	8,682
Norfolk	621.2	.2804	32.0	12.6	15.6	17.9	27.5	208.7	2,234,509	537,761	182,713	269,482	87,828	355,113	67,464
Brookline	50.3	.0227	37.9	18.5	15.6	12.8	39.7	22.2	138,494	43,404	19,120	2,159	12,456	13,221	4,915
Quincy	92.9	.0419	33.9	13.5	14.9	15.7	32.6	34.8	329,505	77,659	29,926	35,428	13,579	47,858	15,816
Weymouth	57.7	.0260	30.5	12.3	14.6	18.9	24.5	18.8	170,169	46,273	11,606	16,699	5,127	20,439	7,182
Plymouth	405.9	.1832	30.0	11.0	17.5	16.8	24.4	135.4	1,457,782	341,748	130,073	189,124	47,727	224,023	43,868
• Brockton	97.7	.0441	30.6	12.1	17.0	15.9	26.6	34.3	413,514	88,249	40,864	80,820	14,170	54,792	12,887

Lowell, Mass.

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BOSTON GLOBE COVERAGE OF SMSA HOUSEHOLDS
Selected Demographic and Buying Categories*

		DAILY GLOBE		SUNDAY GLOBE	
	Total SMSA Market	% Coverage of all Households	% Coverage of Newspaper-Reading Households	% Coverage of all Households	% Coverage of Newspaper-Reading Households
Total Households	100%	46%	78%	59%	80%
Income $25,000 and over	19	61	86	76	89
Female Head 25 to 34	28	43	87	65	86
Head of Household Professional or Manager	12	63	92	77	93
Female Household Head Employed Full-Time	18	53	90	65	89
Male Household Head College Graduate	19	63	92	79	94
Travel in Past Year					
Vacation Trips (3 or more)	12	58	84	71	89
Vacation Trips by Air	18	51	81	70	83
Business Trips by Air	8	58	83	74	86

		DAILY GLOBE		SUNDAY GLOBE	
	Total SMSA Market	% Coverage of all Households	% Coverage of Newspaper-Reading Households	% Coverage of all Households	% Coverage of Newspaper-Reading Households
Heavy Food Purchasers	52%	48%	78%	62%	80%
Have Bank Charge Card	42	55	84	70	84
Own Stocks/Bonds	20	52	83	72	86
Bought Home Improvement Products Last Year	33	49	83	66	84
Clothes Bought in Past Year					
Women's Coat	37	48	80	64	82
Women's Suit	25	52	79	66	80
Men's Outer Coat	12	52	85	72	88
Men's Slacks	51	47	78	66	82
Children's Clothing	52	44	81	62	81
Own a Microwave Oven	3	59	85	68	83
Own Home	56	49	79	67	82
Own Vacation Property	5	55	83	71	85

* Source: **Profile Boston,** households in the Boston SMSA, year 1979. **Profile Boston** is a continuing research study on household buying and media exposure patterns in the Boston 5-County and SMSA markets, conducted for The Boston Globe by Carl Nelson Research, Inc., Chicago. Please contact your nearest Globe or Million Market Newspapers representative for up-to-date data. The above table contains but a fraction of the vast amount of data available.

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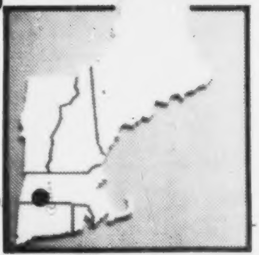

First in Daily A.D.I. COVERAGE

Springfield Union/News 62%
Providence Journal Bulletin 40%
Portland Express-Press Herald 28%
Hartford Courant 27%
Boston Globe 24%
New Haven Register/Journal Courier 17%
Boston Herald American 14%
Worcester Telegram-Gazette 8%
Source: Circulation '79/80

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MASS. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79 Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1979 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
Suffolk	680.2	3069	30.2	19.1	15.9	13.9	28.5	263.3	2,333,723	474,070	378,721	293,491	76,754	190,196	95,004
• Boston	600.5	2710	29.9	19.7	15.8	13.7	28.2	233.5	2,035,873	400,479	350,956	266,491	64,908	156,679	82,444
Revere	40.0	0181	33.5	12.6	15.3	16.9	30.8	15.0	157,088	46,823	17,169	14,175	6,148	16,812	2,703
Rockingham, N. H.	*187.0*	*.0844*	*29.3*	*11.8*	*18.8*	*17.0*	*22.3*	*61.1*	*902,657*	*230,113*	*73,522*	*84,395*	*33,743*	*163,455*	*19,295*
SUBURBAN TOTAL	3,003.7	1.3556	31.1	12.9	16.6	17.3	26.2	1,023.7	11,511,512	2,606,689	1,006,269	1,472,718	436,421	1,777,077	350,563
NEW BEDFORD - FALL RIVER	**470.7**	**.2125**	**32.4**	**12.2**	**14.8**	**16.7**	**29.5**	**170.2**	**1,690,196**	**390,274**	**141,393**	**248,846**	**83,136**	**277,025**	**48,626**
Bristol	470.7	.2125	32.4	12.2	14.8	16.7	29.5	170.2	1,690,196	390,274	141,393	248,846	83,136	277,025	48,626
• Fall River	101.3	.0457	34.4	12.4	13.7	16.0	33.2	39.7	255,555	63,569	18,706	32,606	16,937	43,011	9,611
• New Bedford	98.5	.0445	35.4	12.2	12.9	16.4	34.1	38.6	268,831	52,395	25,421	12,105	27,740	49,762	10,394
Taunton	41.4	.0187	32.5	11.8	15.2	16.3	29.9	14.1	146,994	42,121	8,255	9,596	8,460	29,298	4,438
SUBURBAN TOTAL	270.9	.1223	30.9	12.1	16.0	17.1	26.4	91.9	1,165,810	274,310	97,266	204,135	38,459	184,252	28,621
PITTSFIELD	**141.6**	**.0639**	**32.6**	**12.7**	**14.1**	**16.7**	**30.0**	**50.7**	**585,978**	**150,701**	**43,394**	**70,134**	**19,831**	**79,121**	**14,379**
Berkshire	141.6	.0639	32.6	12.7	14.1	16.7	30.0	50.7	585,978	150,701	43,394	70,134	19,831	79,121	14,379
• Pittsfield	53.9	.0243	32.8	11.8	14.1	17.0	30.0	19.8	263,863	62,457	14,380	41,275	12,484	37,367	5,927
SUBURBAN TOTAL	87.7	.0396	32.5	13.3	14.1	16.5	30.0	30.9	322,115	88,244	29,014	28,859	7,347	41,754	8,452
SPRINGFIELD - CHICOPEE - HOLYOKE	**588.3**	**.2655**	**30.4**	**16.1**	**14.8**	**16.2**	**27.0**	**204.0**	**2,202,622**	**587,641**	**176,689**	**226,841**	**66,695**	**346,278**	**59,578**
Hampden	453.0	.2044	31.6	13.1	15.0	16.9	28.0	162.9	1,782,995	475,152	134,227	195,512	55,102	294,016	47,333
• Chicopee	57.5	.0259	29.8	15.0	16.3	17.3	24.3	19.6	230,047	76,783	18,870	33,200	4,295	30,059	5,536
• Holyoke	43.5	.0196	34.0	12.0	13.7	14.5	34.1	17.1	155,896	43,754	11,811	8,369	6,329	35,191	6,016
• Springfield	167.7	.0757	32.2	13.9	14.0	15.7	30.4	63.4	693,677	167,452	46,391	83,851	26,687	102,051	17,610

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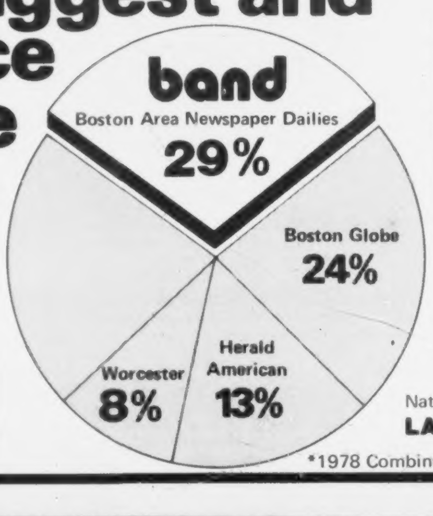

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ADI CIRCULATION: 537,940

Boston Area Newspaper Dailies
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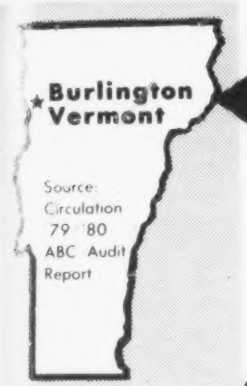

Source: Circulation 79 80 ABC Audit Report

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• 98th in Population • 99th in Households

The Burlington Free Press

Burlington, Vt A Gannett Newspaper 802-863-3441 Gannett Newspaper Advertising Sales

MASS. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Hampshire	135.3	0611	26.3	26.0	14.0	14.0	23.7	41.1	419,627	112,489	42,462	31,329	11,593	52,262	12,245
SUBURBAN TOTAL	319.6	.1443	29.2	18.0	15.1	16.5	24.8	103.9	1,123,002	299,652	99,617	101,421	29,384	178,977	30,416
WORCESTER - FITCHBURG - LEOMINSTER	**646.7**	**.2919**	**31.7**	**13.2**	**14.8**	**16.2**	**28.9**	**222.2**	**2,461,823**	**567,640**	**178,202**	**321,098**	**105,514**	**405,545**	**77,394**
Worcester	646.7	.2919	31.7	13.2	14.8	16.2	28.9	222.2	2,461,823	567,640	178,202	321,098	105,514	405,545	77,394
• Fitchburg	38.6	0174	31.4	15.5	13.6	15.5	29.7	14.3	169,782	48,679	9,817	23,635	5,785	29,259	7,253
• Leominster	36.0	0162	30.6	12.3	15.1	17.8	25.5	12.4	164,954	30,961	10,305	36,792	7,116	20,803	4,591
• Worcester	168.8	0762	34.0	14.9	12.8	15.0	33.8	60.5	717,822	143,296	50,495	96,804	46,241	162,789	22,652
SUBURBAN TOTAL	403.3	.1821	31.0	12.4	15.6	16.7	27.0	135.0	1,409,265	344,704	107,585	163,867	46,372	192,694	42,598
OTHER COUNTIES															
Barnstable	146.1	.0659	35.4	9.7	13.8	15.3	35.1	57.0	840,749	199,061	117,687	78,559	25,878	86,044	21,824
Dukes	9.0	.0040	37.4	8.7	12.8	14.8	37.5	4.1	56,967	11,983	7,536	758	1,225	4,664	1,060
Franklin	64.9	.0293	32.6	12.3	14.4	15.7	30.9	24.5	192,789	35,659	17,153	17,760	6,422	39,008	7,814
Nantucket	5.6	.0025	34.0	10.0	13.7	16.3	32.3	2.1	47,066	10,853	8.485	448	375	3,113	802
TOTAL METRO COUNTIES	**5,561.9**	**2.5102**	**31.2**	**14.0**	**15.7**	**16.5**	**27.6**	**1,952.4**	**20,702,152**	**4,704,407**	**1,915,291**	**2,667,469**	**789,417**	**3,110,260**	**652,[illegible]24**
TOTAL STATE	**5,787.5**	**2.6119**	**31.3**	**13.8**	**15.7**	**16.5**	**27.8**	**2,040.1**	**21,839,723**	**4,961,963**	**2,066,152**	**2,764,994**	**823,317**	**3,243,089**	**683,624**

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C.P.M.	$4.71	$3.70
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WORCESTER

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WORCESTER TELEGRAM & GAZETTE
Daily 144,259 Sunday 108,209
Represented by CWO & O

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S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
BOSTON - LOWELL - BROCKTON - LAWRENCE - HAVERHILL	**30,256,753**	**19,569**	**4.7**	**13.6**	**31.5**	**32.9**	**1.7825**
Essex	4,930,664	19,472	4.6	13.4	31.3	32.3	.2958
● Haverhill	338,206	16,642	6.1	15.4	31.7	23.3	.0215
● Lawrence	456,427	15,234	6.0	17.5	31.1	19.7	.0267
Lynn	541,151	15,914	6.4	16.2	30.9	21.8	.0324
Peabody	351,955	21,699	3.3	11.3	34.9	37.2	.0248
Salem	303,742	18,952	4.4	13.7	31.5	30.2	.0183
Middlesex	10,782,322	20,338	4.3	12.9	32.9	34.9	.6323
Arlington	415,395	20,414	4.4	12.9	35.3	33.9	.0211
Cambridge	817,282	15,792	6.2	17.1	28.5	24.3	.0532
Everett	263,442	16,911	5.5	17.0	37.7	20.3	.0138
Framingham	552,303	22,332	4.0	11.6	31.1	41.4	.0355
● Lowell	539,377	15,034	6.6	17.9	32.6	17.6	.0348
Malden	387,065	17,455	5.1	15.1	34.2	25.0	.0217
Medford	404,477	18,528	4.6	15.1	35.4	27.6	.0249
Newton	964,672	26,618	2.9	9.1	24.5	53.9	.0514
Somerville	492,144	15,720	6.5	18.7	34.6	18.4	.0288
Waltham	385,681	19,173	4.8	14.6	34.9	29.2	.0265
Norfolk	5,821,116	24,531	3.0	9.4	27.9	48.5	.3114
Brookline	695,030	23,219	3.6	11.4	24.0	46.2	.0307
Quincy	824,771	22,008	4.0	11.5	28.9	40.9	.0450
Weymouth	459,579	22,720	3.2	9.6	33.7	41.6	.0252
Plymouth	2,830,858	19,329	4.6	13.7	35.6	29.7	.1735
● Brockton	632,402	17,025	5.6	15.6	35.4	22.6	.0423
Suffolk	4,592,216	14,758	6.9	18.0	29.0	20.1	.2820
● Boston	4,026,956	14,427	7.1	18.3	28.5	19.4	.2474
Revere	288,156	17,943	5.0	15.5	33.7	26.4	.0178
Rockingham, N. H.	*1,299,577*	*19,542*	*4.7*	*14.4*	*34.8*	*31.0*	*.0875*
SUBURBAN TOTAL	24,263,385	21,126	4.0	12.2	32.0	37.4	1.4098
NEW BEDFORD - FALL RIVER	**3,012,150**	**16,159**	**5.8**	**16.5**	**34.3**	**19.9**	**.1926**
Bristol	3,012,150	16,159	5.8	16.5	34.3	19.9	.1926
● Fall River	597,749	13,434	6.8	19.1	31.5	12.3	.0362
● New Bedford	570,567	12,832	7.2	18.5	28.8	13.2	.0356
Taunton	247,779	16,572	5.6	17.7	37.7	18.4	.0164
SUBURBAN TOTAL	1,843,834	18,751	4.7	14.6	37.8	26.1	.1208
PITTSFIELD	**1,045,492**	**18,817**	**4.6**	**13.8**	**33.8**	**29.2**	**.0649**
Berkshire	1,045,492	18,817	4.6	13.8	33.8	29.2	.0649
● Pittsfield	412,984	19,288	4.1	13.3	33.3	30.6	.0266
SUBURBAN TOTAL	632,508	18,536	4.9	14.1	34.0	28.3	.0383
SPRINGFIELD - CHICOPEE - HOLYOKE	**4,041,954**	**17,718**	**5.3**	**15.3**	**34.3**	**25.4**	**.2524**
Hampden	3,242,210	17,965	5.2	14.8	33.8	26.4	.2013
● Chicopee	375,106	17,364	5.3	17.1	38.3	21.6	.0246
● Holyoke	282,420	14,478	6.2	16.3	29.8	18.5	.0179
● Springfield	1,107,420	15,932	6.3	16.1	32.4	20.7	.0728
Hampshire	799,744	16,822	5.5	17.4	35.7	21.6	.0511
SUBURBAN TOTAL	2,277,008	19,308	4.5	14.3	35.4	30.0	.1371
WORCESTER - FITCHBURG - LEOMINSTER	**4,630,721**	**18,833**	**4.6**	**14.0**	**34.7**	**28.7**	**.2847**
Worcester	4,630,721	18,833	4.6	14.0	34.7	28.7	.2847
● Fitchburg	262,540	17,015	5.5	14.9	34.2	22.8	.0173
● Leominster	264,290	18,908	3.9	12.5	35.2	30.2	.0170
● Worcester	1,203,142	17,156	5.6	15.3	31.6	25.5	.0767
SUBURBAN TOTAL	2,900,749	19,681	4.2	13.4	36.1	30.6	.1737
OTHER COUNTIES							
Barnstable	947,828	13,870	8.1	19.6	28.3	17.5	.0709
Dukes	58,543	12,189	10.0	22.9	24.5	13.3	.0045
Franklin	442,027	16,619	6.1	17.1	33.6	22.0	.0260
Nantucket	32,753	14,087	4.4	19.4	31.0	14.5	.0031
TOTAL METRO COUNTIES	**41,687,493**	**18,928**	**4.8**	**14.0**	**32.5**	**30.5**	**2.4896**
TOTAL STATE	**43,168,644**	**18,730**	**4.9**	**14.3**	**32.1**	**30.1**	**2.5941**

WORCESTER

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4.2 billion dollars in E.B.I.
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Daily 144,259 Sunday 108,209
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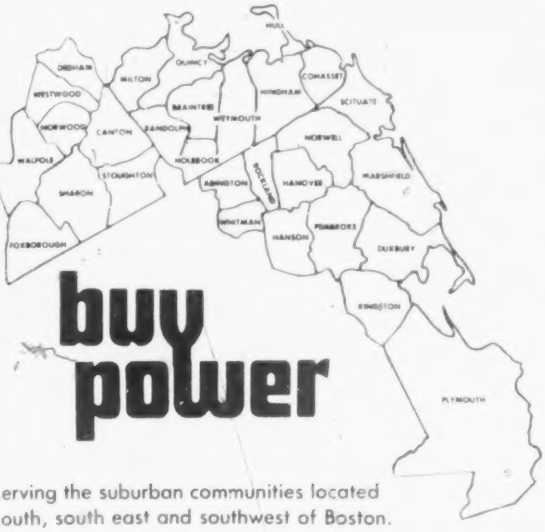

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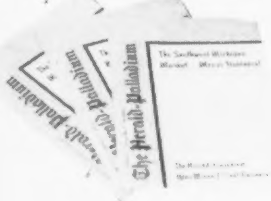
METRO AREA County City	POPULATION—12/31/79 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1979 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANN ARBOR	**258.6**	**.1167**	**24.8**	**26.3**	**19.7**	**13.6**	**15.9**	**86.7**	**1,218,917**	**169,488**	**119,827**	**226,760**	**66,568**	**242,452**	**41,148**
Washtenaw	258.6	.1167	24.8	26.3	19.7	13.5	15.9	86.7	1,218,917	169,488	119,827	226,760	66,568	242,452	41,148
• Ann Arbor	108.0	.0487	24.5	31.7	22.5	11.5	13.6	39.0	644,923	95,991	65,064	134,700	47,095	68,006	22,250
SUBURBAN TOTAL	150.6	.0680	25.2	22.5	17.7	15.1	17.5	47.7	573,994	73,497	54,763	92,060	19,473	174,446	18,898
BATTLE CREEK	**183.6**	**.0829**	**30.3**	**12.5**	**16.2**	**17.0**	**25.4**	**65.3**	**632,926**	**127,522**	**64,569**	**107,861**	**27,312**	**115,743**	**21,838**
Barry	43.1	.0195	30.4	11.1	16.5	16.6	25.8	14.7	84,203	28,977	5,917	1,651	1,920	14,461	2,493
Calhoun	140.5	.0634	30.3	13.0	16.2	17.1	25.2	50.6	548,723	98,545	58,652	106,210	25,392	101,282	19,345
• Battle Creek	38.9	.0176	32.0	13.7	14.0	14.6	31.2	16.0	208,288	29,369	12,904	36,435	6,818	52,435	7,204
SUBURBAN TOTAL	144.7	.0653	29.9	12.2	16.9	17.6	23.8	49.3	424,638	98,153	51,665	71,426	20,494	63,308	14,634
BAY CITY	**120.7**	**.0545**	**28.9**	**13.0**	**16.3**	**16.0**	**24.0**	**39.6**	**517,194**	**108,255**	**42,225**	**67,308**	**20,177**	**123,322**	**14,696**
Bay	120.7	.0545	28.9	13.0	16.3	16.0	24.0	39.6	517,194	108,255	42,225	67,308	20,177	123,322	14,696
• Bay City	47.7	.0215	30.9	13.3	14.2	14.5	29.7	16.9	259,798	48,828	18,958	48,544	8,901	49,627	7,252
SUBURBAN TOTAL	73.0	.0330	27.8	12.8	17.5	17.1	20.3	22.7	257,396	59,427	23,267	18,764	11,276	73,695	7,444
△ **BENTON HARBOR - ST. JOSEPH**	**213.7**	**.0964**	**29.9**	**12.1**	**16.1**	**16.8**	**25.0**	**76.4**	**827,475**	**201,407**	**72,739**	**76,873**	**64,518**	**156,118**	**25,287**
Berrien	169.1	.0763	29.7	12.2	16.2	16.8	24.6	60.5	726,713	171,765	61,844	74,850	62,892	130,693	22,345
• Benton Harbor	14.9	.0067	27.3	13.2	14.6	13.7	26.0	5.4	104,098	8,932	6,592	20,961	2,071	30,741	4,833
• St. Joseph	11.2	.0051	36.1	12.7	12.7	16.4	34.8	4.8	99,870	4,985	9,609	1,521	32,476	8,056	1,608
Cass	44.6	.0201	30.7	11.7	15.8	17.0	26.3	15.9	100,762	29,642	10,895	2,023	1,626	25,425	2,942
SUBURBAN TOTAL	187.6	.0846	29.8	12.0	16.5	17.0	24.5	66.2	623,507	187,490	56,538	54,391	29,971	117,321	18,846



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POPULATION—12/31/79

RETAIL SALES BY STORE GROU
1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Dr ($0
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
DETROIT	**4,371.9**	**1.9730**	**29.7**	**12.6**	**16.7**	**17.7**	**23.5**	**1,485.1**	**20,647,704**	**4,317,466**	**1,742,771**	**2,679,224**	**945,581**	**4,715,647**	**822,[illegible]**
Lapeer	70.6	.0319	27.7	11.7	17.8	16.2	20.8	21.3	218,397	59,501	16,677	8,545	7,146	56,062	12,[illegible]
Livingston	94.7	.0427	28.5	10.8	18.3	16.6	21.6	30.2	333,393	83,770	31,638	26,965	11,769	62,261	15,[illegible]
Macomb	702.4	.3170	28.6	12.0	19.8	19.5	17.8	222.8	3,664,670	864,667	269,507	441,366	185,729	893,040	143,[illegible]
East Detroit	42.6	.0192	32.9	12.2	13.1	20.7	26.5	14.0	294,318	69,057	14,544	2,573	11,902	135,402	13,[illegible]
Roseville	57.9	.0261	27.1	14.7	19.6	18.2	16.2	18.6	341,766	74,418	26,410	108,171	14,840	36,105	11,[illegible]
St. Clair Shores	83.7	.0378	30.7	10.7	15.8	22.4	20.8	26.9	308,238	84,094	36,320	26,151	13,689	56,165	17,[illegible]
Sterling Heights	110.8	.0500	26.3	10.0	21.4	18.3	13.0	34.5	677,590	129,730	31,993	139,898	27,108	183,866	16,9[illegible]
Warren	170.3	.0769	28.6	10.8	20.7	20.8	16.1	52.9	853,319	252,291	74,249	79,944	45,465	157,766	30,3[illegible]
Oakland	1,010.5	.4560	29.6	12.3	17.3	18.9	21.6	331.0	5,894,176	1,090,747	506,433	795,932	312,215	1,297,261	217,625
Pontiac	80.3	.0362	27.9	15.7	17.6	14.6	22.9	26.9	352,576	54,979	24,372	55,009	12,745	100,124	12,8[illegible]
Royal Oak	78.5	.0354	31.0	12.8	17.6	18.1	24.8	28.1	423,907	65,962	39,016	18,814	25,139	133,483	13,04[illegible]
Southfield	79.8	.0360	32.6	10.6	14.5	21.0	25.5	25.8	1,070,488	124,459	99,077	264,264	62,423	200,377	29,00[illegible]
St. Clair	134.6	.0608	29.9	11.9	15.0	16.1	26.2	46.8	527,277	122,871	53,239	52,382	22,815	94,631	22,365
Wayne	2,359.1	1.0646	30.4	13.1	15.4	16.9	26.0	833.0	10,009,791	2,095,910	865,277	1,354,034	405,907	2,312,392	411,262
Allen Park	36.1	.0163	31.7	11.3	13.1	21.6	24.1	11.4	122,710	38,778	17,540	10,866	8,452	9,898	9,6[illegible]
Dearborn	92.0	.0415	35.9	12.2	12.7	17.6	33.4	34.4	1,153,003	101,406	87,234	189,502	68,895	345,446	43,94[illegible]
Dearborn Heights	70.6	.0319	28.9	10.9	16.9	20.4	19.3	22.3	247,254	87,910	38,952	1,723	7,131	18,318	8,979
● Detroit	1,217.2	.5493	31.6	13.5	14.7	15.5	29.5	454.3	3,071,063	700,208	321,196	207,374	101,600	804,280	133,788
Garden City	38.0	.0171	25.7	11.0	17.4	20.8	13.1	10.6	178,976	13,034	17,056	7,254	2,906	88,993	2,218
Lincoln Park	46.0	.0208	29.5	14.7	14.6	19.8	22.1	16.0	278,532	69,118	15,309	54,847	11,188	32,389	13,091
Livonia	113.0	.0510	27.8	8.4	17.0	22.5	15.3	32.5	849,881	169,318	50,384	167,561	71,837	126,499	37,034
Taylor	79.0	.0357	25.4	12.9	21.0	17.7	12.1	23.5	535,792	104,658	32,006	145,401	12,595	104,254	16,195
Westland	95.7	.0432	26.4	12.3	22.6	17.2	13.2	29.3	482,700	118,211	31,250	105,494	11,325	84,174	17,993
Wyandotte	36.1	.0163	30.5	13.8	13.7	16.7	27.2	13.0	69,342	13,753	10,168	4,782	8,307	8,542	5,563
SUBURBAN TOTAL	3,154.7	1.4237	29.1	12.3	17.4	18.6	21.2	1,030.8	17,576,641	3,617,258	1,421,575	2,471,850	843,981	3,911,367	689,141
DETROIT - ANN ARBOR CONSOLIDATED AREA	***4,630.5***	***2.0897***	***29.4***	***13.4***	***16.9***	***17.5***	***23.0***	***1,571.8***	***21,866,621***	***4,486,954***	***1,862,598***	***2,905,984***	***1,012,149***	***4,958,099***	***864,077***
FLINT	**522.5**	**.2358**	**27.9**	**13.1**	**17.6**	**17.5**	**20.0**	**179.6**	**2,560,564**	**479,237**	**187,686**	**437,391**	**127,809**	**664,398**	**85,014**
Genesee	450.7	.2034	27.8	13.3	17.7	17.6	19.6	155.4	2,305,489	418,036	171,365	414,665	119,002	599,550	75,083
● Flint	169.6	.0765	28.4	14.7	17.2	15.6	23.0	62.2	733,445	139,308	74,923	37,797	51,518	191,691	31,068
Shiawassee	71.8	.0324	28.4	11.9	17.4	16.4	22.1	24.2	255,075	61,201	16,321	22,726	8,807	64,848	9,931
SUBURBAN TOTAL	352.9	.1593	27.7	12.3	17.8	18.4	18.5	117.4	1,827,119	339,929	112,763	399,594	76,291	472,707	53,946

The Oakland Press.

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Kim Walker
Media/Operations Manager
Newspaper Co-op Couponing/Division
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Detroit Free Press

The right paper to reach the right people.

MICH. (cont.)

ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROU 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Dru ($00
GRAND RAPIDS	**587.7**	**.2652**	**28.5**	**13.8**	**16.3**	**16.0**	**23.4**	**196.8**	**2,623,875**	**373,758**	**231,554**	**521,001**	**137,774**	**519,948**	**51,**
Kent	435.8	.1966	28.8	13.8	15.9	16.0	24.2	149.3	2,114,367	302,780	185,500	399,178	116,357	413,671	39,
• Grand Rapids	188.1	.0849	30.1	15.4	13.9	14.6	28.6	67.9	875,958	122,698	74,869	181,212	59,690	150,819	18
Wyoming	59.5	.0269	27.5	13.7	17.5	17.1	19.9	20.0	304,497	55,571	33,887	41,996	14,897	41,216	6
Ottawa	151.9	.0686	27.5	13.9	17.4	15.9	21.1	47.5	509,508	70,978	46,054	121,823	21,417	106,277	11,6
SUBURBAN TOTAL	399.6	.1803	27.8	13.1	17.5	16.7	20.8	128.9	1,747,917	251,060	156,685	339,789	78,084	369,129	32,6
JACKSON	**152.5**	**.0688**	**29.9**	**12.8**	**17.9**	**16.9**	**24.1**	**51.8**	**573,813**	**88,658**	**43,658**	**144,420**	**20,770**	**103,328**	**12,1**
Jackson	152.5	.0688	29.9	12.8	17.9	16.9	24.1	51.8	573,813	88,658	43,658	144,420	20,770	103,328	12,1
• Jackson	43.8	.0198	31.0	13.4	14.6	14.2	30.0	16.8	208,436	26,077	21,748	19,070	12,834	50,822	7,6
SUBURBAN TOTAL	108.7	.0490	29.6	12.6	19.2	17.9	21.7	35.0	365,377	62,581	21,910	125,350	7,936	52,506	4,53
KALAMAZOO - PORTAGE	**275.1**	**.1242**	**27.9**	**17.2**	**16.7**	**15.6**	**22.5**	**94.0**	**1,182,038**	**202,769**	**100,202**	**242,844**	**54,424**	**237,347**	**23,134**
Kalamazoo	212.3	.0958	27.2	19.0	16.9	15.7	21.1	71.5	990,267	146,000	86,695	237,888	49,284	176,701	17,6
• Kalamazoo	74.9	.0338	25.2	28.0	14.6	12.2	23.4	26.2	458,885	47,523	47,794	57,485	22,151	123,182	8,8
• Portage	37.9	.0171	27.1	9.9	20.4	20.6	13.3	11.7	231,506	35,884	20,643	93,212	14,717	17,941	4,7
Van Buren	62.8	.0284	30.2	11.0	15.5	15.2	27.3	22.5	191,771	56,769	13,507	4,956	5,140	60,646	5,44
SUBURBAN TOTAL	162.3	.0733	29.2	13.9	16.8	15.9	24.3	56.1	491,647	119,362	31,765	92,147	17,556	96,224	9,558
LANSING - EAST LANSING	**464.2**	**.2095**	**25.9**	**20.2**	**17.3**	**14.7**	**19.5**	**158.0**	**1,981,198**	**355,804**	**173,556**	**365,429**	**80,091**	**434,134**	**39,143**
Clinton	55.9	.0252	28.1	12.0	19.0	16.5	20.5	18.3	139,792	39,861	10,332	2,016	3,782	35,291	3,89
Eaton	84.4	.0381	28.6	12.7	18.2	17.5	20.8	28.9	432,488	80,525	34,522	108,659	14,077	75,330	6,77
Ingham	274.2	.1238	24.7	25.0	17.2	13.4	18.2	94.7	1,221,038	180,728	117,457	222,065	59,399	291,672	24,780
• East Lansing	49.6	.0224	22.6	57.9	14.5	7.2	8.1	13.4	131,162	22,515	22,490	596	8,778	17,304	3,570
• Lansing	126.2	.0570	27.5	15.9	17.9	14.3	22.3	47.8	748,982	103,470	65,747	129,883	43,076	225,829	14,14
Ionia	49.7	.0224	27.4	15.6	15.7	14.5	23.6	16.1	187,880	54,690	11,245	32,689	2,833	31,841	3,690
SUBURBAN TOTAL	288.4	.1301	27.3	15.5	17.6	16.2	20.3	96.8	1,101,054	229,819	85,319	234,950	28,237	191,001	21,430
MUSKEGON - NORTON SHORES - MUSKEGON HEIGHTS	**179.4**	**.0809**	**29.2**	**12.1**	**15.4**	**16.1**	**25.1**	**61.3**	**629,182**	**126,115**	**53,537**	**137,027**	**24,782**	**117,972**	**19,754**
Muskegon	157.4	.0710	29.1	12.3	15.4	16.3	24.7	53.8	574,073	106,616	49,644	135,643	23,603	107,537	18,121
• Muskegon	41.3	.0186	31.8	13.9	12.5	14.7	31.3	15.7	182,111	31,896	14,141	25,763	9,749	44,220	6,291
• Muskegon Heights	14.9	.0067	28.8	12.6	13.3	13.9	27.9	5.3	30,334	4,512	3,593	1,375	3,345	7,978	1,248
• Norton Shores	23.4	.0106	29.1	10.8	14.1	21.1	20.6	7.1	142,970	12,646	9,726	74,402	2,381	28,374	1,75
Oceana	22.0	.0099	30.0	10.7	14.3	14.9	28.0	7.5	55,109	19,499	3,893	1,384	1,179	10,435	1,633
SUBURBAN TOTAL	99.8	.0450	28.5	11.6	17.0	15.9	23.0	33.2	273,767	77,061	26,077	35,487	9,307	37,400	10,463
SAGINAW	**227.7**	**.1028**	**28.2**	**12.5**	**17.0**	**16.3**	**22.3**	**74.4**	**1,056,843**	**223,345**	**111,002**	**182,782**	**51,391**	**178,783**	**32,095**
Saginaw	227.7	.1028	28.2	12.5	17.0	16.3	22.3	74.4	1,056,843	223,345	111,002	182,782	51,391	178,783	32,095
• Saginaw	82.3	.0371	28.9	13.9	15.0	14.8	26.1	28.6	267,423	58,741	27,342	18,427	8,344	61,321	11,728
SUBURBAN TOTAL	145.4	.0657	27.9	11.7	18.1	17.1	20.1	45.8	789,420	164,604	83,660	164,355	43,047	117,462	20,367

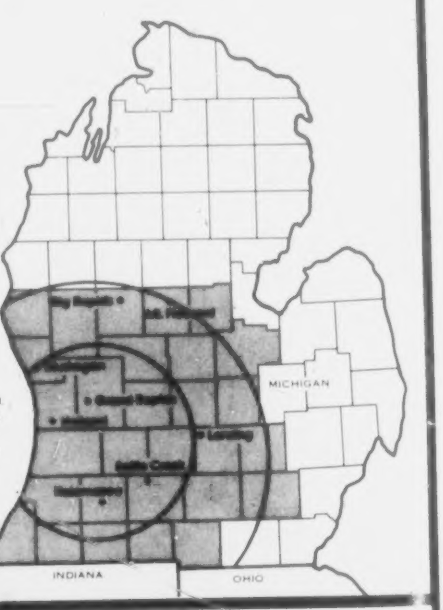
95 WJFM

We're playing their songs.

According to the Oct./Nov. 1979 Arbitron report, WJFM has moved into first place from 6 a.m. to Mid., Mon. through Sun., among women in the sales-active 18-34 age bracket. We're #1 among those women in each day-part during the week, too. And, more women 18-49 listen to WJFM from 7 a.m. to Mid. on weekdays than to any other station in the market. With all the power of the nation's strongest FM station, we're playing the contemporary mellow sounds young adults want to hear. In fact, WJFM is tied for first with adults 18-34 from 10 a.m. to 3 p.m. weekdays, and is second overall from 7 a.m. to Mid.

We're moving up with the people who are moving up. Why don't you come along with us?

1.0 mv/m and 50 uv/m Contours predicted in accordance with Section 73.313 of the Rules of the F.C.C. provide services as defined in Section 73.315 of those rules.



AM - TV - FM

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WJFM

GRAND RAPIDS AND WESTERN MICHIGAN

Buckley Radio Sales, Inc., National Representative

MICH. (cont.)
ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP
1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
OTHER COUNTIES															
Alcona	9.4	.0042	39.0	7.7	12.1	13.4	40.2	3.8	27,035	6,373	2,934	1,346	465	9,688	312
Alger	9.9	.0045	32.7	9.5	12.8	15.8	31.3	3.5	29,596	11,100	2,662	445	607	5,230	456
Allegan	74.5	.0336	28.9	11.7	15.9	15.6	24.7	25.0	206,532	43,617	16,123	3,201	4,659	69,992	8,718
Alpena	34.3	.0155	29.2	11.3	15.8	16.3	24.4	11.4	143,519	38,401	12,261	11,591	7,364	24,912	4,922
Antrim	16.3	.0074	32.4	9.5	13.7	14.1	32.3	5.8	47,817	15,393	4,852	608	1,651	8,560	1,263
Arenac	14.0	.0063	31.3	10.2	13.7	15.1	29.8	4.8	51,019	14,097	4,669	835	464	11,774	1,225
Baraga	8.3	.0037	32.6	10.4	13.0	13.1	33.8	2.9	33,657	7,742	2,476	3,595	280	7,386	645
Benzie	10.0	.0045	33.5	9.1	14.4	14.5	33.4	3.8	45,790	13,295	4,447		879	11,993	2,473
Branch	38.7	.0175	30.6	11.2	16.4	15.7	27.1	13.3	126,935	24,622	10,969	12,865	3,504	33,743	3,949
Charlevoix	19.3	.0087	30.9	10.2	15.2	15.7	28.0	6.7	71,456	23,126	6,387	1,642	4,033	14,775	2,303
Cheboygan	20.1	.0091	30.3	10.2	15.0	14.3	28.7	6.9	100,402	25,155	11,934	2,041	1,423	17,023	1,919
Chippewa	33.0	.0149	27.0	14.0	14.8	15.0	23.1	10.9	113,201	30,606	9,823	12,499	2,374	16,339	3,859
Clare	24.7	.0111	33.1	8.9	13.9	14.8	32.6	9.0	86,595	27,424	5,368	1,689	3,611	16,097	2,465
Crawford	9.3	.0042	30.3	10.1	14.8	15.0	28.0	3.2	49,768	11,438	5,590	4,304	686	10,739	800
Delta	41.2	.0186	31.1	10.8	13.6	15.7	29.0	14.3	163,398	37,030	12,556	18,607	7,193	35,999	1,600
Dickinson	26.5	.0120	36.2	8.5	12.8	16.3	35.0	10.1	117,993	18,702	9,339	22,717	5,557	24,828	2,363
Emmet	21.4	.0096	30.7	11.4	14.5	15.1	28.7	7.1	149,125	28,754	13,980	12,137	7,733	24,749	3,940
Gladwin	17.9	.0081	32.3	9.6	14.0	14.8	31.4	6.4	57,072	16,520	4,614	2,505	1,775	13,401	1,709
Gogebic	19.9	.0090	39.4	9.3	11.2	15.0	39.4	8.1	70,557	13,824	5,975	9,067	2,415	12,971	1,525
Grand Traverse	48.6	.0219	29.4	12.8	15.4	15.8	25.6	15.7	287,346	41,878	29,676	32,125	14,013	59,539	7,386
Gratiot	40.0	.0181	28.6	13.9	16.2	15.3	24.4	13.4	135,480	30,094	11,300	10,880	4,128	28,444	4,868
Hillsdale	42.5	.0192	30.2	13.1	15.3	15.3	27.3	15.0	118,135	31,933	7,636	10,161	3,315	28,218	4,664
Houghton	36.7	.0165	29.5	21.9	11.5	11.5	32.2	13.4	121,601	36,506	11,445	4,524	3,278	19,468	3,171
Huron	36.6	.0165	32.0	10.0	13.0	15.4	30.7	12.5	121,924	32,666	10,287	2,713	4,847	29,817	6,159
Iosco	32.0	.0145	27.0	14.9	16.2	14.4	22.6	10.5	98,564	26,328	8,377	2,902	3,688	19,458	4,590
Iron	15.6	.0070	43.2	6.7	9.3	16.8	42.3	6.4	56,250	16,775	3,908	2,568	1,155	7,752	978
Isabella	55.6	.0251	23.4	30.6	13.6	11.7	17.5	15.6	186,361	42,084	20,652	17,787	8,202	30,411	8,672
Kalkaska	10.5	.0048	30.2	8.5	13.4	12.5	31.1	3.9	43,149	11,120	3,210	252	264	16,495	804
Keweenaw	2.5	.0012	42.9	8.2	13.0	13.0	43.8	1.2	4,890	2,182	903				
Lake	7.0	.0031	39.5	8.3	10.5	12.0	41.6	2.7	15,409	4,758	3,032	762	246	221	745
Leelanau	13.2	.0059	32.7	10.2	14.5	15.5	31.1	4.8	32,055	6,558	4,680	1,160	563	1,135	356
Lenawee	87.4	.0395	29.1	13.0	15.9	16.3	24.4	29.2	377,566	79,017	27,771	33,877	14,047	91,265	13,398
Luce	8.0	.0036	33.4	9.0	13.0	15.8	32.2	2.2	28,139	9,669	1,643	729	537	9,314	607
Mackinac	11.7	.0053	32.9	9.1	12.8	15.7	31.6	4.2	42,307	11,277	6,275	1,182	757	2,267	938
Manistee	23.1	.0104	33.8	9.4	14.5	15.3	32.9	8.6	75,079	17,203	5,025	7,196	1,650	17,892	3,014
Marquette	75.2	.0340	25.8	19.1	15.2	14.4	21.6	24.2	281,181	62,900	28,133	31,787	12,432	48,498	5,456

3 GOOD MICHIGAN
MARKETS MAKE A GREAT
TOP 50
MARKET
ONE ORDER ONE INVOICE
The Times Herald
The State Journal
Enquirer and News
15% DISCOUNT

The Lansing State Journal, the Battle Creek Enquirer and News and The Port Huron Times Herald... 3 great newspapers delivering your advertising to over 156,500 households.

Automotive, cereal and tourism industries provide Gannett Michigan with a strong industrial, financial and consumer goods base of over 814,000 people with 5.5 billion dollars in effective buying income.

Out state Michigan... you can't cover it without Gannett Michigan. And, you get a 15% discount — 23,500 households free.

Circulation	Daily	Sunday
The Lansing State Journal	75,460	81,287
The Battle Creek Enquirer & News	33,275	40,685
The Port Huron Times Herald	31,415	34,906
Gannett Michigan	**140,150**	**156,906**

Gannett Newspaper Advertising Sales

Gannett Michigan

MICH. (cont.) ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROU 1979						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S	Median Age of Pop	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Dr ($00
Mason	24.7	.0111	33.3	9.9	14.2	16.0	31.6	9.1	96,307	24,018	10,365	11,359	2,767	17,413	4,[illegible]
Mecosta	36.0	.0163	23.9	29.9	13.5	11.0	20.9	11.5	114,847	22,762	12,488	12,153	4,960	23,702	3,[illegible]
Menominee	26.7	.0120	33.5	10.3	12.6	15.4	32.7	9.7	81,479	20,796	8,246	15,610	1,833	17,375	[illegible]
Midland	71.7	.0324	27.6	12.3	19.7	17.4	18.1	23.2	260,116	65,888	18,762	29,806	7,775	51,627	13,[illegible]
Missaukee	10.0	.0045	31.3	9.4	12.9	13.7	31.5	3.7	22,880	6,343	1,529	499	365	4,465	[illegible]
☐ Monroe	132.7	.0599	28.7	11.9	17.1	17.4	21.9	42.9	419,550	88,541	27,556	37,709	11,741	130,262	12,[illegible]
Montcalm	47.5	.0214	30.2	11.1	15.3	15.3	27.4	16.6	176,396	32,727	11,373	32,070	5,082	39,049	4,[illegible]
Montmorency	7.7	.0035	36.4	7.7	11.1	14.2	37.1	3.0	28,282	5,419	3,519	449	326	4,648	1,[illegible]
Newaygo	32.0	.0145	30.7	9.6	14.3	15.4	28.5	11.0	81,011	25,437	6,723	3,761	2,399	16,296	1,[illegible]
Ogemaw	16.4	.0074	34.3	8.3	12.7	14.0	35.2	6.1	69,245	21,969	3,070	1,745	2,272	11,780	2,[illegible]
Ontonagon	11.4	.0051	32.6	8.2	15.0	14.9	31.5	4.2	33,192	6,706	2,869	1,265	482	10,672	[illegible]
Osceola	19.3	.0087	30.1	11.2	14.0	15.0	28.2	6.9	44,664	14,864	3,045	1,004	535	4,394	1,[illegible]
Oscoda	6.9	.0031	39.2	7.5	11.3	14.3	39.7	2.8	18,220	6,616	3,154	151	488	651	925
Otsego	15.1	.0068	29.6	10.0	15.9	15.3	26.1	4.9	82,289	19,031	10,798	872	1,964	10,900	2,[illegible]
Presque Isle	13.8	.0062	32.1	9.1	12.8	15.2	31.1	4.7	42,751	12,666	2,888	2,359	2,120	8,212	1,336
Roscommon	16.3	.0073	41.2	7.0	11.3	13.5	42.1	6.6	76,154	24,490	9,035	1,238	1,461	8,156	2,8[illegible]
St. Joseph	52.7	.0237	30.5	11.4	15.6	15.9	27.2	19.7	200,752	49,965	14,972	15,732	4,928	50,779	6,3[illegible]
Sanilac	41.0	.0185	31.0	10.4	13.9	15.3	29.2	14.4	115,055	29,572	6,727	1,953	4,083	28,035	4,28[illegible]
Schoolcraft	9.7	.0044	34.0	8.5	12.6	15.5	33.2	3.3	32,404	11,068	3,421	601	793	5,190	1,10[illegible]
Tuscola	56.3	.0254	28.8	11.5	16.8	15.6	24.0	17.8	154,077	32,766	11,299	3,535	3,050	43,873	4,490
Wexford	22.7	.0103	31.4	9.8	14.5	15.5	29.2	8.2	142,373	34,395	9,227	9,577	6,358	32,551	5,21[illegible]
TOTAL METRO COUNTIES	**7,690.3**	**3.4706**	**28.9**	**13.8**	**16.9**	**17.0**	**22.8**	**2,611.9**	**34,871,279**	**6,862,365**	**2,970,882**	**5,226,629**	**1,632,938**	**7,739,454**	**1,200,674**
TOTAL STATE	**9,223.1**	**4.1624**	**29.1**	**13.6**	**16.4**	**16.8**	**23.5**	**3,139.8**	**40,460,676**	**8,200,030**	**3,455,404**	**5,654,667**	**1,816,774**	**8,909,615**	**1,375,635**

ACTIVE 3

WKZO-TV KALAMAZOO

You can get top-share of your prime-adult audience in Grand Rapids—Kalamazoo—Battle Creek with the market's number one adult station—WKZO-TV.*

- **One of the lowest CPM among the top 50 markets**
- **CBS affiliation**
- **Ask your Avery-Knodel representative about WKZO-TV.**

*Source: Arbitron ADI, May 1979
9 a.m. to 12 midnight
Sunday through Saturday

Top 50—Best Buy

Grand Rapids-Kalamazoo-Battle Creek

- **37th market in TV households**
- **40th market in effective buying income—$7.8 billion**
- **$1.0 billion food store sales**

Source: Arbitron ADI, May 1979
Grand Rapids—Kalamazoo—
Battle Creek ADI

Big Rapids
Mt. Pleasant
Muskegon
MICHIGAN
Grand Rapids
Holland
Lansing
Battle Creek
Kalamazoo

AM · TV · FM

A Fetzer Station

WKZO-TV

Channel 3 · A CBS Affiliate · 100,000 WATTS 1000 FT. TOWER

KALAMAZOO-GRAND RAPIDS AND GREATER WESTERN MICHIGAN

Avery-Knodel Television National Representatives

S&MM'S FOUR SURVEY ISSUES

Each year Sales & Marketing Management publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographic markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

MICH.
[illegible] ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
ANN ARBOR	**2,330,414**	**23,059**	**3.7**	**10.6**	**27.4**	**44.8**	**.1365**
Washtenaw	2,330,414	23,059	3.7	10.6	27.4	44.8	.1365
● Ann Arbor	1,053,283	21,946	4.3	12.0	26.0	42.8	.0641
SUBURBAN TOTAL	1,277,131	23,802	3.3	9.5	28.5	46.5	.0724
BATTLE CREEK	**1,285,434**	**18,165**	**4.8**	**14.2**	**34.3**	**26.9**	**.0778**
Barry	245,269	15,872	5.4	17.6	37.5	16.5	.0144
Calhoun	1,040,165	19,009	4.7	13.2	33.2	29.9	.0634
● Battle Creek	271,846	15,262	6.0	15.2	29.2	21.5	.0190
SUBURBAN TOTAL	1,013,588	18,931	4.5	13.9	35.8	28.6	.0588
BAY CITY	**824,807**	**19,481**	**3.9**	**11.6**	**36.0**	**30.4**	**.0538**
Bay	824,807	19,481	3.9	11.6	36.0	30.4	.0538
● Bay City	323,720	17,626	5.0	13.3	33.3	25.8	.0231
SUBURBAN TOTAL	501,087	20,741	3.1	10.2	38.1	33.9	.0307
BENTON HARBOR - ST. JOSEPH	**1,230,571**	**15,066**	**5.8**	**19.3**	**35.1**	**15.2**	**.0851**
Berrien	975,506	15,071	5.6	19.1	35.2	15.2	.0698
● Benton Harbor	69,750	11,710	6.6	19.2	28.4	8.5	.0070
● St. Joseph	87,153	16,113	5.4	16.8	31.5	22.8	.0071
Cass	255,065	15,047	6.4	20.0	35.6	14.6	.0153
SUBURBAN TOTAL	1,073,668	15,250	5.8	19.5	35.9	15.1	.0710
DETROIT	**38,144,053**	**23,473**	**3.5**	**9.2**	**27.7**	**45.4**	**2.2710**
Lapeer	377,746	16,957	4.8	15.9	38.5	20.2	.0255
Livingston	541,555	16,893	5.6	17.5	37.6	20.6	.0366
Macomb	6,035,598	26,248	2.3	6.7	28.2	54.6	.3738
East Detroit	374,437	26,036	2.5	6.9	27.3	53.5	.0254
Roseville	467,330	24,673	2.7	7.7	31.9	48.7	.0312
St. Clair Shores	749,504	27,104	2.2	6.2	26.7	57.4	.0411
Sterling Heights	965,044	27,174	1.4	5.1	29.4	59.5	.0627
Warren	1,475,411	27,047	1.9	5.6	28.2	57.9	.0898
Oakland	10,313,069	27,215	2.5	7.3	24.7	56.3	.6091
Pontiac	531,952	18,514	4.7	12.4	35.1	28.3	.0356
Royal Oak	777,980	26,356	3.0	8.1	25.3	54.2	.0455
Southfield	1,014,067	33,436	1.8	4.8	16.5	70.6	.0747
St. Clair	935,853	18,492	4.6	12.2	33.6	28.4	.0588

HOW TO REACH 149,159 AFFLUENT HOUSEHOLDS* IN THE DETROIT MARKET WITHOUT ADVERTISING IN DETROIT NEWSPAPERS.

It's simple. Place your ads in the Observer and Eccentric newspapers. You see, we reach directly into free-spending suburban Detroit. Places like Birmingham, Bloomfield and Southfield where you can be sure your message is reaching people with big dollars to spend. More people, in fact, in the areas they serve than the Free Press or the News. Call George Hagan **collect** at (313) 591-2300. Or call our National Advertising Manager, Kevin Curley at (313) 644-1100. They'll tell you how you can make the most out of the fifth richest market. And ask about "A Newspaper for All Seasons" report.

THE 12 TWICE WEEKLY

Observer & Eccentric

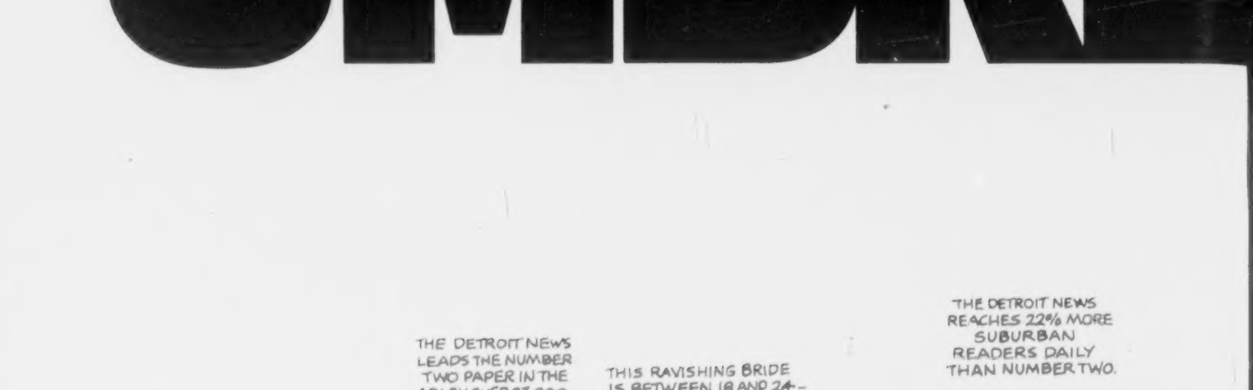
NEWSPAPERS

We reach more people in our own hometowns combined than the Free Press or the News.

Birmingham/West Bloomfield Eccentric, Canton Observer, Farmington Observer, Garden City Observer, Livonia Observer, Plymouth Observer, Redford Observer, Rochester Eccentric, Southfield Eccentric, Troy Eccentric, and Westland Observer

*Source: CAC [illegible]

UMBRE


DISCERNING EYE.
EXPENSIVE PEN FOR SIGNING BIG DEALS.
INVESTS WISELY. PURCHASE OF THE DETROIT NEWS IS STERLING EXAMPLE.
MONEY BELT. ESSENTIAL TO CARRY LARGE DISPOSABLE INCOME.
WELL HEELED.
THE DETROIT NEWS LEADS THE NUMBER TWO PAPER IN THE ADI BY OVER 97,000 DAILY READERS UNDER AGE 35. THIS MAN, IN CASE YOU ARE WONDERING, IS 32.
THIS RAVISHING BRIDE IS BETWEEN 18 AND 24 — A CATEGORY IN WHICH THE DETROIT NEWS ENJOYS A 35% ADVANTAGE OVER NUMBER TWO.
THE DETROIT NEWS REACHES 14% MORE READERS AGE 25-49 THAN NUMBER TWO.
NOTE: ALTHOUGH LEFT FOOT IS EXTENDED, BY READING THE DETROIT NEWS, THEY ARE STARTING LIFE ON THE RIGHT FOOT.
THE DETROIT NEWS REACHES 22% MORE SUBURBAN READERS DAILY THAN NUMBER TWO.
ONE OF OUR 472,600 SUBURBAN MALE READERS.
ONE OF OUR 487,000 SUBURBAN LADY READERS.
FULL OF MONEY WITH WHICH TO BUY YOUR PRODUCT.

More rich readers read The Detroit News.

We needn't tell you how important it is that the people who see your ad have the money with which to buy your product. So you'll be glad to know that we lead the number two paper in such categories as $25,000+ and $35,000+ household income, as well as $25,000+ individual employment income.

The Detroit News reaches more young Detroiters.

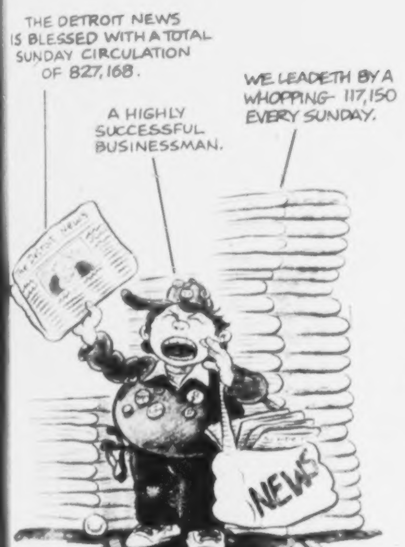
If you want to reach the youth market around Detroit, one fact is very clear. Use The Detroit News, and you will live happily ever after.

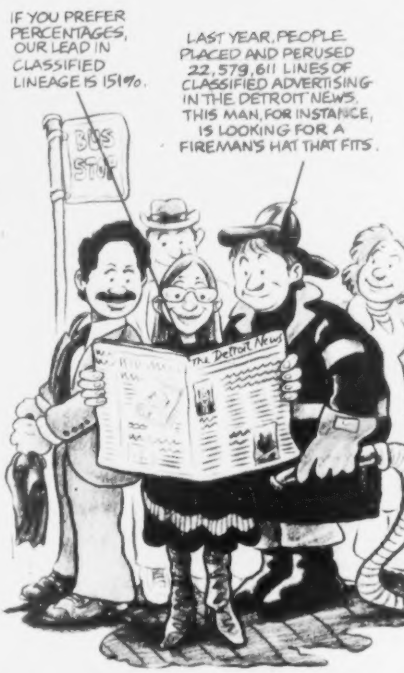
We're also the biggest newspaper in the suburbs.

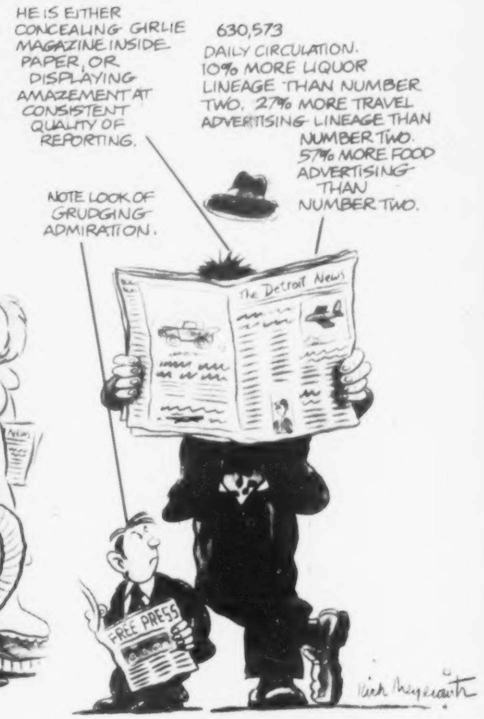
How do you get to the lush, green suburbs? Simple. Get into The Detro
News, and you'll arrive in no time. Th
Detroit News. We'll make your name
household word in the 'burbs.

Sources: 1978 Scarborough Report. ADI *Suburban—PMA minus city of Detroit. ABC Publishers Statement for 6 month period ending March 31, 1980 as filed with ABC subject to audi
Media Records: 1979 Full Year, Full & Part run, daily & Sunday excluding Parade Lineage. Calculations by Detroit News Research Department.

LLA AD.


THE DETROIT NEWS IS BLESSED WITH A TOTAL SUNDAY CIRCULATION OF 827,168.
A HIGHLY SUCCESSFUL BUSINESSMAN.
WE LEADETH BY A WHOPPING 117,150 EVERY SUNDAY.
The Detroit News
NEWS


IF YOU PREFER PERCENTAGES, OUR LEAD IN CLASSIFIED LINEAGE IS 151%.
LAST YEAR, PEOPLE PLACED AND PERUSED 22,579,611 LINES OF CLASSIFIED ADVERTISING IN THE DETROIT NEWS. THIS MAN, FOR INSTANCE, IS LOOKING FOR A FIREMAN'S HAT THAT FITS.
BUS STOP
The Detroit News


HE IS EITHER CONCEALING GIRLIE MAGAZINE INSIDE PAPER, OR DISPLAYING AMAZEMENT AT CONSISTENT QUALITY OF REPORTING.
630,573 DAILY CIRCULATION. 10% MORE LIQUOR LINEAGE THAN NUMBER TWO. 27% MORE TRAVEL ADVERTISING LINEAGE THAN NUMBER TWO. 57% MORE FOOD ADVERTISING THAN NUMBER TWO.
NOTE LOOK OF GRUDGING ADMIRATION.
The Detroit News
FREE PRESS

Our Sunday edition is decisively number 1.

The Detroit News is read religiously every Sunday by more zealous souls than any other paper in Michigan. Talk to us. We'll make a believer out of you.

We're far and away first in classified.

When Detroiters want to talk to each other, they do it in The Detroit News. If you're a smart, cost-efficient advertiser, you'll do the same.

Overall, we're over all in Detroit.

The Detroit News. As always, we're number one. Which would seem to indicate that if you want to reach and sell the Detroit market, we might be of some assistance. Call us. (313) 222-2332.

AS YOU CAN SEE, WE COVER DETROIT. **THE DETROIT NEWS**

Member Million Market Newspapers, Inc., and Metropolitan Sunday Newspapers, Inc. Represented by The Leonard Company in Florida, Hawaii and Mexico. American Publishers Rep. Ltd. in Canada. For more information call: (313) 222-2332

MICH. (cont.)

ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Wayne	19,940,232	21,994	3.9	10.2	27.8	41.2	1.1672
Allen Park	358,026	29,509	2.2	5.4	21.8	65.0	.0185
Dearborn	967,519	26,052	3.3	8.2	23.2	52.8	.0772
Dearborn Heights	652,512	27,225	2.0	5.6	27.9	58.0	.0349
● Detroit	9,468,856	18,715	4.9	12.4	28.6	32.2	.5062
Garden City	296,784	27,358	1.9	5.1	27.4	59.7	.0187
Lincoln Park	412,297	24,857	3.0	7.1	29.4	49.5	.0263
Livonia	1,082,360	31,614	1.2	3.5	19.2	71.8	.0724
Taylor	602,753	24,984	2.2	6.6	34.7	50.0	.0439
Westland	790,981	25,971	2.0	6.8	31.7	53.9	.0494
Wyandotte	298,419	22,079	3.5	9.2	32.4	39.6	.0148
SUBURBAN TOTAL	28,675,197	25,401	2.8	8.0	27.2	51.3	1.7648
DETROIT - ANN ARBOR CONSOLIDATED AREA	***40,474,467***	***23,453***	***3.5***	***9.4***	***27.6***	***45.4***	***2.4075***
FLINT	**4,537,770**	**23,369**	**3.2**	**9.6**	**29.0**	**45.0**	**.2739**
Genesee	4,086,792	24,534	3.0	8.7	27.5	48.5	.2449
● Flint	1,490,545	21,930	3.7	10.4	29.1	40.6	.0861
Shiawassee	450,978	17,567	4.5	15.5	38.7	21.9	.0290
SUBURBAN TOTAL	3,047,225	24,136	3.0	9.2	28.8	47.4	.1878
GRAND RAPIDS	**3,864,288**	**17,897**	**4.7**	**15.6**	**36.8**	**24.5**	**.2611**
Kent	2,968,984	18,075	4.9	14.8	35.5	25.8	.2025
● Grand Rapids	1,107,231	14,304	6.8	18.6	30.6	16.7	.0808
Wyoming	389,727	18,892	4.3	14.5	42.9	24.2	.0277
Ottawa	895,304	17,447	4.1	18.0	40.9	20.4	.0586
SUBURBAN TOTAL	2,757,057	19,560	3.6	14.0	40.0	28.6	.1803
JACKSON	**990,918**	**17,594**	**4.8**	**15.0**	**37.2**	**23.7**	**.0638**
Jackson	990,918	17,594	4.8	15.0	37.2	23.7	.0638
● Jackson	277,105	14,707	6.4	16.9	31.5	17.4	.0196
SUBURBAN TOTAL	713,813	18,824	4.1	14.1	39.9	26.7	.0442
KALAMAZOO - PORTAGE	**1,798,921**	**17,015**	**5.3**	**16.1**	**34.7**	**23.2**	**.1203**
Kalamazoo	1,438,209	17,790	5.0	15.5	35.2	25.4	.0970
● Kalamazoo	524,539	15,825	6.3	16.2	29.2	23.8	.0385
● Portage	263,722	21,303	3.0	11.0	42.6	35.1	.0194
Van Buren	360,712	14,750	6.3	18.2	32.4	16.6	.0233
SUBURBAN TOTAL	1,010,660	16,473	5.4	17.1	35.5	20.6	.0624
LANSING - EAST LANSING	**3,812,099**	**21,428**	**4.1**	**11.0**	**30.8**	**39.0**	**.2265**
Clinton	404,063	21,195	3.3	10.6	35.8	36.5	.0222
Eaton	595,137	19,315	3.8	13.7	37.4	29.6	.0406
Ingham	2,499,946	23,067	4.2	10.1	27.1	44.4	.1432
● East Lansing	461,101	22,196	6.2	12.6	22.7	43.4	.0232
● Lansing	1,135,553	22,382	4.3	10.3	28.2	42.2	.0718
Ionia	312,953	18,353	4.4	12.5	36.0	26.5	.0205
SUBURBAN TOTAL	2,215,445	20,943	3.7	11.1	33.4	36.7	.1315
MUSKEGON - NORTON SHORES - MUSKEGON HEIGHTS	**1,005,347**	**15,286**	**5.8**	**19.2**	**35.7**	**15.6**	**.0684**
Muskegon	902,497	15,693	5.6	19.0	36.7	16.5	.0615
● Muskegon	242,058	14,118	6.7	19.0	32.4	13.9	.0174
● Muskegon Heights	74,507	13,186	7.0	19.5	31.8	10.5	.0047
● Norton Shores	149,467	18,880	3.7	15.4	38.7	28.4	.0116
Oceana	102,850	12,275	6.8	21.3	28.8	8.9	.0069
SUBURBAN TOTAL	539,315	15,364	5.6	20.2	37.2	14.5	.0347
SAGINAW	**1,869,956**	**23,460**	**3.5**	**8.7**	**28.2**	**45.1**	**.1142**
Saginaw	1,869,956	23,460	3.5	8.7	28.2	45.1	.1142
● Saginaw	639,679	20,569	4.7	10.7	28.9	36.6	.0362
SUBURBAN TOTAL	1,230,277	25,109	2.8	7.4	27.8	50.4	.0780
OTHER COUNTIES							
Alcona	46,840	10,083	8.3	19.1	22.2	9.1	.0032
Alger	45,271	12,222	7.7	26.0	29.7	6.3	.003
Allegan	373,832	14,274	6.3	21.7	34.5	11.7	.025
Alpena	189,203	15,483	5.5	17.5	36.4	16.2	.013
Antrim	78,213	11,763	10.2	20.5	27.1	9.7	.005
Arenac	72,574	14,014	5.5	19.0	31.1	14.7	.005
Baraga	38,710	11,832	7.7	24.5	25.8	6.9	.0030
Benzie	58,509	13,494	8.2	18.6	28.2	15.8	.004
Branch	237,958	16,106	5.8	16.6	31.0	22.7	.0152
Charlevoix	87,187	11,880	8.4	22.4	28.3	7.9	.0069
Cheboygan	85,348	10,844	9.5	23.1	25.3	6.1	.0078
Chippewa	167,029	13,111	7.4	22.4	27.8	13.8	.0120
Clare	111,010	11,059	7.8	21.2	25.8	7.5	.0086
Crawford	41,150	10,842	10.6	22.3	24.1	8.1	.0039
Delta	214,860	14,026	5.7	19.2	33.6	12.0	.0158
Dickinson	155,505	14,142	6.4	16.8	32.5	14.5	.0112
Emmet	112,717	13,425	7.1	20.1	28.9	15.2	.0104
Gladwin	85,146	12,147	7.4	20.4	30.0	8.4	.0062
Gogebic	110,756	12,557	6.3	17.3	31.0	10.2	.0076
Grand Traverse	275,484	15,779	5.7	20.0	33.4	19.5	.0226
Gratiot	257,656	17,339	4.9	15.8	33.9	25.0	.0161
Hillsdale	260,852	16,211	5.6	16.9	35.3	19.4	.0160
Houghton	149,352	8,900	9.2	21.6	17.5	5.9	.0120
Huron	197,153	13,554	6.3	17.1	28.1	17.0	.0135
Iosco	149,989	12,008	8.9	22.8	26.9	10.0	.0109
Iron	66,893	9,094	8.5	22.0	21.7	2.7	.0054
Isabella	283,028	15,513	5.9	16.5	33.2	18.6	.0200
Kalkaska	49,365	10,942	9.8	19.9	25.4	9.3	.0040
Keweenaw	13,529	8,282	12.2	17.9	17.4	4.5	.0008
Lake	26,262	7,723	9.2	18.4	16.6	4.5	.0019
Leelanau	65,553	11,640	10.2	20.4	27.7	9.6	.0042
Lenawee	569,695	18,338	4.1	13.4	37.0	26.2	.0383
Luce	35,632	14,782	7.5	19.4	33.1	15.9	.0028
Mackinac	50,808	10,531	10.4	23.0	23.2	6.3	.0040
Manistee	114,624	12,470	5.9	24.7	28.3	8.3	.0080
Marquette	415,382	15,084	5.8	19.8	35.6	14.7	.0291
Mason	110,818	11,283	9.3	26.1	25.4	5.6	.0091
Mecosta	164,596	11,409	9.3	24.0	23.9	8.9	.0122
Menominee	132,452	12,249	7.8	22.9	28.2	9.1	.0091
Midland	483,390	19,101	3.7	12.8	40.4	27.2	.0303
Missaukee	44,345	10,375	10.3	20.3	23.9	7.5	.0030
☐ Monroe	1,011,406	22,530	3.1	9.2	33.4	40.9	.0575
Montcalm	220,583	12,145	8.2	23.0	29.8	7.4	.0170
Montmorency	26,348	6,985	11.1	19.8	10.3	2.7	.0025
Newaygo	159,621	12,611	7.0	21.6	29.3	10.0	.0105
Ogemaw	70,438	9,681	8.4	20.8	21.1	6.6	.0060
Ontonagon	50,323	11,855	7.9	31.0	25.3	4.4	.0038
Osceola	118,520	15,124	5.3	17.3	30.1	20.4	.0069
Oscoda	42,340	11,736	8.9	16.6	25.4	13.1	.0025
Otsego	79,808	14,208	6.3	22.9	32.4	14.5	.0066
Presque Isle	64,147	11,739	7.3	21.6	27.7	7.2	.0047
Roscommon	66,826	7,961	9.9	17.7	17.0	5.2	.0060
St. Joseph	311,368	14,614	6.6	19.5	33.8	14.6	.0212
Sanilac	193,487	12,336	7.0	20.9	29.2	9.3	.0136
Schoolcraft	45,702	12,246	7.4	20.0	28.0	11.5	.0033
Tuscola	325,540	17,095	4.5	15.4	35.1	23.2	.0204
Wexford	117,144	13,037	6.6	19.6	31.1	11.0	.0105
TOTAL METRO COUNTIES	**62,705,984**	**21,647**	**3.8**	**11.0**	**30.0**	**39.8**	**3.8099**
TOTAL STATE	**70,826,855**	**20,091**	**4.3**	**12.4**	**30.0**	**35.5**	**4.3879**

MINNESOTA

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ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
DULUTH - SUPERIOR	**266.1**	**.1202**	**31.8**	**13.5**	**13.3**	**15.5**	**30.1**	**97.9**	**1,108,633**	**233,023**	**97,138**	**158,820**	**47,910**	**160,871**	**29,0**
St. Louis	220.4	.0995	31.8	13.3	13.3	15.8	29.9	80.9	955,485	202,315	78,581	147,650	44,928	138,145	24,9
● Duluth	97.0	.0438	31.6	15.7	13.4	14.9	30.6	37.8	467,232	88,631	48,149	107,499	26,376	53,242	13.
Douglas, Wisc.	*45.7*	*.0207*	*31.6*	*14.3*	*13.4*	*14.4*	*31.1*	*17.0*	*153,148*	*30,708*	*18,557*	*11,170*	*2,982*	*22,726*	*4.0*
● *Superior*	*30.8*	*.0139*	*31.5*	*15.9*	*13.3*	*14.0*	*31.3*	*11.7*	*126,616*	*24,933*	*12,856*	*10,557*	*2,738*	*22,543*	*4.*
SUBURBAN TOTAL	138.3	.0625	31.9	11.4	13.1	16.3	29.6	48.4	514,785	119,459	36,133	40,764	18,796	85,086	11.3

NN. (cont.)
ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

TRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish/Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
RGO - MOORHEAD	**138.5**	**.0625**	**26.5**	**20.8**	**15.5**	**14.4**	**22.5**	**45.7**	**752,443**	**115,369**	**73,724**	**90,534**	**39,343**	**163,060**	**21,824**
Clay	50.3	.0227	24.9	23.6	15.1	14.3	20.5	15.9	175,898	39,734	20,996	3,804	13,681	28,956	7,166
• Moorhead	33.4	.0151	23.8	31.9	14.6	12.8	16.9	10.4	138,105	34,206	17,292	3,437	12,190	23,273	5,082
Cass, N. D.	*88.2*	*.0398*	*27.5*	*19.1*	*15.8*	*14.6*	*23.6*	*29.8*	*576,545*	*75,635*	*52,728*	*86,730*	*25,662*	*134,104*	*14,658*
• Fargo	*58.9*	*.0266*	*26.4*	*22.3*	*14.7*	*14.9*	*22.4*	*20.4*	*497,521*	*60,265*	*43,648*	*75,138*	*24,412*	*123,144*	*13,721*
SUBURBAN TOTAL	46.2	.0208	30.1	10.8	17.0	15.1	26.5	14.9	116,817	20,898	12,784	11,959	2,741	16,643	3,021
INNEAPOLIS - ST. PAUL	**2,074.6**	**.9362**	**28.5**	**14.7**	**19.4**	**16.0**	**21.4**	**721.1**	**9,852,702**	**1,707,190**	**854,716**	**1,675,012**	**403,497**	**1,880,785**	**264,170**
Anoka	206.1	.0930	26.2	12.7	24.3	17.2	11.3	61.3	707,703	116,773	57,412	178,124	22,093	96,111	13,061
Carver	36.9	.0167	28.8	11.3	16.9	16.7	22.9	12.0	97,208	18,848	5,671	843	2,935	26,774	1,863
Chisago	25.2	.0113	31.3	9.0	15.2	15.3	29.0	8.8	86,356	19,243	6,244	569	1,269	22,749	1,542
Dakota	196.9	.0888	27.1	11.8	22.5	16.9	15.4	61.4	884,913	199,743	70,343	127,396	35,373	148,007	33,441
Hennepin	902.1	.4071	29.5	16.4	18.7	16.0	23.7	337.6	5,100,336	796,346	443,418	947,153	239,961	921,641	128,049
Bloomington	78.1	.0352	27.0	11.8	23.2	21.1	10.5	24.2	522,245	53,769	64,532	87,380	11,635	139,377	17,665
Edina	50.0	.0226	33.7	8.7	14.0	22.0	26.1	17.1	434,226	56,322	16,551	135,279	39,721	46,428	5,201
• Minneapolis	343.1	.1548	31.3	20.1	16.6	12.6	31.3	146.3	1,458,705	225,850	165,147	240,688	84,994	160,615	51,672
Richfield	43.4	.0196	28.5	17.5	20.2	17.5	19.4	15.9	279,438	40,625	15,542	34,340	19,789	80,612	9,013
St. Louis Park	48.0	.0217	31.0	14.0	20.2	17.0	24.9	18.2	251,622	29,207	23,157	21,084	13,256	76,463	10,248
Ramsey	446.9	.2017	29.0	16.5	17.5	15.1	24.4	160.1	2,177,012	384,343	210,116	398,156	83,107	461,476	60,774
• St. Paul	261.1	.1178	30.6	17.5	15.8	13.4	29.6	101.4	1,064,805	211,332	126,574	177,375	39,742	190,752	33,795
Scott	45.8	.0207	26.6	12.0	18.2	14.9	19.8	13.7	134,464	25,124	11,330	1,609	1,110	34,986	3,365
Washington	117.9	.0532	27.4	10.6	21.5	17.5	16.1	35.4	333,170	76,511	26,503	11,956	7,677	74,155	12,676
Wright	53.7	.0242	28.4	10.3	15.8	14.2	25.3	17.2	194,082	38,718	12,458	3,941	7,259	58,783	3,672
St. Croix, Wisc.	*43.1*	*.0195*	*28.6*	*11.0*	*16.0*	*15.8*	*23.9*	*13.6*	*137,458*	*31,541*	*11,221*	*5,265*	*2,713*	*36,103*	*5,727*
SUBURBAN TOTAL	1,470.4	.6636	27.7	13.0	20.6	17.3	17.7	473.4	7,329,192	1,270,008	562,995	1,256,949	278,761	1,529,418	178,703
ROCHESTER	**94.0**	**.0424**	**28.4**	**13.8**	**21.3**	**15.3**	**20.7**	**31.7**	**500,942**	**79,003**	**38,942**	**72,931**	**21,493**	**101,200**	**18,336**
Olmsted	94.0	.0424	28.4	13.8	21.3	15.3	20.7	31.7	500,942	79,003	38,942	72,931	21,493	101,200	18,336
• Rochester	58.0	.0262	29.0	15.5	21.3	15.1	22.1	20.8	431,235	70,744	35,304	72,901	20,905	60,989	16,775
SUBURBAN TOTAL	36.0	.0162	27.5	10.9	21.6	15.6	18.3	10.9	69,707	8,259	3,638	30	588	40,211	1,561
ST. CLOUD	**165.3**	**.0745**	**25.4**	**17.7**	**14.8**	**13.8**	**22.0**	**47.6**	**779,955**	**86,748**	**49,405**	**81,128**	**22,476**	**107,018**	**15,699**
Benton	23.3	.0105	26.5	14.2	15.9	13.5	22.9	7.2	80,302	19,725	10,764	715	2,756	6,074	1,796
Sherburne	34.0	.0153	26.6	16.2	16.7	13.4	22.6	10.3	60,293	3,536	5,249	428	1,151	18,816	1,149
Stearns	108.0	.0487	24.8	18.8	14.0	13.9	21.7	30.1	639,360	63,487	33,392	79,985	18,569	82,128	12,754
• St. Cloud	42.6	.0192	24.3	28.4	13.7	12.5	21.1	12.1	502,820	33,597	24,821	77,788	11,777	40,900	10,232
SUBURBAN TOTAL	122.7	.0553	26.1	13.9	15.3	14.2	22.3	35.5	277,135	53,151	24,584	3,340	10,699	66,118	5,467
OTHER COUNTIES															
Aitkin	14.2	.0064	40.1	6.8	10.8	14.1	40.7	5.6	39,868	8,022	3,447	3,035	159	6,925	1,605
Becker	30.3	.0137	32.1	9.1	12.9	14.6	31.6	10.5	99,412	19,506	6,334	7,294	2,600	16,848	2,269
Beltrami	32.0	.0144	25.5	21.0	13.2	12.9	24.4	10.4	131,421	25,967	14,311	11,448	5,789	27,270	2,238
Big Stone	7.9	.0036	36.9	7.7	11.9	15.7	36.3	2.8	29,789	3,069	3,191	753	355	4,966	1,120
Blue Earth	51.2	.0231	24.9	25.4	14.1	12.8	22.9	16.7	277,423	52,138	27,246	29,048	11,926	63,246	10,052
Brown	30.6	.0138	31.8	12.4	13.9	15.3	30.3	10.4	110,513	28,005	8,957	5,257	2,468	18,937	3,330
Carlton	31.0	.0140	31.4	10.4	14.7	17.0	27.7	10.2	111,293	25,662	7,790	6,933	1,930	26,075	3,324
Cass	21.7	.0098	37.3	8.4	11.6	13.9	38.2	7.9	56,714	13,960	4,790	945	455	6,749	795
Chippewa	16.4	.0074	34.6	8.9	13.7	15.7	33.7	6.3	51,020	9,431	3,153	4,282	1,309	9,681	2,141
Clearwater	9.1	.0041	35.1	9.0	12.2	13.8	36.2	3.2	22,839	4,267	1,440	2,066	751	2,625	1,222
Cook	4.4	.0020	35.0	7.9	16.1	17.8	32.2	1.5	18,181	2,993	2,375	1,146	117	1,557	482
Cottonwood	15.7	.0071	35.2	8.5	13.5	15.6	34.7	5.8	54,300	11,173	3,137	3,253	2,069	14,056	1,161
Crow Wing	42.5	.0192	32.6	10.7	13.9	14.6	32.1	15.4	171,402	34,367	15,789	15,470	6,138	31,721	4,772
Dodge	14.1	.0064	31.9	9.0	15.3	15.2	30.0	4.6	39,354	9,467	2,483	303	558	8,895	741
Douglas	26.9	.0122	33.1	11.5	12.9	14.8	32.7	9.6	112,439	17,258	10,551	6,365	6,371	18,609	5,051
Faribault	19.9	.0089	35.3	8.9	12.8	15.7	34.6	7.4	68,192	12,872	5,319	922	1,964	16,094	2,182
Fillmore	22.8	.0103	35.6	8.8	12.9	15.7	34.9	8.2	68,732	17,273	4,254	842	3,277	18,722	1,827
Freeborn	38.6	.0174	31.8	12.2	15.3	16.2	28.9	13.7	156,389	26,520	10,549	16,937	5,610	43,501	5,354
Goodhue	40.0	.0181	33.1	9.8	14.5	15.5	31.8	14.1	151,200	44,523	12,231	10,676	5,388	30,188	4,490
Grant	6.8	.0031	39.4	6.9	12.4	15.2	39.2	2.5	19,408	3,891	1,690	155	166	6,580	904
Houston	18.3	.0082	31.8	10.8	13.3	16.0	29.7	6.0	41,508	13,127	4,081	1,149	1,245	3,156	612
Hubbard	14.0	.0064	36.7	7.7	12.7	14.3	37.3	5.0	55,407	16,242	3,184	1,305	1,591	9,885	1,942
Isanti	23.0	.0103	30.0	10.4	16.5	14.7	27.1	7.2	55,791	14,764	3,141	3,842	2,394	10,522	2,537

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Waseca Journal
Willmar West Central Tribune
Winona News
Worthington Globe

MINN. (cont.)
S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Itasca	43.6	.0197	31.4	9.9	12.9	16.2	29.1	14.6	168,715	37,177	12,059	11,272	2,739	28,517	4,1
Jackson	14.5	.0066	34.5	10.7	12.1	16.1	33.3	5.2	34,333	7,957	2,300	145	1,409	8,907	1,74
Kanabec	13.2	.0059	32.5	8.4	14.8	14.5	31.7	4.7	35,818	9,917	2,634	1,146	581	7,957	90
Kandiyohi	34.9	.0158	32.2	11.7	13.5	15.5	30.6	12.2	140,904	22,162	11,898	19,422	5,049	17,841	5,0
Kittson	6.9	.0031	37.2	7.7	11.9	15.7	36.5	2.6	21,609	5,258	1,538	597	872	3,847	1,20
Koochiching	18.4	.0083	30.4	11.0	14.2	16.7	26.7	6.5	71,401	12,942	5,942	4,187	2,508	9,623	3,707
Lac qui Parle	11.1	.0050	39.6	6.7	11.2	16.0	38.9	4.0	25,962	5,062	1,555	596	1,402	5,783	93
Lake	14.2	.0064	29.8	10.3	16.4	17.9	23.6	4.7	45,157	10,215	3,221	673	324	13,358	1,24
Lake of the Woods	3.9	.0018	31.8	11.1	13.9	14.4	31.2	1.4	12,737	1,669	1,143	378		706	36
Le Sueur	22.5	.0101	32.3	10.2	14.8	14.5	31.5	8.0	64,516	13,486	4,754	754	1,977	12,423	2,97
Lincoln	8.1	.0037	37.3	7.1	11.8	15.8	36.7	3.0	25,857	2,995	2,169	759	1,017	5,511	932
Lyon	25.2	.0113	29.0	16.0	13.5	14.0	27.9	8.2	99,151	15,585	6,983	8,539	3,784	13,956	3,967
McLeod	29.9	.0135	31.6	11.7	16.2	15.4	29.2	10.6	119,041	25,410	6,139	7,425	4,499	27,292	4,063
Mahnomen	6.4	.0029	30.3	7.8	11.9	14.1	30.3	2.0	15,136	3,177	908	1,047	339	2,913	549
Marshall	14.7	.0067	33.8	7.9	13.5	15.6	32.7	5.1	34,014	5,500	2,573	696	237	7,023	473
Martin	25.0	.0112	34.9	9.4	13.9	15.8	34.0	9.3	102,782	29,668	8,419	8,493	5,780	18,238	3,367
Meeker	21.8	.0099	33.4	9.4	13.2	15.2	32.7	7.8	57,065	10,705	4,957	3,618	1,705	9,115	1,733
Mille Lacs	19.5	.0088	33.9	8.7	13.9	14.8	33.7	6.7	70,243	14,639	3,320	1,808	1,628	16,335	1,437
Morrison	29.6	.0133	30.2	9.4	12.7	14.8	29.0	9.0	76,419	13,473	7,702	4,502	1,385	11,527	3,505
Mower	41.8	.0189	32.3	10.8	13.3	17.4	29.1	14.0	142,660	31,313	11,692	13,448	9,244	27,202	7,785
Murray	12.7	.0057	33.1	3.4	12.2	15.9	31.8	4.3	30,537	8,796	2,723	967	1,720	4,742	1,161
Nicollet	26.3	.0119	26.8	20.3	15.4	14.1	23.4	8.0	65,661	15,086	9,641	1,035	1,979	14,624	3,389
Nobles	22.8	.0103	31.9	11.2	14.1	15.8	29.9	7.9	91,110	13,778	6,646	7,102	4,078	20,813	2,826
Norman	9.9	.0045	39.3	7.3	12.1	15.8	38.8	3.8	24,660	5,017	1,615	144	372	6,570	988
Otter Tail	52.4	.0236	36.7	8.7	12.0	15.4	36.2	18.9	176,577	30,883	14,646	7,521	7,511	37,479	4,945
Pennington	15.2	.0069	30.4	13.3	13.7	13.8	29.8	5.5	78,934	13,265	4,804	7,985	3,592	11,798	2,303
Pine	20.0	.0090	34.4	7.8	13.0	15.0	34.3	6.9	63,449	12,398	7,718	1,730	893	19,222	938
Pipestone	12.0	.0054	33.8	10.1	12.4	15.5	33.1	4.4	45,566	8,461	2,918	2,962	2,079	6,451	1,019
☐ Polk	36.2	.0164	32.4	11.1	12.8	15.3	31.3	12.6	124,700	26,914	11,113	4,768	4,566	15,546	6,735
Pope	12.0	.0054	38.5	6.9	11.8	15.6	38.1	4.2	22,698	5,664	2,915	795	116	2,853	1,088
Red Lake	4.8	.0021	31.3	9.5	12.8	13.6	31.7	1.6	15,512	2,715	1,739	263	1,019	2,482	237
Redwood	19.8	.0090	34.1	8.3	13.5	15.4	33.5	7.1	61,136	12,575	3,226	1,653	2,960	12,118	2,381
Renville	20.9	.0094	35.6	7.9	12.3	15.6	35.1	7.5	51,423	10,932	4,423	942	1,435	14,957	2,282
Rice	46.1	.0208	27.7	19.0	15.0	13.6	25.5	14.1	150,023	32,603	17,639	6,163	5,566	25,820	2,549
Rock	11.5	.0052	32.0	10.1	13.5	16.1	29.L	4.1	29,005	5,244	3,322	1,165	733	8,907	610
Roseau	13.4	.0060	32.2	8.7	13.3	15.1	31.1	4.3	42,328	10,058	2,510	3,069	1,718	7,996	1,409
Sibley	15.8	.0072	33.4	8.8	13.7	15.6	32.2	5.4	35,819	6,682	3,015	1,802	891	5,444	993
Steele	31.7	.0143	30.8	11.2	16.1	15.8	27.5	11.2	113,091	20,275	10,894	10,252	5,973	23,075	3,357
Stevens	11.7	.0053	29.3	17.7	11.4	15.2	28.3	3.6	41,933	9,505	3,282	2,368	1,688	5,581	2,210
Swift	12.7	.0057	35.4	8.5	11.9	15.1	35.2	4.6	43,765	9,836	2,556	2,565	642	5,913	1,992
Todd	24.8	.0112	33.9	8.2	12.0	14.9	33.8	8.7	64,485	14,694	3,712	2,326	567	13,529	1,741
Traverse	6.1	.0028	37.9	6.6	11.6	16.1	36.9	2.2	18,758	3,574	1,559	528	980	3,966	542
Wabasha	20.4	.0092	32.7	9.3	14.1	13.9	32.9	7.0	50,520	9,555	4,176	747	1,101	9,278	2,092
Wadena	14.6	.0066	32.0	9.3	12.5	14.1	32.2	4.9	63,831	10,440	2,483	4,646	2,242	11,774	1,518
Waseca	18.5	.0083	31.8	10.4	14.8	15.4	29.8	6.4	51,427	11,653	4,543	3,260	1,397	9,028	1,759
Watonwan	12.6	.0057	34.1	9.0	13.9	15.7	33.1	4.7	45,320	8,028	4,362	1,913	1,432	14,704	1,531
Wilkin	8.6	.0039	33.1	10.6	12.9	15.7	31.8	2.7	27,046	5,547	2,340	369	728	3,939	1,952
Winona	46.5	.0210	28.3	20.2	13.9	13.5	27.2	15.6	163,734	37,817	14,432	17,915	5,861	30,052	4,410
Yellow Medicine	13.7	.0062	34.8	9.4	12.6	15.4	34.4	5.0	39,967	8,832	2,689	1,242	1,066	6,492	1,564
TOTAL METRO COUNTIES	**2,597.7**	**1.1722**	**28.5**	**15.0**	**18.5**	**15.8**	**22.2**	**896.2**	**12,252,224**	**2,110,363**	**1,042,532**	**1,980,028**	**507,928**	**2,235,547**	**331,301**
TOTAL STATE	**4,071.8**	**1.8376**	**29.6**	**13.7**	**16.7**	**15.6**	**25.4**	**1,405.4**	**17,266,654**	**3,147,083**	**1,450,409**	**2,296,388**	**679,376**	**3,220,036**	**495,270**

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S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
DULUTH - SUPERIOR	**1,911,412**	**17,855**	**5.3**	**12.2**	**32.9**	**26.5**	**.1207**
St. Louis	1,608,380	18,259	5.2	11.8	[illegible]	28.0	.1019
• Duluth	778,333	18,109	5.7	12.0	26.5	30.2	.0486
Douglas, Wisc.	*303,032*	*16,063*	*6.1*	*14.1*	*33.8*	*19.6*	*.0188*
• Superior	*216,316*	*16,129*	*6.2*	*14.1*	*32.1*	*21.4*	*.0137*
SUBURBAN TOTAL	916,763	18,065	4.8	12.0	36.2	24.9	.0584
FARGO - MOORHEAD	**1,032,926**	**20,018**	**5.0**	**12.7**	**29.3**	**34.9**	**.0699**
Clay	394,248	22,213	4.3	11.1	28.0	41.4	.0227
• Moorhead	266,725	23,315	3.9	10.3	27.1	44.8	.0159
Cass, N. D.	*638,678*	*18,898*	*5.4*	*13.6*	*30.0*	*31.5*	*.0472*
• Fargo	*469,045*	*20,423*	*5.3*	*12.5*	*27.3*	*36.7*	*.0366*
SUBURBAN TOTAL	297,156	17,594	5.5	14.8	33.5	25.6	.0174
MINNEAPOLIS - ST. PAUL	**17,029,402**	**21,450**	**4.1**	**11.2**	**31.8**	**38.1**	**1.0461**
Anoka	1,351,249	21,324	2.7	10.1	45.8	32.6	.0842
Carver	285,875	21,823	4.0	9.7	28.5	40.8	.0154

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Chisago	161,667	17,709	4.9	10.8	34.2	24.5	.0102
Dakota	1,388,508	21,071	3.5	10.8	41.4	33.9	.0905
Hennepin	8,251,166	21,933	4.3	11.4	28.5	40.6	.5087
Bloomington	711,787	27,578	1.6	5.7	27.5	60.8	.046
Edina	745,866	36,901	1.5	4.8	14.0	74.3	.042
• Minneapolis	2,839,923	16,594	6.4	15.5	28.6	26.2	.168
Richfield	402,282	24,303	2.6	9.6	34.8	47.1	.025
St. Louis Park	466,106	23,150	3.1	10.2	34.1	43.0	.027
Ramsey	3,880,940	21,967	4.2	10.9	28.9	40.5	.233
• St. Paul	2,256,932	19,528	5.1	12.6	29.1	33.7	.129
Scott	302,679	20,422	4.1	10.4	35.8	33.1	.0180
Washington	851,215	22,377	3.1	9.3	37.1	39.2	.048
Wright	263,668	14,258	6.8	18.7	32.8	14.3	.019
St. Croix, Wisc.	*292,435*	*19,155*	*4.8*	*11.9*	*34.1*	*30.0*	*.017*
SUBURBAN TOTAL	11,932,547	22,963	3.2	9.5	33.6	42.7	.748

People in the Minneapolis-St. Paul market are young,[1] well-heeled,[2] and well-educated.[3]

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And they read The Star and the Tribune.

[1] Among major metros (those with at least two million people), Minneapolis-St. Paul has the highest percentage of young adults 18 through 34 years old.*

[2] The $18,822 median income per household in Minneapolis-St. Paul is the seventh largest among the country's 15 major metro areas.*

[3] Minneapolis-St. Paul's percentage of high-school graduates was 70.6% according to the 1970 U.S. Census; and at that time, only two of what were then the 15 largest markets had a higher percentage.

Facts like these are part of the quality of life in Minneapolis-St. Paul: More technical and light manufacturing than heavy industry, with more white-collar and skilled workers, a lot of disposable income, and a low unemployment rate.

And when you advertise in The Minneapolis Star and Minneapolis Tribune, you reach 52% of all adults in the 10-county SMSA daily, 63% on Sunday. Readership jumps to 58% daily, 74% Sunday among the young, well-heeled and well-educated.

For full market and readership data, call our Display Advertising Manager, Jim Anderson (612/372-3907). Or our representative at Cresmer, Woodward, O'Mara & Ormsbee, Inc.

*Source: 1979 Sales & Marketing Management Survey of Buying Power

The Minneapolis Star / Minneapolis Tribune

425 Portland Avenue   Minneapolis MN 55488

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
ROCHESTER	**721,809**	**20,857**	**4.7**	**11.7**	**30.5**	**36.3**	**.0476**
Olmsted	721,809	20,857	4.7	11.7	30.5	36.3	.0476
• Rochester	474,017	20,929	4.9	11.5	28.5	37.3	.0345
SUBURBAN TOTAL	247,792	20,760	4.4	12.0	34.6	31.2	.0131
ST. CLOUD	**903,492**	**16,751**	**5.6**	**15.1**	**34.8**	**21.9**	**.0692**
Benton	132,651	16,783	5.7	15.6	33.3	23.3	.0089
Sherburne	192,255	17,155	4.9	16.1	38.1	20.5	.0111
Stearns	578,586	16,604	5.9	14.7	33.9	22.1	.0492
• St. Cloud	275,441	19,286	5.4	12.4	31.8	31.3	.0294
SUBURBAN TOTAL	628,051	16,084	5.7	16.1	35.8	18.7	.0398
OTHER COUNTIES							
Aitkin	67,719	9,698	8.3	17.9	22.5	8.4	.0048
Becker	177,077	13,526	7.0	15.8	25.8	19.7	.0116
Beltrami	177,829	13,753	7.1	17.6	26.1	19.5	.0128
Big Stone	40,683	11,969	7.6	20.5	24.1	14.4	.0030
Blue Earth	387,861	19,545	5.6	14.5	27.6	34.8	.0259
Brown	197,596	16,967	5.6	14.2	31.3	24.8	.0126
Carlton	183,101	16,684	4.4	16.2	39.4	17.5	.0123
Cass	96,021	9,364	10.0	19.0	20.7	7.2	.0069
Chippewa	105,223	14,260	6.8	18.1	27.3	20.1	.0064
Clearwater	44,418	10,422	8.4	16.1	22.4	12.9	.0030
Cook	26,358	14,426	7.3	18.9	29.3	18.4	.0018
Cottonwood	125,937	17,078	6.0	14.6	25.7	30.3	.0071
Crow Wing	229,653	13,516	6.7	18.2	29.9	14.2	.0168
Dodge	73,061	14,364	7.2	16.8	32.3	15.6	.0049
Douglas	173,535	14,879	6.7	16.0	27.3	22.4	.0116
Faribault	139,067	15,718	6.5	16.8	29.8	22.6	.0084
Fillmore	137,842	14,009	8.3	15.7	26.7	20.5	.0086
Freeborn	263,300	18,083	5.3	14.5	32.9	26.5	.0170
Goodhue	281,003	18,396	5.5	12.3	30.1	29.8	.0174
Grant	37,583	11,794	9.9	19.3	24.6	13.5	.0023
Houston	110,356	15,980	6.4	15.0	30.0	23.2	.0065
Hubbard	64,974	10,166	8.3	16.9	23.8	9.9	.0051
Isanti	127,592	16,735	5.5	13.9	34.4	21.3	.0080
Itasca	248,005	15,851	6.0	15.5	34.7	18.4	.0172
Jackson	103,550	16,427	6.4	17.0	25.8	28.5	.0058
Kanabec	67,981	12,924	8.0	18.4	28.7	13.2	.0044
Kandiyohi	228,231	15,863	6.4	16.0	28.8	24.0	.0150
Kittson	34,697	11,417	8.6	22.1	26.2	8.6	.0024
Koochiching	98,095	13,841	6.0	20.0	32.6	12.2	.0072
Lac qui Parle	53,785	11,181	8.8	21.8	24.4	9.1	.0035
Lake	99,248	20,027	3.2	9.9	40.1	30.1	.0059
Lake of the Woods	20,325	11,761	7.6	21.1	26.3	10.9	.0013
Le Sueur	155,561	16,676	5.3	14.6	29.3	25.9	.009
Lincoln	32,674	9,065	10.3	18.7	20.7	5.9	.0027
Lyon	158,077	16,851	6.3	14.9	32.0	24.0	.010
McLeod	229,308	19,377	5.1	13.1	28.6	33.7	.013
Mahnomen	29,818	11,403	7.7	16.0	21.4	17.6	.002
Marshall	69,250	11,510	8.0	19.8	24.0	12.0	.004
Martin	185,555	17,315	5.7	15.8	29.8	27.4	.0114
Meeker	137,105	14,542	7.0	14.9	25.5	23.2	.008
Mille Lacs	106,563	13,564	6.9	16.1	29.1	16.1	.0074
Morrison	151,085	13,542	6.6	15.8	27.9	17.4	.0100
Mower	279,063	18,785	5.2	12.0	30.3	30.2	.0172
Murray	79,083	13,972	9.1	19.6	23.9	21.9	.0046
Nicollet	168,533	18,344	5.7	14.6	30.1	30.7	.0098
Nobles	152,433	16,090	5.7	17.2	28.9	25.1	.0099
Norman	53,804	11,686	9.1	21.1	22.7	13.9	.0034
Otter Tail	317,257	13,717	7.1	15.9	26.4	19.4	.0206
Pennington	106,521	16,092	6.1	15.4	29.8	24.0	.0072
Pine	94,951	12,175	5.9	19.6	27.3	11.2	.0070
Pipestone	71,145	13,490	8.1	16.6	26.5	18.6	.0048
☐ Polk	235,955	16,289	6.1	14.7	28.6	25.2	.0147
Pope	99,885	17,486	6.3	12.2	23.0	33.1	.0050
Red Lake	26,722	13,172	7.2	18.9	20.8	21.8	.0017
Redwood	114,595	13,664	7.2	18.5	28.9	16.2	.0075
Renville	133,017	15,074	6.4	18.7	28.8	21.4	.0077
Rice	267,068	16,422	6.2	16.0	33.8	21.7	.0175
Rock	81,692	17,052	5.3	14.6	30.0	27.3	.0046
Roseau	69,079	14,182	6.7	16.4	29.7	17.7	.0047
Sibley	108,429	17,331	5.6	14.2	28.5	27.6	.0060
Steele	224,164	18,272	5.8	14.6	32.6	27.1	.0136
Stevens	83,966	19,446	5.9	10.3	25.4	35.6	.0050
Swift	70,410	12,611	7.9	17.5	24.8	16.8	.0049
Todd	114,647	9,833	8.2	17.1	20.9	11.4	.0079
Traverse	37,790	13,303	7.9	16.1	25.0	20.3	.0024
Wabasha	125,415	15,679	6.6	16.8	30.9	21.0	.0074
Wadena	69,791	11,842	8.2	17.8	26.3	12.7	.0056
Waseca	128,031	17,054	6.3	14.8	29.0	27.2	.0074
Watonwan	79,601	15,097	6.1	17.8	30.9	19.4	.0051
Wilkin	48,958	16,089	6.8	18.0	32.0	21.7	.0031
Winona	279,573	15,659	6.3	14.6	31.7	20.3	.0185
Yellow Medicine	90,612	14,940	6.9	16.7	28.6	21.2	.0054
TOTAL METRO COUNTIES	**20,600,851**	**20,851**	**4.3**	**11.5**	**31.9**	**36.3**	**1.2846**
TOTAL STATE	**29,653,788**	**18,852**	**5.1**	**13.1**	**30.9**	**30.9**	**1.8672**

The POWER of man
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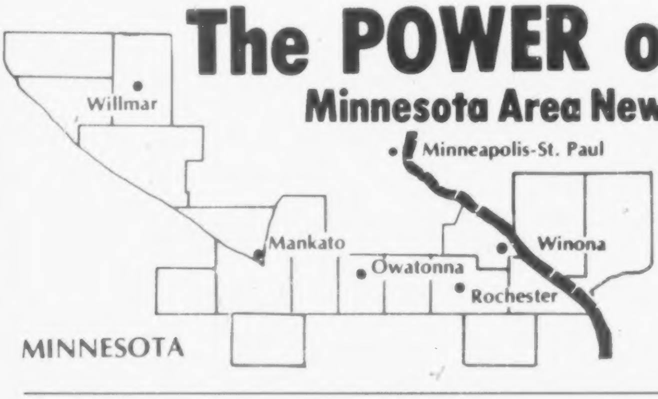

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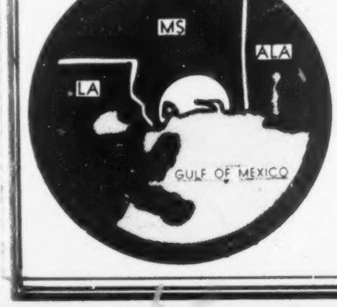
ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

ETRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ILOXI - GULFPORT	**180.5**	**.0815**	**24.9**	**18.5**	**15.1**	**15.3**	**19.4**	**56.6**	**665,147**	**157,908**	**60,035**	**106,010**	**27,916**	**137,400**	**20,964**
Hancock	19.9	.0089	30.2	11.5	15.2	15.6	27.0	6.5	60,598	22,047	2,979	4,017	516	14,196	2,028
Harrison	152.3	.0688	24.5	19.5	15.2	15.3	18.1	47.6	577,304	129,576	55,878	100,273	26,942	116,058	17,905
• Biloxi	51.9	.0234	23.7	27.6	13.4	13.8	17.5	14.7	206,070	35,744	22,318	59,849	10,485	25,639	7,217
• Gulfport	48.8	.0220	26.7	15.3	15.0	16.3	21.3	16.7	296,531	72,228	29,312	30,272	15,084	72,383	8,734
Stone	8.3	.0038	27.5	16.3	13.7	14.5	25.3	2.5	27,245	6,285	1,178	1,720	458	7,146	1,031
SUBURBAN TOTAL	79.8	.0361	25.9	14.6	16.4	15.5	19.6	25.2	162,546	49,936	8,405	15,889	2,347	39,378	5,013
HATTIESBURG	**83.8**	**.0379**	**26.7**	**17.8**	**14.4**	**14.2**	**23.8**	**28.4**	**368,616**	**65,650**	**33,245**	**59,301**	**18,771**	**81,798**	**15,109**
Forrest	64.1	.0290	26.4	19.6	14.4	14.0	23.5	21.8	306,885	40,089	31,174	57,702	18,622	64,602	13,493
• Hattiesburg	38.2	.0172	25.0	23.8	13.2	13.1	23.7	13.1	307,102	40,124	30,810	58,661	18,822	62,884	14,496
Lamar	19.7	.0089	27.9	11.9	14.9	14.7	24.7	6.6	61,731	25,561	2,071	1,599	149	17,196	1,616
SUBURBAN TOTAL	45.6	.0207	28.0	12.7	15.7	15.1	23.9	15.3	61,514	25,526	2,435	640	51	18,914	613
ACKSON	**308.3**	**.1392**	**27.6**	**13.9**	**16.8**	**16.0**	**21.5**	**97.8**	**1,376,504**	**281,391**	**115,934**	**212,191**	**69,748**	**332,706**	**37,593**
Hinds	242.0	.1092	27.2	14.6	16.4	16.0	21.1	79.0	1,212,078	239,717	88,711	197,131	59,198	308,322	33,159
• Jackson	206.3	.0931	27.9	14.6	16.0	16.5	22.1	69.1	1,082,575	199,912	83,284	190,375	57,693	288,176	21,484
Rankin	66.3	.0300	29.1	11.3	18.3	16.3	22.8	18.8	164,426	41,674	27,223	15,060	10,550	24,384	4,434
SUBURBAN TOTAL	102.0	.0461	27.2	12.4	18.3	15.2	20.5	28.7	293,929	81,479	32,650	21,816	12,055	44,530	16,109
MERIDIAN	**72.3**	**.0327**	**29.1**	**13.6**	**14.6**	**14.8**	**26.7**	**25.2**	**379,051**	**83,496**	**23,683**	**62,868**	**15,056**	**82,611**	**11,089**
Lauderdale	72.3	.0327	29.1	13.6	14.6	14.8	26.7	25.2	379,051	83,496	23,683	62,888	15,056	82,611	11,089
• Meridian	46.9	.0212	30.9	12.0	13.9	15.2	29.1	17.3	356,297	79,165	21,198	61,928	14,818	82,225	11,089
SUBURBAN TOTAL	25.4	.0115	26.2	16.7	15.7	14.1	22.1	7.9	22,754	4,331	2,485	960	238	386	
PASCAGOULA - MOSS POINT	**117.7**	**.0532**	**25.9**	**12.6**	**19.6**	**16.0**	**16.1**	**36.6**	**352,776**	**106,328**	**25,546**	**53,863**	**12,582**	**55,592**	**13,617**
Jackson	117.7	.0532	25.9	12.6	19.6	16.0	16.1	36.6	352,776	106,328	25,546	53,863	12,582	55,592	13,617
• Moss Point	23.4	.0106	24.4	13.0	18.6	14.9	15.3	6.6	24,089	8,756	1,088	607	1,184	3,445	975
• Pascagoula	35.5	.0160	26.7	13.4	19.7	16.4	17.3	11.7	234,805	61,493	16,523	43,661	10,286	45,983	9,426
SUBURBAN TOTAL	58.8	.0266	25.9	12.0	19.8	16.2	15.6	18.3	93,882	36,079	7,935	9,595	1,112	6,164	3,216
OTHER COUNTIES															
Adams	38.0	.0171	28.4	11.0	14.9	16.0	24.2	12.4	188,081	44,902	11,086	24,969	8,580	52,264	4,463
Alcorn	31.4	.0142	31.7	11.8	16.4	15.7	28.9	11.5	115,480	19,078	7,400	12,072	5,701	26,593	2,641
Amite	12.9	.0058	30.9	10.1	12.2	13.8	31.1	3.9	18,292	5,964	651	1,239	620	4,538	831
Attala	19.9	.0090	32.6	10.4	12.5	14.3	32.7	6.9	52,315	14,130	1,303	5,0[illegible]1	2,850	11,304	1,588
Benton	8.1	.0037	30.4	10.5	13.3	14.5	29.5	2.3	7,474	4,461	264	248	195	819	170
Bolivar	47.2	.0213	23.5	14.7	11.5	11.5	24.0	13.7	107,843	31,855	6,351	8,297	4,002	24,280	4,580
Calhoun	15.7	.0070	32.4	10.6	13.7	14.6	31.8	5.4	41,129	10,589	898	2,271	1,146	12,199	1,596
Carroll	8.6	.0039	30.9	11.2	13.3	13.4	31.1	2.6	11,[illegible]	2,222	210	203	169	241	123
Chickasaw	17.2	.0078	29.5	10.8	14.7	13.9	28.1	5.8	51,632	16,283	1,278	2,912	4,193	15,069	1,224
Choctaw	9.7	.0044	32.4	10.6	13.5	13.7	32.8	3.0	14,039	6,636	250	926	731	1,314	649
Claiborne	11.3	.0051	24.7	15.7	10.8	11.4	27.1	3.4	25,477	9,393	2,198	620	501	5,656	191
Clarke	16.2	.0073	31.1	11.0	14.0	13.9	30.6	5.6	30,726	11,487	1,144	1,671	693	6,841	727
Clay	20.8	.0094	26.7	14.2	13.3	13.9	25.1	6.5	51,454	14,356	3,142	5,220	3,266	11,304	1,881
Coahoma	38.0	.0171	26.3	11.6	11.9	12.6	27.0	12.0	106,504	30,675	4,638	7,138	4,430	24,622	2,690
Copiah	26.2	.0118	29.2	12.1	12.3	13.6	29.4	8.4	71,600	19,422	2,720	4,466	3,492	18,591	2,592
Covington	14.9	.0068	29.4	10.3	15.3	14.4	27.0	4.7	35,357	9,785	857	3,917	605	12,841	1,387
☐ De Soto	54.0	.0243	26.3	11.3	19.7	14.5	18.4	15.7	114,457	44,546	5,766	12,398	3,321	24,925	3,017
Franklin	8.2	.0037	33.4	9.5	11.9	14.8	33.3	2.9	14,995	1,904	160	365	318	3,904	3,318
George	15.2	.0068	27.6	11.2	16.7	14.8	22.9	4.8	35,317	14,214	940	3,346	1,017	7,150	1,488
Greene	9.1	.0041	27.6	12.0	14.5	13.7	25.6	3.3	12,400	4,997	197	752	116	2,386	430
Grenada	21.1	.0096	29.8	11.3	14.6	14.6	27.8	7.0	106,081	22,967	2,632	8,233	4,113	45,347	3,325
Holmes	21.7	.0098	26.6	12.1	10.2	11.6	29.8	6.7	47,574	16,325	1,067	2,676	527	9,157	2,022
Humphreys	13.8	.0062	25.6	11.2	12.2	12.1	26.5	4.0	25,233	4,722	688	1,675	601	6,248	1,332
Issaquena	2.4	.0011	28.7	9.5	14.2	12.3	28.8	.7	684	637	47				
Itawamba	18.5	.0083	32.1	11.9	16.4	15.4	29.8	6.2	39,932	13,918	1,077	981	1,304	12,262	1,189
Jasper	16.4	.0074	29.1	10.8	13.8	14.1	27.7	5.2	31,582	6,562	545	2,412	282	9,835	2,293
Jefferson	9.1	.0041	26.5	11.4	11.1	11.8	28.7	2.6	12,394	7,155	386	167	103	2,818	412
Jefferson Davis	13.5	.0061	28.1	11.8	12.9	13.3	27.7	4.1	25,486	9,380	234	1,027	202	6,520	553
Jones	61.7	.0278	30.6	11.8	15.0	15.8	27.6	20.9	218,148	55,503	13,840	27,337	13,014	41,100	7,031
Kemper	9.8	.0044	29.4	13.2	10.9	12.8	31.1	3.0	12,270	5,640	170	1,605		1,230	
Lafayette	29.5	.0133	23.9	29.2	14.1	10.8	20.5	8.7	76,272	22,090	6,432	8,166	2,639	10,521	2,962



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S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROU 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Dru ($00
Lawrence	11.7	.0052	29.4	9.9	14.7	14.8	27.0	4.0	25,825	8,767	338	1,051	1,358	8,554	[illegible]
Leake	17.6	.0080	32.0	10.4	12.7	14.6	31.6	6.3	41,941	13,446	1,649	5,624	1,854	8,650	1,4
Lee	54.8	.0247	29.4	11.4	17.0	16.1	24.5	19.4	302,576	60,270	24,199	44,788	12,886	73,649	7,2
Leflore	41.0	.0185	26.7	12.4	13.2	12.8	26.2	13.0	136,538	33,071	8,629	14,765	7,255	26,495	4,1
Lincoln	27.2	.0123	29.9	11.5	13.9	15.2	27.8	9.2	87,338	24,556	4,139	5,208	4,386	19,550	3,6
Lowndes	55.3	.0249	25.6	16.3	16.1	14.0	20.9	17.2	210,147	44,122	16,024	25,330	8,685	38,657	5,5
Madison	34.3	.0155	24.4	12.6	12.7	13.1	23.1	9.8	85,574	22,414	2,453	7,674	2,101	26,329	2,4
Marion	24.2	.0109	29.5	11.3	13.4	15.1	27.6	8.0	77,240	28,487	2,936	5,671	2,926	16,266	1,8
Marshall	26.4	.0120	24.4	13.4	13.3	12.7	22.8	7.0	53,165	22,600	2,355	860	714	10,229	1,3
Monroe	34.8	.0157	30.1	11.2	15.3	14.6	28.0	11.9	114,156	29,630	4,146	11,479	4,147	30,061	4,4
Montgomery	12.6	.0057	31.2	9.6	13.1	14.1	31.0	3.9	35,940	9,105	1,623	2,609	2,243	9,075	1,6
Neshoba	21.7	.0097	30.7	10.8	13.6	15.1	29.1	7.7	61,266	19,370	902	5,465	2,464	15,390	2,04
Newton	19.2	.0087	31.5	12.6	12.7	14.7	30.9	6.4	41,585	14,926	1,528	1,753	1,058	4,149	1,15
Noxubee	13.3	.0060	26.7	11.1	11.7	12.9	27.4	4.1	27,098	9,373	302	4,446	890	2,881	1,22
Oktibbeha	34.5	.0156	23.4	28.1	14.1	11.4	18.1	10.2	97,399	25,275	7,102	10,476	4,164	12,568	2,26
Panola	28.5	.0128	27.8	10.7	12.3	13.2	28.0	8.6	76,812	27,969	2,034	3,451	1,221	18,656	2,71
Pearl River	29.8	.0135	28.2	12.8	15.8	16.6	22.6	9.7	87,493	32,024	5,352	10,029	5,463	16,600	3,24
Perry	10.1	.0046	27.9	11.5	14.4	14.4	25.4	3.2	14,382	6,394	412	2,174	87	2,415	702
Pike	35.5	.0160	30.6	10.9	12.5	14.4	30.0	12.1	151,053	34,099	8,599	9,288	4,842	48,537	6,54
Pontotoc	20.4	.0092	33.1	11.2	13.7	14.8	32.7	7.2	42,682	9,938	913	6,223	925	11,535	1,549
Prentiss	22.0	.0099	31.6	12.2	15.1	15.4	29.5	7.6	81,401	26,930	2,236	8,953	3,460	22,983	1,705
Quitman	13.8	.0062	25.4	11.0	11.9	11.6	26.9	4.1	21,874	8,603	583	1,442	1,052	2,710	1,258
Scott	22.3	.0100	29.1	10.7	14.0	14.7	27.0	7.3	75,628	25,768	1,639	7,639	3,664	21,364	2,267
Sharkey	8.4	.0038	24.2	10.3	11.8	12.1	24.9	2.4	16,008	6,846	504	1,040	651	2,536	1,050
Simpson	21.1	.0095	29.7	10.7	14.1	14.5	28.1	7.0	65,110	17,930	2,059	4,642	1,593	18,634	2,670
Smith	14.4	.0065	30.2	11.6	14.6	14.7	28.3	4.9	28,387	11,446	301	1,153	568	8,445	1,059
Sunflower	34.5	.0155	25.3	12.7	13.0	12.6	24.9	9.5	79,385	39,096	1,409	3,469	1,976	12,537	2,583
Tallahatchie	17.8	.0081	27.0	10.3	11.2	12.0	29.1	5.5	23,172	10,192	256	596	248	5,803	798
Tate	21.2	.0095	25.1	15.6	13.3	12.4	24.4	5.9	67,244	26,225	3,747	5,977	488	12,406	1,857
Tippah	18.4	.0084	31.6	11.3	14.5	14.5	30.6	6.4	51,438	12,510	1,105	4,236	1,957	11,279	1,706
Tishomingo	17.1	.0077	33.5	10.8	15.6	15.9	31.8	6.2	44,107	9,942	1,666	3,889	1,310	13,162	1,931
Tunica	10.1	.0045	25.1	10.3	10.7	12.0	27.4	3.1	24,991	6,595	1,249	1,917	814	6,595	449
Union	21.6	.0098	32.0	11.6	14.4	14.8	31.0	7.5	54,250	16,378	2,189	7,864	1,374	12,575	2,003
Walthall	13.6	.0061	30.5	10.2	13.6	14.5	29.4	4.4	33,384	9,377	970	1,280	574	13,421	805
Warren	51.0	.0230	29.0	10.6	15.1	14.7	26.2	16.8	190,574	54,827	14,284	28,942	7,225	38,138	5,600
Washington	72.3	.0327	25.8	11.1	14.0	14.0	23.2	22.2	273,480	68,066	13,353	48,446	13,705	67,324	7,944
Wayne	18.4	.0083	27.9	11.6	14.9	14.4	25.1	5.6	51,398	12,184	2,345	2,787	3,036	13,611	1,806
Webster	10.2	.0046	33.0	10.8	13.6	14.4	32.9	3.6	27,978	7,319	1,367	989	744	7,638	278
Wilkinson	10.2	.0046	28.9	11.0	12.6	12.9	29.4	3.1	21,808	7,632	499	1,529	139	6,011	1,023
Winston	19.3	.0087	30.9	10.6	13.3	14.8	29.8	6.5	46,271	13,807	1,926	2,585	1,892	13,250	2,002
Yalobusha	12.8	.0058	31.7	10.8	11.7	12.8	33.4	4.2	26,546	6,168	763	1,857	1,169	2,747	647
Yazoo	27.5	.0124	29.5	9.5	12.5	14.2	29.0	9.0	70,220	19,468	1,624	8,149	4,335	14,815	1,887
TOTAL METRO COUNTIES	**816.6**	**.3688**	**26.7**	**14.9**	**16.6**	**15.5**	**20.7**	**260.3**	**3,256,551**	**739,319**	**264,209**	**506,651**	**147,394**	**715,032**	**101,389**
TOTAL STATE	**2,433.6**	**1.0983**	**27.8**	**13.2**	**14.6**	**14.5**	**24.9**	**780.2**	**7,988,953**	**2,069,716**	**488,723**	**974,348**	**334,447**	**1,830,216**	**254,101**

MISS.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
BILOXI - GULFPORT	**1,008,299**	**14,347**	**6.6**	**18.6**	**28.5**	**18.9**	**.0698**
Hancock	91,733	11,075	8.8	19.0	24.0	11.6	.0066
Harrison	878,597	14,826	6.4	18.4	29.2	20.1	.0604
• Biloxi	312,101	14,948	6.9	19.6	30.0	19.8	.0213
• Gulfport	315,461	15,769	5.7	17.0	29.1	23.6	.0242
Stone	37,969	13,184	5.9	18.9	27.5	15.7	.0028
SUBURBAN TOTAL	380,737	13,160	7.1	19.0	27.1	15.5	.0243
△ HATTIESBURG	**453,327**	**12,758**	**7.6**	**16.3**	**24.6**	**18.3**	**.0339**
Forrest	352,984	12,855	7.4	16.0	24.7	18.5	.0270
• Hattiesburg	235,180	13,397	7.2	14.6	22.3	23.4	.0211
Lamar	100,343	12,468	8.0	17.5	24.0	17.6	.0069
SUBURBAN TOTAL	218,147	12,338	7.9	18.0	26.5	13.8	.0128
JACKSON	**2,023,205**	**17,289**	**5.5**	**14.5**	**25.8**	**30.9**	**.1369**
Hinds	1,684,809	17,590	5.5	14.0	24.2	32.7	.1149
• Jackson	1,477,085	17,411	5.6	14.6	24.7	32.1	.1008
Rankin	338,396	16,384	5.7	16.8	32.1	23.1	.0220
SUBURBAN TOTAL	546,120	17,015	5.2	14.2	28.2	28.1	.0361
△ MERIDIAN	**424,825**	**13,178**	**7.0**	**17.1**	**24.0**	**19.9**	**.0325**
Lauderdale	424,825	13,178	7.0	17.1	24.0	19.9	.0325
• Meridian	292,052	12,894	7.2	16.0	22.2	21.5	.0253
SUBURBAN TOTAL	132,773	13,667	6.4	19.2	28.1	16.8	.0072

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
PASCAGOULA - MOSS POINT	**890,514**	**21,949**	**3.5**	**10.2**	**31.9**	**40.6**	**.0501**
Jackson	890,514	21,949	3.5	10.2	31.9	40.6	.0501
• Moss Point	155,207	21,308	3.5	10.8	31.2	39.5	.007
• Pascagoula	317,915	23,757	2.9	9.6	26.7	46.6	.021
SUBURBAN TOTAL	417,392	21,288	3.8	10.4	35.2	37.2	.021
OTHER COUNTIES							
Adams	201,227	12,744	6.7	14.1	23.4	20.4	.015
Alcorn	200,623	15,370	5.6	14.0	27.8	23.3	.013
Amite	52,512	9,702	7.4	14.1	18.0	16.8	.003
Attala	68,962	7,254	7.6	16.6	16.8	5.6	.005
Benton	31,648	10,326	8.5	17.7	22.7	10.9	.002
Bolivar	198,407	9,206	6.6	12.9	17.6	17.2	.01
Calhoun	73,513	10,640	7.2	17.9	21.4	13.0	.00
Carroll	35,368	9,366	8.0	14.6	18.9	14.1	.00
Chickasaw	86,225	12,297	6.8	15.8	24.5	17.0	.00
Choctaw	31,130	9,081	8.5	22.9	18.3	4.7	.00
Claiborne	54,294	10,971	7.2	12.3	19.3	20.4	.00
Clarke	77,981	11,325	5.7	13.6	25.2	15.0	.00
Clay	114,707	15,000	5.1	14.2	27.5	22.6	.00
Coahoma	152,527	8,100	6.9	12.5	16.7	14.2	.01
Copiah	111,301	9,973	7.2	16.0	20.1	13.8	.00

MISS. (cont.)
ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Covington	57,185	10,317	8.7	19.6	22.6	9.2	.0043
De Soto	279,085	16,470	6.2	13.0	28.1	26.0	.0173
Franklin	37,176	9,250	7.6	12.7	19.1	15.5	.0025
George	73,303	14,110	4.8	18.3	30.4	15.8	.0048
Greene	30,479	7,562	9.2	20.5	15.5	2.3	.0022
Grenada	115,013	13,740	6.5	13.2	23.7	23.1	.0091
Holmes	67,405	6,347	7.2	13.1	14.1	7.3	.0057
Humphreys	46,718	7,579	7.5	13.4	16.2	11.0	.0034
Issaquena	9,513	7,853	6.7	14.4	12.1	16.0	.0007
Itawamba	73,833	10,642	8.9	23.3	23.9	5.9	.0052
Jasper	56,698	8,197	7.4	16.7	19.1	7.5	.0042
Jefferson	29,110	6,829	7.6	13.5	14.0	10.0	.0022
Jefferson Davis	49,010	8,965	7.1	16.2	19.3	10.8	.0036
Jones	362,421	14,674	5.9	14.5	26.7	22.4	.0241
Kemper	31,052	6,970	8.1	15.3	14.1	8.4	.0023
Lafayette	151,011	12,595	8.1	15.0	22.1	21.1	.0100
Lawrence	57,328	10,331	7.3	14.1	19.0	18.0	.0036
Leake	70,807	8,156	7.5	15.5	20.8	6.8	.0051
Lee	379,642	16,490	5.6	16.2	26.7	27.8	.0271
Leflore	187,472	10,243	7.0	14.7	19.2	16.8	.0141
Lincoln	129,753	11,501	8.1	18.2	25.0	12.6	.0093
Lowndes	326,286	15,443	6.4	15.7	25.4	25.8	.0221
Madison	137,953	10,375	8.2	16.4	20.5	14.5	.0103
Marion	96,327	9,561	8.5	18.6	19.3	10.2	.0078
Marshall	96,452	10,145	7.9	16.1	20.2	14.2	.0072
Monroe	185,811	13,695	6.5	16.3	29.0	16.7	.0127
Montgomery	42,668	8,649	7.6	18.4	19.6	6.8	.0037
Neshoba	115,821	12,106	6.7	16.1	24.5	16.3	.0076
Newton	91,630	11,367	6.9	16.6	23.9	14.1	.0060
Noxubee	46,279	7,427	8.7	15.0	14.2	9.5	.0036
Oktibbeha	179,322	12,505	7.6	14.2	21.2	22.1	.0119
Panola	104,482	9,153	6.7	15.6	21.5	10.0	.0083
Pearl River	142,219	11,881	7.3	18.7	23.7	14.6	.0101
Perry	48,405	13,156	6.2	15.8	26.6	18.1	.0029
Pike	165,275	10,432	9.1	16.7	20.7	14.4	.0134
Pontotoc	89,221	10,390	7.1	16.4	24.7	10.3	.0061
Prentiss	99,731	11,151	8.1	19.3	25.8	9.6	.0078
Quitman	37,875	5,534	7.5	11.6	13.8	6.4	.0031
Scott	96,191	10,879	9.0	18.7	22.7	12.4	.0075
Sharkey	31,349	8,174	8.9	11.6	14.8	15.6	.0023
Simpson	104,416	12,233	7.8	16.1	23.8	17.6	.0073
Smith	70,093	11,858	6.2	14.0	25.1	16.1	.0045
Sunflower	127,870	8,409	7.6	12.3	17.0	14.7	.0097
Tallahatchie	72,587	7,863	7.9	11.7	15.4	14.3	.0048
Tate	97,027	12,899	7.0	15.3	21.6	22.4	.0072
Tippah	79,933	10,186	9.5	18.3	24.2	8.2	.0057
Tishomingo	79,374	11,162	7.7	18.2	26.3	9.8	.0056
Tunica	32,168	5,918	6.6	11.8	13.1	6.8	.0027
Union	119,778	13,012	6.7	16.1	25.3	18.1	.0075
Walthall	49,745	8,523	8.9	18.5	18.4	6.7	.0039
Warren	290,089	14,344	6.1	13.9	24.0	24.1	.0200
Washington	369,690	12,010	6.9	14.2	20.1	21.9	.0272
Wayne	68,879	9,510	7.8	17.3	22.2	8.7	.0055
Webster	45,307	10,625	7.3	18.9	23.6	9.8	.0033
Wilkinson	36,953	8,469	8.9	16.0	16.1	11.2	.0028
Winston	84,078	9,985	8.5	16.1	21.9	12.0	.0059
Yalobusha	55,908	9,836	7.8	15.7	19.7	13.9	.0038
Yazoo	128,710	9,158	6.6	11.9	18.0	17.6	.0088
TOTAL METRO COUNTIES	**5,079,255**	**16,290**	**5.9**	**15.1**	**27.1**	**26.9**	**.3405**
TOTAL STATE	**12,630,511**	**12,776**	**6.7**	**15.4**	**23.6**	**19.7**	**.8799**

MISSOURI

MO.
ESTIMATES

POPULATION—12/31/79 · RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
COLUMBIA	**93.8**	**.0423**	**24.2**	**31.0**	**18.1**	**11.7**	**16.7**	**31.2**	**426,987**	**81,794**	**45,975**	**58,079**	**14,581**	**80,325**	**18,243**
Boone	93.8	.0423	24.2	31.0	18.1	11.7	16.7	31.2	426,987	81,794	45,975	58,079	14,581	80,325	18,243
• Columbia	67.4	.0304	23.6	37.2	17.6	11.0	14.2	22.0	396,880	74,341	44,547	57,330	14,461	71,417	17,669
SUBURBAN TOTAL	26.4	.0119	28.3	14.6	19.6	13.5	23.3	9.2	30,107	7,453	1,428	749	120	8,908	574
JOPLIN	**121.6**	**.0548**	**32.7**	**12.2**	**14.6**	**15.6**	**31.1**	**47.3**	**578,580**	**107,084**	**41,707**	**68,335**	**21,913**	**144,250**	**23,819**
Jasper	83.7	.0377	32.8	12.6	14.6	15.2	31.5	33.1	483,656	82,101	35,544	61,400	19,319	118,897	22,540
• Joplin	41.6	.0188	32.3	13.8	15.2	14.6	31.3	17.1	382,630	59,975	28,026	52,184	16,607	93,677	19,002
Newton	37.9	.0171	32.7	11.3	15.1	16.3	30.2	14.2	94,924	24,983	6,163	6,935	2,594	25,353	1,279
SUBURBAN TOTAL	80.0	.0360	33.0	11.3	14.5	16.0	31.0	30.2	195,950	47,109	13,681	16,151	5,306	50,573	4,817
KANSAS CITY	**1,333.5**	**.6018**	**30.1**	**12.5**	**18.1**	**17.4**	**23.7**	**497.3**	**6,384,658**	**1,177,490**	**565,287**	**1,034,329**	**246,401**	**1,461,262**	**160,452**
Cass	49.9	.0226	28.9	11.7	18.4	17.0	21.8	16.9	139,951	35,523	10,419	10,435	2,914	32,703	4,597
Clay	139.9	.0631	28.7	13.4	20.6	18.6	18.5	48.0	766,601	130,741	59,742	142,149	24,149	223,265	14,719
Jackson	635.7	.2869	30.7	13.1	17.1	16.5	26.2	257.8	3,051,287	587,196	309,520	462,794	106,343	655,615	85,796
Independence	114.5	.0517	29.5	12.7	19.0	17.7	21.9	43.5	656,904	103,636	63,798	136,079	20,031	171,203	14,560
• Kansas City	450.1	.2031	31.2	12.8	16.3	16.3	27.5	185.1	2,064,914	393,490	229,532	345,032	77,331	368,971	58,753
Platte	44.0	.0198	29.0	12.0	20.1	18.1	19.7	14.5	112,899	34,312	11,106	9,771	983	10,490	3,741
Ray	19.5	.0088	33.3	9.2	15.2	16.1	31.3	7.3	57,211	13,717	2,789	1,636	949	14,346	2,858
Johnson, Kans.	*264.8*	*.1194*	*29.9*	*10.9*	*19.7*	*20.1*	*19.9*	*87.5*	*1,529,695*	*206,622*	*114,176*	*306,163*	*89,954*	*342,108*	*33,842*
Overland Park	*87.7*	*.0396*	*29.1*	*9.7*	*22.2*	*22.1*	*14.8*	*28.4*	*721,169*	*66,798*	*45,716*	*219,448*	*23,556*	*173,519*	*14,077*
Wyandotte, Kans.	*179.9*	*.0812*	*29.9*	*13.1*	*16.2*	*16.0*	*25.8*	*65.3*	*727,014*	*169,379*	*57,535*	*101,381*	*21,109*	*182,735*	*14,899*
Kansas City	*168.5*	*.0760*	*30.0*	*13.2*	*16.3*	*15.6*	*26.3*	*62.0*	*692,835*	*161,141*	*56,208*	*100,718*	*21,008*	*167,190*	*12,578*
SUBURBAN TOTAL	883.4	.3987	29.6	12.4	18.8	18.0	21.9	312.2	4,319,744	784,000	335,755	689,297	169,070	1,092,291	101,699
ST. JOSEPH	**101.7**	**.0459**	**33.9**	**11.0**	**14.2**	**15.5**	**32.9**	**38.5**	**428,312**	**87,198**	**33,617**	**68,124**	**18,751**	**87,382**	**15,787**
Andrew	14.6	.0066	35.7	8.9	13.8	15.8	34.9	5.6	30,657	3,936	959	712	132	11,680	390
Buchanan	87.1	.0393	33.6	11.4	14.1	15.4	32.6	32.9	397,655	83,262	32,658	67,412	18,619	75,702	15,397
• St. Joseph	78.8	.0356	34.2	11.7	14.0	14.9	34.0	30.4	389,253	82,751	31,980	67,385	17,320	75,173	15,397
SUBURBAN TOTAL	22.9	.0103	32.7	8.8	14.9	17.5	29.1	8.1	39,059	4,447	1,637	739	1,431	12,209	390
ST. LOUIS	**2,390.3**	**1.0789**	**30.3**	**12.3**	**16.5**	**17.2**	**25.0**	**811.3**	**9,953,879**	**2,254,472**	**890,805**	**1,517,529**	**405,523**	**2,003,145**	**277,771**
Franklin	67.3	.0304	30.3	10.8	16.0	15.3	27.2	23.0	276,830	73,467	17,480	22,777	7,625	55,298	2,938
Jefferson	133.6	.0603	27.4	11.9	19.4	17.0	18.3	42.2	376,379	124,196	19,174	35,652	11,912	71,152	11,088
St. Charles	132.8	.0600	27.0	12.0	21.3	17.1	15.7	41.3	517,693	115,187	39,225	47,533	21,291	109,330	10,488

MO. (cont.) S&MM ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROU 1979						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000
St. Louis	986.0	.4450	30.4	12.1	17.9	18.8	23.0	319.6	4,997,161	1,094,733	415,399	875,922	228,780	1,025,922	135,7
Florissant	70.0	.0316	26.9	11.3	20.4	21.2	12.3	19.5	234,117	77,129	22,203	18,803	5,941	47,869	6,8
University City	47.3	.0213	36.9	10.8	16.1	14.4	37.3	18.3	80,631	21,328	8,237	13,912	6,547	6,724	4,6
St. Louis city	487.6	.2201	32.8	13.4	13.7	14.2	32.7	187.5	1,622,509	363,169	216,782	214,577	57,105	264,234	57,0
* St. Louis	487.6	.2201	32.8	13.4	13.7	14.2	32.7	187.5	1,622,509	363,169	216,782	214,577	57,105	264,234	57,0
Clinton, Ill.	*31.6*	*.0143*	*30.2*	*11.1*	*13.9*	*16.1*	*27.2*	*10.0*	*86,489*	*17,334*	*7,516*	*2,705*	*3,107*	*16,189*	*2,7*
Madison, Ill.	*246.0*	*.1110*	*30.6*	*12.1*	*16.0*	*17.3*	*25.7*	*85.2*	*1,013,051*	*247,595*	*82,667*	*94,213*	*34,691*	*259,995*	*29,5*
Granite City	*39.8*	*.0180*	*30.4*	*11.9*	*14.7*	*18.7*	*24.6*	*14.2*	*166,953*	*65,151*	*18,057*	*13,719*	*5,530*	*19,650*	*5,9*
Monroe, Ill.	*19.0*	*.0086*	*32.2*	*9.5*	*15.9*	*17.0*	*28.5*	*6.5*	*47,301*	*12,694*	*4,320*	*1,625*	*1,460*	*11,078*	*1,14*
St. Clair, Ill.	*286.4*	*.1292*	*29.3*	*12.3*	*14.6*	*17.0*	*24.8*	*96.0*	*1,016,466*	*206,097*	*88,242*	*222,515*	*39,552*	*189,947*	*27,02*
Belleville	*44.7*	*.0202*	*34.2*	*12.4*	*13.6*	*15.9*	*33.0*	*17.1*	*316,603*	*43,758*	*20,708*	*46,116*	*13,087*	*113,954*	*7,87*
East St. Louis	*55.6*	*.0251*	*28.1*	*12.0*	*12.7*	*14.3*	*27.0*	*19.1*	*144,725*	*30,080*	*8,771*	*25,985*	*3,693*	*36,774*	*7,94*
SUBURBAN TOTAL	1,902.7	.8588	29.8	12.0	17.4	17.9	23.0	623.8	8,331,370	1,891,303	674,023	1,302,952	348,418	1,738,911	220,757
SPRINGFIELD	**210.1**	**.0949**	**29.5**	**16.5**	**16.0**	**15.3**	**25.9**	**76.5**	**1,021,041**	**178,548**	**84,735**	**136,800**	**51,721**	**237,214**	**25,3**
Christian	22.1	.0100	31.4	10.9	15.7	15.7	28.6	8.2	47,782	12,710	1,557	2,282	703	16,100	534
Greene	188.0	.0849	29.3	17.2	15.9	15.3	25.6	68.3	973,259	165,838	83,178	134,518	51,018	221,114	24,789
• Springfield	142.8	.0644	29.2	18.4	15.9	14.6	26.1	53.1	864,382	156,135	78,349	128,851	49,429	167,837	23,738
SUBURBAN TOTAL	67.3	.0305	30.3	12.6	16.1	16.9	25.6	23.4	156,659	22,413	6,386	7,949	2,292	69,377	1,585
OTHER COUNTIES															
Adair	24.3	.0109	25.7	27.9	13.6	11.0	26.3	8.7	114,501	23,754	9,035	11,914	5,685	24,990	2,514
Atchison	9.2	.0042	34.2	14.9	13.0	15.3	33.6	3.2	26,803	6,298	1,066	673	336	4,446	595
Audrain	26.1	.0118	33.5	10.1	14.0	16.2	31.7	9.7	108,241	26,238	3,983	9,859	7,992	20,944	3,171
Barry	23.7	.0106	37.7	8.5	13.1	14.7	38.0	9.3	79,856	17,793	4,833	6,750	926	16,020	2,618
Barton	11.5	.0052	42.0	8.8	10.7	14.4	42.4	4.7	32,153	5,705	2,008	485	1,689	10,223	1,182
Bates	15.8	.0072	39.4	8.0	12.9	14.3	39.9	6.5	66,491	12,759	1,965	3,241	1,447	28,510	1,262
Benton	12.5	.0056	45.7	7.1	11.2	13.9	46.0	5.3	32,868	7,205	2,115	1,466	434	8,712	908
Bollinger	10.4	.0047	35.6	10.0	12.5	14.2	36.4	3.8	20,152	6,378	376	190	402	7,706	330
Butler	37.6	.0170	33.8	10.4	13.3	16.0	32.5	14.3	168,592	32,639	9,276	24,141	6,182	41,124	6,963
Caldwell	9.4	.0043	42.7	7.6	11.7	14.5	43.0	3.8	18,070	5,126	657	336	112	3,738	20
Callaway	29.4	.0132	31.2	15.3	14.3	14.7	29.9	9.4	99,722	18,710	10,481	6,546	3,783	15,595	2,709
Camden	19.3	.0087	39.7	8.5	11.9	15.1	39.5	7.8	90,820	20,302	9,009	6,485	3,348	22,478	1,356
Cape Girardeau	56.3	.0254	28.6	20.0	14.5	14.6	26.2	19.4	285,647	51,458	20,930	47,767	16,563	47,723	11,407
Carroll	11.7	.0053	37.9	9.0	12.9	14.8	38.0	4.7	35,201	9,944	1,429	4,107	652	5,795	731
Carter	4.9	.0022	35.2	8.2	11.7	14.0	36.1	1.7	11,439	3,532	1,047	205	83	3,061	152
Cedar	10.8	.0048	41.8	8.0	11.7	14.5	42.1	4.5	43,870	14,587	1,859	3,474	1,164	9,504	1,142
Chariton	10.0	.0045	41.5	7.3	11.8	14.7	41.6	4.0	28,580	6,579	2,193	1,040	897	5,965	795
Clark	8.4	.0038	34.7	10.4	14.5	14.2	35.4	3.1	18,757	3,983	1,129	900	238	2,840	109
Clinton	14.6	.0066	35.7	9.2	13.5	15.7	34.9	5.6	46,449	10,326	4,575	4,196	2,101	9,879	1,306
Cole	56.6	.0256	30.2	14.1	16.8	16.2	25.8	19.1	271,893	52,956	14,957	37,089	13,640	68,914	6,500
Cooper	15.2	.0068	34.1	11.9	13.3	14.5	34.3	5.5	50,794	12,061	2,632	5,026	866	11,616	1,572
Crawford	17.3	.0078	33.7	9.1	13.6	14.5	33.7	6.1	62,057	11,709	2,895	2,167	791	14,085	886
Dade	8.0	.0037	43.5	6.8	11.0	14.4	43.8	3.3	16,378	3,860	491	130	528	1,488	285
Dallas	12.3	.0055	40.7	7.8	11.2	14.6	40.9	4.8	24,640	5,629	1,365	687	2,179	5,075	328
Daviess	8.8	.0040	41.4	8.1	11.7	14.0	42.0	3.6	19,210	3,735	702	610	232	7,158	492
De Kalb	8.0	.0036	38.4	7.5	12.5	15.4	38.1	2.9	14,263	2,252	957	772	928	3,006	151
Dent	12.6	.0057	34.3	9.0	13.8	14.1	34.9	4.6	43,583	11,282	2,019	5,381	3,211	7,923	780
Douglas	11.2	.0050	36.3	9.3	12.7	15.3	36.0	4.2	29,070	6,826	1,534	3,548	450	7,045	1,602
Dunklin	36.6	.0165	32.8	9.6	14.1	14.6	32.2	13.7	144,815	38,599	6,188	11,177	5,710	28,513	3,582
Gasconade	13.2	.0060	40.4	8.8	11.6	15.3	40.3	5.1	43,103	11,650	2,505	1,698	1,596	10,340	914
Gentry	8.3	.0037	43.5	7.5	11.9	14.0	43.9	3.4	26,806	6,542	1,185	754	2,208	5,485	1,033
Grundy	11.1	.0050	38.0	10.2	14.2	14.2	38.7	4.4	43,921	11,555	3,653	6,545	960	6,216	1,723
Harrison	9.6	.0043	43.4	7.3	12.3	13.7	43.9	4.1	31,039	6,317	1,703	2,636	589	7,433	254
Henry	19.3	.0087	38.2	9.5	13.0	13.8	39.2	7.9	78,240	15,925	5,055	5,435	5,985	13,877	4,483
Hickory	6.5	.0029	47.7	7.4	8.7	14.5	47.7	3.0	10,598	2,803	682	738	275	415	381
Holt	7.0	.0032	43.7	7.2	11.0	15.0	43.7	3.0	31,213	3,091	767	216	250	7,920	212
Howard	10.6	.0048	34.4	15.6	11.4	13.3	36.0	3.8	23,554	5,735	1,628	451	436	6,503	1,376
Howell	28.6	.0129	34.3	9.9	13.6	15.5	33.5	10.9	129,611	31,366	7,539	14,790	5,660	34,251	3,829
Iron	10.8	.0049	32.2	10.6	15.3	13.5	32.3	4.1	34,230	11,789	1,186	2,114	800	6,728	425
Johnson	36.5	.0165	24.5	25.7	15.6	12.3	20.2	11.7	99,543	22,423	8,965	10,131	3,291	18,947	2,888
Knox	5.6	.0026	42.1	7.3	11.8	14.7	42.3	2.1	10,993	2,379	389	1,001	355	2,597	348
Laclede	24.2	.0109	33.0	10.4	15.0	14.9	32.1	9.0	116,848	21,523	5,393	10,000	3,321	29,481	1,858
Lafayette	29.1	.0132	33.9	10.9	14.5	14.9	33.4	10.9	87,353	25,627	5,100	5,361	3,196	16,739	2,974
Lawrence	28.6	.0129	36.8	9.2	13.1	15.3	36.6	11.1	84,805	19,721	5,707	5,887	3,915	24,693	3,339
Lewis	11.0	.0049	33.0	13.7	14.3	14.0	33.2	3.9	30,002	6,555	927	986	1,247	7,557	14
Lincoln	20.4	.0093	33.0	9.4	14.9	15.3	31.7	7.3	53,593	17,425	3,815	5,010	1,326	8,826	97
Linn	15.5	.0069	42.9	7.4	10.6	14.9	42.8	6.4	60,508	11,459	3,418	5,391	3,023	14,995	2,12
Livingston	17.0	.0077	34.7	9.9	14.5	15.0	34.5	6.5	73,471	14,473	2,429	9,548	2,574	15,904	2,04
McDonald	15.6	.0071	35.9	9.7	13.2	15.0	35.9	5.7	33,944	7,582	1,650	2,491	454	4,687	33
Macon	16.3	.0073	40.4	9.2	12.6	14.4	40.9	6.7	51,617	12,251	3,273	2,100	2,773	10,904	1,75
Madison	9.2	.0042	38.3	8.8	11.8	14.0	39.1	3.6	31,510	12,250	2,090	1,004	1,237	3,434	91
Maries	7.1	.0032	35.6	9.0	13.2	15.7	34.9	2.5	11,810	3,278	814	230	463	2,136	
Marion	27.6	.0124	34.7	11.1	13.2	14.9	34.7	10.9	133,693	29,975	11,139	17,252	4,901	21,151	3,33
Mercer	4.6	.0021	45.6	7.1	9.9	15.3	45.5	1.8	7,899	2,082	415	219	305	2,123	23
Miller	18.0	.0081	34.5	10.1	13.1	14.7	34.7	6.6	70,004	9,450	7,698	5,536	2,741	15,330	75
Mississippi	16.0	.0072	29.9	11.3	13.6	13.6	29.5	5.7	56,997	8,959	1,450	1,628	1,754	9,591	1,74
Moniteau	11.8	.0054	36.6	8.8	12.9	14.5	37.0	4.3	41,973	9,226	1,181	798	398	17,232	68
Monroe	9.8	.0044	39.3	7.9	13.0	13.6	40.2	3.8	22,859	3,356	1,250	598	587	7,106	58
Montgomery	11.1	.0050	38.1	8.2	13.3	14.1	38.8	4.3	30,986	5,529	2,254	1,121	1,110	6,364	86
Morgan	13.2	.0060	41.4	8.1	10.9	14.6	41.6	5.2	42,625	10,155	2,217	866	2,762	9,318	27
New Madrid	24.1	.0108	30.5	10.5	13.4	14.7	29.2	8.3	75,810	12,021	2,389	11,095	2,551	12,606	81

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An Independent Newspaper

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Represented nationally by Newhouse Newspapers
Sources: ABC 12 mos. ending 9/30/79. Belden, USSPI national rate card, 3/3/80.
CPM basis: 1000-line ad, 5000-line rate, based upon total paid circulation vs. total free distribution costs.

MO. (cont.)
S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROU
1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Dru ($00
Nodaway	22.5	.0102	28.8	21.9	12.0	12.0	30.5	7.6	74,151	15,171	4,737	8,725	2,812	11,048	1,1
Oregon	10.5	.0047	39.8	6.4	12.3	14.0	40.4	4.2	27,237	4,602	1,168	1,608	423	6,780	7
Osage	11.9	.0054	31.8	11.2	12.9	13.8	32.1	4.1	19,364	4,825	1,023	237	667	3,882	
Ozark	8.2	.0037	40.5	8.2	11.7	14.7	40.7	3.1	22,424	5,228	671	1,074	364	5,155	3
Pemiscot	24.9	.0112	31.0	10.0	11.7	14.1	31.2	8.9	67,775	19,726	4,717	6,317	2,113	9,882	1,4
Perry	16.2	.0074	33.4	9.6	12.4	14.1	34.0	5.6	69,642	7,227	5,292	21,525	2,405	9,634	1,4
Pettis	37.1	.0167	34.4	10.9	13.6	15.8	33.4	14.3	154,618	32,356	12,514	18,743	5,018	36,877	3,1
Phelps	32.6	.0147	26.6	23.1	16.0	13.2	23.3	10.9	148,879	33,187	11,613	12,463	3,630	31,848	1,2
Pike	17.6	.0080	34.2	9.2	14.0	15.1	33.8	6.8	53,613	14,021	2,277	6,817	1,310	6,945	2,0
Polk	18.5	.0084	34.4	14.0	12.4	13.6	35.7	7.1	71,191	15,827	2,424	6,942	1,789	14,515	1,6
Pulaski	42.3	.0191	22.1	47.0	12.2	9.7	8.8	8.7	85,676	14,430	5,845	9,127	3,763	24,947	1,2
Putnam	6.6	.0029	43.5	7.8	12.1	14.2	43.9	2.8	22,521	5,265	812	679	314	6,841	53
Ralls	8.3	.0038	35.6	9.4	14.0	14.9	35.7	3.4	12,024	2,832	287	397	222	3,909	4
Randolph	24.6	.0111	34.8	12.1	13.4	14.3	35.5	9.4	107,983	26,621	6,584	7,457	6,108	28,906	2,49
Reynolds	6.6	.0030	32.6	9.9	15.2	14.5	31.9	2.5	17,530	5,226	393	317	104	6,299	25
Ripley	13.5	.0060	38.1	8.2	11.4	14.3	38.7	5.2	26,672	7,540	588	4,166	492	6,694	1,37
St. Clair	9.5	.0043	46.4	7.2	10.8	12.9	47.0	4.1	24,483	2,648	2,635	241	435	11,072	49
Ste. Genevieve	14.8	.0066	30.8	10.0	14.3	15.5	28.5	4.6	41,553	10,449	4,142	2,684	942	8,399	70
St. Francois	40.0	.0180	33.4	10.2	14.1	15.4	32.3	14.5	153,053	40,413	7,065	21,247	5,747	24,659	3,06
Saline	22.8	.0103	35.3	12.3	13.0	14.8	35.5	8.5	86,209	19,351	4,324	10,018	2,459	13,686	3,22
Schuyler	5.0	.0023	40.8	7.9	12.8	14.3	41.2	2.0	17,052	1,591	670	207		6,459	16
Scotland	5.7	.0026	43.6	6.9	11.0	14.7	43.7	2.3	15,350	3,020	1,146	1,711	731	3,904	759
Scott	37.3	.0168	30.0	11.2	15.5	14.8	27.5	13.3	174,967	42,602	13,049	9,538	6,996	39,303	5,21
Shannon	7.7	.0035	33.8	10.8	13.3	15.2	33.2	2.8	11,951	4,353	381	361	207	2,033	121
Shelby	7.3	.0033	42.7	7.4	11.4	13.3	43.6	3.0	25,898	5,521	1,169	1,933	233	7,264	67
Stoddard	29.3	.0132	33.6	10.0	14.2	15.2	32.8	11.0	98,888	15,082	7,367	7,632	3,655	28,574	2,532
Stone	14.2	.0064	38.9	8.8	12.4	15.0	39.0	5.8	31,019	9,548	1,602	973	181	6,458	634
Sullivan	7.2	.0032	44.3	7.5	11.2	13.7	44.8	3.0	13,431	2,601	446	795	556	2,028	189
Taney	20.1	.0091	40.2	12.9	10.5	13.6	41.1	8.0	87,489	20,888	11,181	8,038	1,788	15,181	2,449
Texas	21.4	.0097	35.1	8.8	13.1	15.9	34.2	8.1	73,654	11,311	1,997	5,155	930	19,774	1,114
Vernon	20.0	.0090	38.3	10.5	12.3	14.6	38.7	7.1	65,622	13,877	6,175	7,233	3,940	17,237	1,062
Warren	13.7	.0062	32.9	8.8	14.4	15.4	31.6	4.9	40,213	12,056	3,561	3,552	535	6,906	380
Washington	17.5	.0079	28.3	11.5	14.7	13.9	26.2	5.7	35,350	10,409	1,874	1,956	356	7,750	827
Wayne	11.2	.0050	39.9	8.0	12.6	13.8	40.7	4.2	30,222	7,242	1,571	2,175	1,265	7,736	1,077
Webster	20.2	.0091	32.9	9.6	14.2	14.5	32.5	7.5	44,649	11,457	2,427	3,722	1,391	7,872	778
Worth	3.1	.0014	44.0	7.0	11.5	14.2	44.4	1.4	7,003	2,130	114	55	673	1,284	164
Wright	15.9	.0072	36.9	9.0	12.1	14.7	37.1	6.2	46,768	8,622	2,124	9,005	1,160	7,348	708
TOTAL METRO COUNTIES	**3,223.5**	**1.4549**	**30.2**	**13.3**	**17.1**	**16.7**	**25.1**	**1,151.6**	**14,373,441**	**3,026,865**	**1,307,670**	**2,154,594**	**569,017**	**3,011,526**	**412,134**
TOTAL STATE	**4,899.3**	**2.2110**	**31.2**	**13.0**	**15.7**	**15.9**	**28.0**	**1,769.5**	**20,165,638**	**4,302,817**	**1,665,207**	**2,699,811**	**780,343**	**4,275,540**	**556,900**

MO.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME
1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over: A	B	C	D	Buying Power Index
COLUMBIA	**602,226**	**15,778**	**6.5**	**16.2**	**29.2**	**23.6**	**.0416**
Boone	602,226	15,778	6.5	16.2	29.2	23.6	.0416
• Columbia	447,898	15,969	6.7	15.6	27.0	26.2	.0333
SUBURBAN TOTAL	154,328	15,419	6.1	17.6	34.1	17.5	.0083

S&MM ESTIMATES

EFFECTIVE BUYING INCOME
1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over: A	B	C	D	Buying Power Index
△ **JOPLIN**	**665,795**	**11,918**	**7.4**	**19.3**	**25.7**	**12.4**	**.0512**
Jasper	443,500	11,355	7.7	20.2	25.1	10.2	.0376
• Joplin	243,221	11,745	7.0	18.2	25.7	12.4	.024
Newton	222,295	13,521	6.9	16.9	27.3	17.5	.0136
SUBURBAN TOTAL	422,574	12,006	7.7	19.9	25.7	12.4	.0270

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ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
KANSAS CITY	**11,573,706**	**20,901**	**4.3**	**12.0**	**29.5**	**37.8**	**.4936**
Cass	271,456	15,046	5.9	20.0	34.6	15.5	.0176
Clay	1,188,247	23,437	3.2	9.6	32.5	44.3	.0752
Jackson	5,539,974	19,189	5.0	13.4	29.1	33.3	.3317
Independence	983,003	21,731	3.5	10.9	34.4	38.0	.0629
● Kansas City	3,664,488	17,184	5.7	15.2	29.5	27.4	.2236
Platte	338,047	20,619	3.2	10.9	36.3	35.0	.0181
Ray	113,790	14,431	5.7	16.7	31.6	16.2	.0071
Johnson, Kans.	*2,758,673*	*27,760*	*2.1*	*7.3*	*25.1*	*58.4*	*.1608*
Overland Park	*913,271*	*29,704*	*1.4*	*6.1*	*23.3*	*64.6*	*.0605*
Wyandotte, Kans.	*1,363,519*	*19,536*	*4.6*	*12.5*	*31.4*	*32.6*	*.0831*
Kansas City	*1,283,761*	*19,337*	*4.7*	*12.7*	*31.0*	*32.2*	*.0783*
SUBURBAN TOTAL	7,909,218	23,074	3.4	10.1	29.5	44.0	.4700
ST. JOSEPH	**656,000**	**15,010**	**6.0**	**16.5**	**30.3**	**19.8**	**.0438**
Andrew	78,548	12,675	6.2	18.8	30.8	10.3	.0047
Buchanan	577,452	15,461	6.0	16.2	30.1	21.4	.0391
● St. Joseph	519,477	14,820	6.3	16.6	29.5	19.9	.0363
SUBURBAN TOTAL	136,523	15,575	5.1	16.2	33.3	19.2	.0075
ST. LOUIS	**17,990,739**	**19,997**	**4.3**	**12.3**	**32.1**	**33.8**	**1.1082**
Franklin	446,447	18,196	5.3	13.2	32.0	28.2	.0292
Jefferson	831,966	19,127	3.5	13.0	41.7	26.0	.0504
St. Charles	726,958	17,185	4.6	18.8	44.9	16.4	.0520
St. Louis	8,803,756	24,494	2.8	8.8	30.5	48.2	.5298
Florissant	503,374	24,606	1.6	6.2	39.0	48.2	.0298
University City	473,386	21,629	5.0	12.8	26.7	41.0	.0216
St. Louis city	3,299,322	14,843	6.5	15.9	28.0	21.5	.2009
● St. Louis	3,299,322	14,843	6.5	15.9	28.0	21.5	.2009
Clinton, Ill.	*194,365*	*17,884*	*5.1*	*13.4*	*31.7*	*27.7*	*.0117*
Madison, Ill.	*1,726,671*	*19,356*	*4.4*	*12.7*	*35.2*	*30.0*	*.1098*
Granite City	*284,363*	*19,317*	*4.6*	*13.0*	*34.5*	*30.1*	*.0180*
Monroe, Ill.	*124,936*	*18,551*	*4.2*	*12.5*	*36.8*	*26.3*	*.0072*
St. Clair, Ill.	*1,844,318*	*17,715*	*4.8*	*13.4*	*31.9*	*26.7*	*.1172*
Belleville	*360,345*	*18,683*	*4.8*	*14.0*	*31.4*	*30.4*	*.0259*
East St. Louis	*246,124*	*10,306*	*7.0*	*14.8*	*23.9*	*12.3*	*.0175*
SUBURBAN TOTAL	14,699,417	21,364	3.6	11.3	33.3	37.5	.9073
SPRINGFIELD	**1,371,863**	**15,428**	**6.3**	**16.3**	**30.2**	**21.3**	**.0958**
Christian	115,325	12,618	5.6	20.1	28.5	11.6	.0071
Greene	1,256,538	15,843	6.5	15.8	30.4	22.4	.0887
● Springfield	977,374	15,531	6.6	16.1	29.1	22.6	.0723
SUBURBAN TOTAL	394,489	15,228	5.7	16.6	32.7	18.2	.0235

How To Reach Kansas City's Prime Consumers

Kansas City, the nation's 29th largest metro area, is a key location for marketing your products and services. Ranking number 5 among the nation's top 30 markets, in retail sales per household, Kansas City is a young, affluent and active buying market.

With a median age of 29 and nearly 60% of the population under 35, the majority of Kansas Citians live in households with effective buying incomes above $15,000. In fact, a third maintain yearly incomes over $25,000. Kansas City's Effective Buying Income of $18,500 is more than $2,000 higher than the national average.

The Kansas City Times and Star cover the area's prime consumers like no other medium can. They reach 558,000 daily and 658,000 Sunday readers.

Every day, 70% of Kansas City adults living in households with incomes of $25,000 and above read the Times/Star. On Sunday, that figure rises to 78%. Coverage of the prime 18-49 consumer group is 56% daily and 70% on Sunday. In addition, 74% of area college graduates are daily readers and 84% are Sunday Star readers.

When you need to reach Kansas City, do it through the Times and Star. Kansas City's dominant medium.

DAILY INSERTIONS	REACH	FREQUENCY	% OF MARKET
1	558,000	1.7	61
3	623,000	4.5	68
5	653,000	7.2	71

SUNDAY INSERTIONS	REACH	FREQUENCY	% OF MARKET
1	658,000	1.0	72
2	707,000	1.9	77
3	728,000	2.7	80
4	740,000	3.6	81

***Base: 915,000 Kansas City Adults**

Sources: Sales & Marketing Management "Survey of Buying Power" 1979
Belden Associates "Continuing Market Study" 1979

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Times/STAR
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MO. (cont.)
[redacted] ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
OTHER COUNTIES							
Adair	130,659	11,422	9.0	17.2	23.9	14.1	.0101
Atchison	63,382	15,760	5.3	14.3	26.1	26.2	.0037
Audrain	169,325	15,646	5.5	16.7	32.3	20.0	.0113
Barry	113,205	9,755	8.7	19.1	22.1	7.8	.0083
Barton	60,067	10,234	9.1	18.9	23.0	9.0	.0040
Bates	108,734	12,710	6.8	14.0	22.5	21.3	.0070
Benton	59,642	8,965	9.8	20.4	17.8	6.7	.0041
Bollinger	38,833	7,638	8.0	16.7	17.7	6.0	.0028
Butler	207,351	10,524	6.9	15.0	21.0	15.7	.0155
Caldwell	40,169	8,443	9.6	19.2	18.7	4.7	.0027
Callaway	185,680	17,473	4.7	14.4	32.4	25.7	.0118
Camden	116,402	11,047	8.6	17.2	20.2	16.8	.0084
Cape Girardeau	359,047	15,963	6.6	14.7	29.6	23.4	.0258
Carroll	62,434	11,221	8.9	19.6	25.3	10.0	.0041
Carter	18,323	7,528	8.4	17.9	14.5	7.3	.0015
Cedar	37,822	6,713	9.1	19.8	12.1	2.6	.0036
Chariton	49,175	9,700	8.3	17.5	22.0	9.5	.0035
Clark	38,106	10,806	8.0	22.3	23.2	8.2	.0025
Clinton	84,784	13,398	6.0	16.7	28.8	15.7	.0056
Cole	391,398	17,820	5.7	16.0	30.4	28.7	.0264
Cooper	89,254	13,130	7.0	17.4	27.4	16.8	.0058
Crawford	72,012	9,777	8.2	20.1	21.7	7.2	.0059
Dade	33,758	7,793	8.5	17.0	17.9	5.5	.0023
Dallas	53,218	8,298	9.2	16.2	17.4	8.6	.0036
Daviess	39,104	8,599	8.4	18.5	18.4	7.1	.0026
De Kalb	31,156	8,483	9.3	18.4	19.0	5.7	.0022
Dent	52,981	8,937	7.9	17.4	21.0	7.6	.0043
Douglas	40,036	6,965	9.6	17.9	12.9	3.7	.0032
Dunklin	161,167	8,585	7.7	16.1	18.7	9.8	.0132
Gasconade	67,143	11,468	7.9	19.5	27.4	9.0	.0048
Gentry	44,072	9,748	9.2	15.8	23.2	9.9	.0029
Grundy	77,679	14,377	6.0	15.2	24.9	23.0	.0049
Harrison	52,778	9,669	8.9	18.8	20.2	9.5	.0036
Henry	133,375	13,633	6.6	15.9	22.7	22.8	.0085
Hickory	25,262	6,154	11.1	15.8	11.2	2.8	.0017
Holt	38,649	10,138	8.8	18.7	22.7	9.3	.0029
Howard	63,078	13,190	7.5	15.8	27.5	17.2	.0037
Howell	146,170	10,027	8.4	18.1	20.0	11.9	.0115
Iron	57,489	11,814	7.3	19.5	25.5	11.9	.0038
Johnson	253,442	16,815	6.3	15.4	27.0	28.3	.0146
Knox	24,760	9,625	7.8	19.4	21.7	7.4	.0016
Laclede	129,851	11,781	7.0	18.9	24.4	13.6	.0101
Lafayette	187,779	15,586	6.3	16.7	31.1	20.8	.0115
Lawrence	150,478	10,911	8.3	18.2	25.4	10.1	.0100
Lewis	62,353	13,027	7.0	19.3	28.7	14.0	.0039
Lincoln	111,735	14,227	5.9	16.4	32.9	14.4	.0073
Linn	89,989	10,936	7.7	16.6	23.7	13.2	.0061
Livingston	111,726	13,490	7.2	17.0	25.4	19.9	.0075
McDonald	70,678	9,863	9.3	21.5	20.1	7.7	.0047
Macon	95,451	11,393	6.7	15.4	23.4	15.4	.006
Madison	44,509	10,364	8.2	19.5	22.8	9.2	.003
Maries	29,728	10,021	6.5	19.6	22.9	7.6	.002
Marion	179,666	14,008	7.1	16.7	27.4	19.1	.012
Mercer	24,413	9,855	8.6	17.1	20.4	11.9	.001
Miller	116,560	14,662	7.1	16.1	26.8	22.1	.007
Mississippi	70,522	9,240	9.2	17.4	18.2	11.0	.005
Moniteau	40,308	7,996	11.0	20.6	16.4	1.9	.003
Monroe	53,756	11,607	6.6	17.8	24.1	13.7	.0034
Montgomery	73,935	14,235	5.4	12.7	24.9	23.0	.0044
Morgan	51,228	8,144	9.5	21.0	16.0	4.2	.0042
New Madrid	117,815	9,717	8.7	14.7	18.7	15.4	.0083
Nodaway	135,661	13,233	7.3	15.9	25.2	19.1	.0087
Oregon	43,958	7,110	7.9	13.7	16.0	7.6	.0031
Osage	71,450	15,086	6.1	14.8	28.7	21.6	.0040
Ozark	37,103	9,007	10.1	16.7	19.5	9.0	.0027
Pemiscot	104,924	8,005	7.7	14.8	18.2	9.4	.0077
Perry	84,134	13,084	7.2	16.2	27.8	15.6	.0065
Pettis	228,710	13,875	7.2	16.6	28.6	17.6	.0156
Phelps	167,723	12,308	7.6	20.6	23.9	14.9	.0132
Pike	88,322	10,573	8.1	18.5	23.7	9.8	.0061
Polk	87,153	9,367	8.3	17.4	19.4	10.6	.0069
Pulaski	248,668	12,862	9.4	27.1	28.4	10.4	.0143
Putnam	38,400	9,952	7.8	16.2	20.7	13.0	.0026
Ralls	47,800	12,722	6.4	19.4	28.0	12.5	.0027
Randolph	177,729	15,411	6.1	14.6	24.5	26.6	.0114
Reynolds	31,154	9,446	6.7	14.9	22.6	10.9	.0021
Ripley	48,122	6,357	7.8	13.9	14.1	4.3	.0036
St. Clair	40,328	6,831	8.3	14.7	15.7	5.9	.0029
Ste. Genevieve	70,476	14,006	6.1	18.2	32.2	14.0	.0048
St. Francois	199,847	12,096	6.7	17.0	28.2	11.5	.0150
Saline	137,989	12,849	7.4	16.9	27.0	16.1	.0093
Schuyler	20,594	7,969	9.1	17.1	20.0	3.7	.0016
Scotland	21,991	6,655	9.0	14.3	14.4	5.2	.0018
Scott	232,647	14,912	6.6	16.1	27.1	22.6	.0164
Shannon	31,565	8,865	10.8	19.5	18.8	5.7	.0021
Shelby	40,947	10,524	8.5	19.2	21.4	11.5	.0028
Stoddard	149,498	10,781	7.0	16.9	23.6	12.3	.0106
Stone	83,418	10,751	8.4	16.7	21.0	14.8	.0049
Sullivan	44,737	10,728	7.1	18.4	17.7	16.4	.0025
Taney	103,932	10,616	9.2	22.0	20.2	10.7	.0080
Texas	115,938	9,952	8.6	16.5	22.3	11.0	.0080
Vernon	110,476	12,542	7.1	17.3	26.0	15.7	.0074
Warren	87,895	16,226	6.1	14.8	32.0	21.9	.0053
Washington	57,724	9,320	9.8	25.5	17.2	3.8	.0045
Wayne	40,502	7,023	7.3	15.1	18.2	4.3	.0033
Webster	79,529	9,014	9.2	21.2	18.8	5.4	.0059
Worth	16,805	7,795	9.4	14.0	16.8	8.6	.0010
Wright	64,587	8,309	8.7	18.4	17.5	6.8	.0050
TOTAL METRO COUNTIES	**24,855,847**	**19,196**	**4.8**	**13.2**	**30.7**	**32.3**	**1.5444**
TOTAL STATE	**33,951,884**	**16,416**	**5.7**	**14.7**	**28.3**	**26.0**	**2.1726**

MONTANA

MONT.
[redacted] ESTIMATES

POPULATION—12/31/79 · RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BILLINGS	**107.8**	**.0487**	**28.6**	**13.8**	**16.2**	**17.1**	**22.6**	**39.3**	**665,414**	**118,799**	**52,220**	**96,384**	**32,841**	**131,168**	**29,75**
Yellowstone	107.8	.0487	28.6	13.8	16.2	17.1	22.6	39.3	665,414	118,799	52,220	96,384	32,841	131,168	29,75
• Billings	77.1	.0348	28.5	15.0	16.0	16.9	22.7	28.9	538,400	85,594	41,571	94,532	29,380	119,622	29,2
SUBURBAN TOTAL	30.7	.0139	28.9	10.8	16.5	17.8	22.1	10.4	127,014	33,205	10,649	1,852	3,461	11,546	53
GREAT FALLS	**86.6**	**.0391**	**28.1**	**14.2**	**18.3**	**16.4**	**21.0**	**30.9**	**439,500**	**75,900**	**38,269**	**55,761**	**22,122**	**92,236**	**18,2**
Cascade	86.6	.0391	28.1	14.2	18.3	16.4	21.0	30.9	439,500	75,900	38,269	55,761	22,122	92,236	18,2
• Great Falls	62.6	.0283	29.1	13.2	17.3	16.8	23.1	23.5	398,911	70,105	32,350	46,060	20,364	90,080	18,2
SUBURBAN TOTAL	24.0	.0108	26.0	16.7	20.7	15.4	15.8	7.4	40,589	5,795	5,919	9,701	1,758	2,156	
△ **MISSOULA**	**71.1**	**.0321**	**26.7**	**19.5**	**18.1**	**14.7**	**20.2**	**25.2**	**397,559**	**67,926**	**35,778**	**35,231**	**23,499**	**92,626**	**14,1**
Missoula	71.1	.0321	26.7	19.5	18.1	14.7	20.2	25.2	397,559	67,926	35,778	35,231	23,499	92,626	14,
• Missoula	32.5	.0147	26.4	26.1	15.1	12.5	24.5	12.3	375,697	65,093	33,183	33,864	22,367	88,287	12,
SUBURBAN TOTAL	38.6	.0174	26.9	13.9	20.6	16.6	16.7	12.9	21,862	2,833	2,595	1,367	1,132	4,339	1,6
OTHER COUNTIES															
Beaverhead	8.8	.0040	29.7	16.2	15.0	14.7	27.4	3.4	29,716	7,358	3,213	842	1,147	6,109	1,
Big Horn	10.7	.0048	26.7	12.3	16.7	15.0	21.2	3.2	30,983	8,666	3,384	384	362	7,496	6

MONT. (cont.)

ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
aine	7.8	.0035	29.9	10.3	13.8	15.2	27.8	2.7	16,480	2,778	1,522	692	188	6,510	530
oadwater	3.6	.0017	32.3	8.5	14.1	15.8	30.4	1.3	15,273	4,695	1,601	527		3,901	449
arbon	9.0	.0040	39.7	8.0	10.8	15.6	39.2	3.4	19,802	4,761	2,847	148	155	1,827	734
arter	2.0	.0009	34.5	9.4	15.5	15.9	33.3	.6	2,070	843	400	61			39
houteau	7.2	.0033	33.5	9.3	13.4	17.4	30.6	2.8	10,432	2,609	1,599	289	14	2,672	498
uster	13.8	.0062	31.5	11.0	14.1	16.1	28.9	4.8	61,726	13,052	6,722	1,682	1,464	9,847	2,192
aniels	3.1	.0014	34.5	8.2	13.1	16.5	32.9	1.4	7,605	2,120	782	59	228	1,710	261
awson	11.5	.0052	29.0	11.5	15.6	16.9	23.7	3.9	60,440	12,190	5,005	2,087	2,807	8,385	2,475
eer Lodge	14.7	.0066	34.1	10.6	12.8	15.8	33.0	4.8	38,981	12,329	4,838		881	8,597	2,179
allon	3.6	.0016	29.3	10.3	15.8	16.8	24.3	1.3	14,395	3,219	1,356	594	505	4,616	710
ergus	13.5	.0061	34.2	8.9	13.7	16.7	32.2	5.1	47,495	11,102	4,437	1,807	2,270	9,867	2,121
lathead	50.4	.0228	30.6	10.4	15.8	16.9	26.1	18.2	248,920	57,426	25,314	15,189	10,628	50,649	8,048
Gallatin	44.1	.0199	24.7	26.3	15.9	13.3	19.9	15.4	222,983	34,151	20,947	11,552	12,946	35,535	8,095
Garfield	1.7	.0007	30.6	12.4	14.9	16.1	27.3	.6	2,054	488	484	150		55	42
Glacier	11.2	.0051	27.2	9.6	14.5	16.1	22.6	3.6	39,928	9,162	3,955	5,544	1,145	6,401	643
Golden Valley	1.0	.0004	36.3	8.8	11.3	18.7	32.9	.4	666	105	128				
Granite	2.6	.0012	33.8	8.0	15.3	15.5	32.7	1.0	5,072	1,367	649			1,178	214
Hill	19.3	.0087	27.0	15.9	14.5	15.7	22.8	6.5	80,863	15,541	5,957	7,180	2,741	13,250	4,407
Jefferson	8.0	.0036	28.8	13.2	15.9	14.2	26.0	2.5	6,918	1,864	1,653	258	192	529	393
Judith Basin	2.9	.0014	36.3	7.6	13.2	15.9	35.3	1.0	5,361	1,212	612		71	624	36
Lake	18.7	.0084	32.0	9.1	13.3	14.7	31.2	6.8	51,360	14,165	4,574	887	1,556	9,211	2,561
Lewis and Clark	42.4	.0191	30.2	12.4	15.9	16.5	26.0	15.5	214,395	48,720	22,193	22,205	11,094	40,972	6,487
Liberty	2.5	.0012	30.4	9.5	13.6	19.2	24.5	.7	8,095	1,908	493		36	4,222	427
Lincoln	17.2	.0077	28.8	11.1	19.1	18.0	20.1	5.8	49,143	17,278	4,390	3,402	1,015	9,593	2,217
McCone	2.7	.0012	30.8	10.0	13.5	18.7	25.6	.9	4,811	1,602	280	115	34	309	
Madison	5.7	.0026	37.0	7.9	13.6	16.3	35.9	2.4	9,189	2,867	2,001	259		538	315
Meagher	2.4	.0011	33.1	10.3	14.9	17.0	30.1	.9	6,190	2,936	907			913	65
Mineral	4.0	.0018	28.9	10.1	17.7	15.5	23.7	1.7	9,591	1,374	1,524	1,792		1,161	439
Musselshell	5.0	.0022	36.7	9.3	10.9	15.4	36.5	2.0	11,478	2,418	1,411	722	471	1,536	140
Park	12.9	.0059	35.5	9.4	13.1	17.4	33.2	5.2	48,228	13,538	5,332	870	1,695	4,983	935
Petroleum	.8	.0003	31.9	7.8	15.1	17.0	28.4	.4	561	264	49				
Phillips	5.3	.0024	32.6	8.8	14.1	16.4	30.2	2.1	17,551	3,581	1,838	268	389	4,088	893
Pondera	7.2	.0033	31.5	8.8	14.5	17.1	27.8	2.5	28,084	5,848	1,481	776	1,251	11,102	1,871
Powder River	2.6	.0011	28.9	11.7	18.3	18.5	20.3	1.0	7,510	2,006	919	326		1,611	89
Powell	7.4	.0034	32.3	10.2	17.0	17.9	27.6	2.7	20,701	4,169	2,528	166		2,686	1,128
Prairie	1.8	.0008	35.7	10.4	11.1	14.9	35.8	.6	4,519	1,071	813	68		693	54
Ravalli	21.7	.0098	34.1	8.3	14.5	15.6	33.1	8.1	50,304	11,104	4,818	1,659	1,773	8,017	2,952
Richland	11.2	.0050	30.5	9.8	14.4	15.9	27.6	4.0	50,312	14,451	2,703	3,274	2,061	12,035	800
Roosevelt	10.6	.0048	28.2	10.3	13.5	16.1	24.8	3.6	39,074	9,865	3,843	1,034	765	7,544	1,655
Rosebud	10.1	.0046	27.6	10.1	14.6	15.2	24.0	3.4	21,962	6,093	2,587	537	179	3,367	160
Sanders	9.0	.0040	33.1	8.3	15.2	15.5	31.5	3.7	23,049	4,730	2,164	1,558	22	8,270	1,012
Sheridan	5.7	.0026	35.2	7.7	13.6	18.0	32.3	2.2	18,295	2,707	2,675	561	807	972	899
Silver Bow	39.1	.0177	32.9	10.9	14.0	15.1	32.0	15.2	200,698	41,181	15,094	21,803	12,159	41,938	8,031
Stillwater	5.7	.0025	36.5	8.4	12.7	16.8	34.9	2.1	14,380	3,119	1,926	291	126	585	814
Sweet Grass	3.0	.0014	37.9	8.8	13.1	15.4	37.5	1.4	15,529	5,235	807	214	140	2,337	1,054
Teton	6.9	.0031	33.8	8.3	13.9	16.9	31.5	2.5	19,256	2,891	1,646	355	437	9,308	577
Toole	5.6	.0025	32.8	8.9	13.5	17.4	29.6	2.3	21,773	6,654	2,626	342	635	1,873	592
Treasure	1.2	.0006	30.7	7.8	14.9	16.4	27.2	.4	805	373	180	109			
Valley	12.7	.0057	29.0	10.5	15.7	16.7	23.8	4.6	43,032	7,784	3,135	3,296	1,203	11,039	1,563
Wheatland	2.2	.0010	34.4	8.6	13.9	15.1	34.1	.9	6,932	1,676	836	143	139	490	117
Wibaux	1.6	.0007	33.3	9.5	12.5	16.2	31.7	.7	2,704	125	369		34	53	171
TOTAL METRO COUNTIES	**265.5**	**.1199**	**27.9**	**15.4**	**17.3**	**16.3**	**21.5**	**95.4**	**1,502,473**	**262,625**	**126,267**	**187,376**	**78,462**	**316,030**	**62,163**
TOTAL STATE	**800.9**	**.3615**	**29.7**	**13.0**	**15.5**	**16.1**	**25.7**	**289.6**	**3,490,057**	**711,396**	**319,814**	**303,553**	**154,227**	**697,234**	**136,405**

MONT.

ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
BILLINGS	**709,653**	**16,181**	**5.9**	**17.0**	**33.1**	**21.4**	**.0541**
Yellowstone	709,653	16,181	5.9	17.0	33.1	21.4	.0541
• Billings	551,343	16,859	5.5	15.1	31.2	25.1	.0422
SUBURBAN TOTAL	158,310	14,861	7.0	22.1	38.1	11.2	.0119
GREAT FALLS	**557,653**	**15,824**	**6.1**	**19.1**	**33.1**	**20.1**	**.0399**
Cascade	557,653	15,824	6.1	19.1	33.1	20.1	.0399
• Great Falls	432,719	16,433	5.7	17.1	32.9	22.4	.0325
SUBURBAN TOTAL	124,934	14,379	7.4	25.1	33.9	13.0	.0074
MISSOULA	**491,603**	**16,512**	**5.4**	**16.4**	**33.0**	**22.6**	**.0351**
Missoula	491,603	16,512	5.4	16.4	33.0	22.6	.0351
• Missoula	245,995	15,251	6.1	16.6	28.7	22.2	.0232
SUBURBAN TOTAL	245,608	17,481	4.8	16.2	37.0	23.0	.0119
OTHER COUNTIES							
Beaverhead	51,248	12,124	7.6	18.2	26.7	12.8	.0034
Big Horn	55,289	14,035	7.6	17.5	28.9	17.6	.0036

ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Blaine	42,244	12,112	7.9	16.7	23.5	16.8	.0026
Broadwater	17,127	11,977	7.5	21.2	26.1	9.6	.0015
Carbon	41,986	9,600	9.4	18.9	20.2	9.1	.0028
Carter	11,128	12,941	9.5	13.1	23.7	23.8	.0005
Chouteau	69,914	19,901	5.9	14.5	26.8	37.2	.0031
Custer	75,265	13,165	6.6	20.7	28.5	13.8	.0057
Daniels	25,027	15,267	7.1	19.4	27.8	23.4	.0014
Dawson	96,186	20,114	4.3	11.5	33.3	34.5	.0060
Deer Lodge	82,139	15,776	6.1	18.9	36.8	16.9	.0052
Fallon	26,928	19,800	3.9	13.1	28.4	35.6	.0015
Fergus	80,957	13,585	5.7	19.2	28.9	15.5	.0054
Flathead	276,464	14,221	5.8	20.3	33.8	12.7	.0216
Gallatin	272,027	15,208	6.5	19.6	30.6	20.1	.0199
Garfield	12,206	18,000	5.9	13.0	32.3	29.4	.0006
Glacier	62,150	14,560	7.3	15.6	28.2	20.6	.0043
Golden Valley	4,419	9,379	11.9	16.0	24.0	5.5	.0001

MONT. (cont.)

SMM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Granite	14,318	12,130	9.3	22.0	29.2	9.2	.0010
Hill	140,249	18,927	4.7	14.2	29.8	32.7	.0087
Jefferson	33,678	12,485	5.9	24.3	29.5	7.6	.0020
Judith Basin	13,376	11,441	11.0	25.1	26.4	7.3	.0009
Lake	79,726	10,114	9.0	21.2	22.9	6.4	.0059
Lewis and Clark	268,683	15,457	6.5	17.9	34.4	17.5	.0193
Liberty	15,023	16,053	4.6	25.4	26.1	28.3	.0011
Lincoln	84,822	13,426	7.6	28.6	33.5	7.7	.0058
McCone	25,432	21,560	3.4	14.7	26.4	41.0	.0011
Madison	48,638	14,110	8.0	16.3	23.8	23.2	.0024
Meagher	10,401	10,157	11.1	20.3	23.3	7.3	.0008
Mineral	25,680	14,239	6.6	26.7	34.3	10.6	.0014
Musselshell	22,801	9,542	10.3	19.2	23.4	5.3	.0015
Park	74,241	12,603	7.6	21.6	29.6	10.5	.0051
Petroleum	3,825	10,139	8.5	39.2	10.8	1.3	.0002
Phillips	31,527	12,750	8.1	20.7	26.8	14.1	.0020
Pondera	51,357	17,212	4.4	16.1	29.3	27.3	.0033
Powder River	17,986	14,533	8.9	20.1	26.1	21.8	.0010
Powell	47,516	15,737	6.5	16.9	34.6	18.0	.0029
Prairie	12,182	17,000	5.5	13.3	26.7	28.7	.0006
Ravalli	90,651	9,518	8.5	20.7	21.9	5.3	.0065
Richland	78,785	17,061	5.3	15.7	29.1	28.7	[illegible]
Roosevelt	64,290	15,170	6.0	16.7	28.6	21.9	.0043
Rosebud	48,362	11,534	8.0	24.3	23.7	9.3	[illegible]
Sanders	53,184	12,930	6.1	20.6	29.1	11.9	.0031
Sheridan	55,365	21,578	4.3	13.2	26.3	41.5	.0029
Silver Bow	257,158	15,772	5.7	15.6	34.4	18.6	.0192
Stillwater	35,820	13,675	6.5	17.7	25.4	19.6	[illegible]
Sweet Grass	17,405	9,553	10.4	18.9	20.4	8.3	.0014
Teton	46,812	14,580	8.0	18.9	26.6	22.2	[illegible]
Toole	45,405	18,263	2.6	13.1	32.8	27.0	.0026
Treasure	5,633	10,682	12.8	14.4	25.7	13.6	.0004
Valley	71,147	13,524	7.1	20.1	28.8	15.2	.0047
Wheatland	13,596	13,032	7.4	15.9	32.1	11.0	.0009
Wibaux	7,721	10,236	9.6	24.7	23.0	4.1	.0005
TOTAL METRO COUNTIES	**1,758,909**	**16,147**	**5.8**	**17.5**	**33.0**	**21.4**	.1291
TOTAL STATE	**4,974,408**	**14,813**	**6.4**	**18.4**	**30.8**	**18.5**	.3439

NEBRASKA

NEB.

SMM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
LINCOLN	**189.4**	**.0854**	**27.4**	**21.5**	**16.6**	**14.4**	**23.0**	**68.6**	**809,808**	**153,127**	**84,823**	**128,367**	**30,142**	**147,198**	**18,789**
Lancaster	189.4	.0854	27.4	21.5	16.6	14.4	23.0	68.6	809,808	153,127	84,823	128,367	30,142	147,198	18,789
• Lincoln	173.4	.0783	27.2	22.5	16.5	14.0	23.1	63.5	767,909	143,486	79,142	128,367	29,244	145,747	[illegible]
SUBURBAN TOTAL	16.0	.0071	29.5	11.1	16.8	18.8	21.9	5.1	41,899	9,641	5,681		898	1,451	449
OMAHA	**593.3**	**.2679**	**28.4**	**13.7**	**17.6**	**16.7**	**21.6**	**200.2**	**2,356,246**	**477,477**	**251,339**	**363,566**	**136,586**	**491,271**	**80,323**
Douglas	417.8	.1886	28.8	14.4	16.8	16.1	23.5	146.8	1,848,774	360,816	196,819	273,710	121,899	388,401	64,128
• Omaha	380.6	.1718	28.9	14.8	16.4	15.8	24.2	135.9	1,621,522	294,334	175,797	253,101	116,553	321,955	[illegible]
Sarpy	89.0	.0402	25.7	12.5	22.6	19.3	9.6	24.3	187,047	43,860	20,551	46,287	6,004	28,723	2,722
Pottawattamie, Iowa	*86.5*	*.0391*	*30.1*	*11.4*	*15.8*	*17.1*	*25.1*	*29.1*	*320,425*	*72,801*	*33,969*	*43,569*	*9,683*	*74,147*	*13,473*
Council Bluffs	*60.6*	*.0273*	*29.5*	*12.3*	*16.8*	*15.8*	*25.0*	*21.0*	*273,946*	*63,883*	*24,580*	*43,378*	*8,053*	*68,636*	[illegible]
SUBURBAN TOTAL	212.7	.0961	27.5	11.7	19.6	18.5	17.0	64.3	734,724	183,143	75,542	110,465	20,033	169,316	21,132
OTHER COUNTIES															
Adams	30.8	.0139	31.8	16.1	13.7	14.8	30.8	11.4	145,978	19,787	10,450	27,585	4,480	29,312	2,319
Antelope	9.0	.0040	36.3	8.5	11.5	14.9	36.3	3.5	26,154	4,077	1,479	198	317	8,957	674
Arthur	.6	.0003	32.0	9.0	16.2	17.5	27.7	.2	366		59		24		
Banner	1.0	.0004	33.6	7.5	15.2	18.7	29.2	.4	105		29		18		
Blaine	.9	.0005	35.8	7.1	15.1	15.1	35.8	.4	2,118	230	41			178	

OMAHA, A QUALITY METRO MARKET

Median EBI/Household: 8% Above US
$15,000+ Households: 10% Above US
$25,000+ Households: 8% Above US

Omaha World-Herald 75% SUNDAY 71% DAILY COVERAGE

(Sources: ABC 3/31/79; S&MM 1979 Survey of Buying Power)
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Further market information available from S.M. Thailing, Omaha World-Herald, World-Herald Square, Omaha, NE 68102

NE (cont.)
ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

ME O AREA unty City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
ne	7.7	.0034	35.1	8.1	12.1	15.8	34.4	2.9	25,581	4,715	1,409	2,268	477	6,649	656
Butte	12.2	.0055	33.8	8.3	12.4	15.8	32.7	4.6	50,068	14,451	3,144	4,537	1,090	9,604	1,867
yd	3.3	.0015	40.6	7.1	10.6	15.0	40.6	1.2	6,280	1,666	594	136	59	408	28
wn	4.4	.0020	36.0	6.5	14.6	15.9	35.2	1.5	16,513	3,142	1,821	406	833	3,939	242
ffalo	33.9	.0153	25.5	23.1	12.7	12.7	25.2	11.5	158,568	26,125	16,660	20,245	8,348	33,144	1,672
rt	8.6	.0039	40.0	7.9	11.1	15.9	39.4	3.4	22,348	6,789	2,039	284	866	5,114	710
tler	9.2	.0041	37.4	8.7	12.2	14.9	37.5	3.4	21,984	4,051	2,391	524	384	5,502	453
ss	20.5	.0093	31.6	11.2	15.5	15.7	28.9	7.2	45,678	9,966	3,894	2,190	303	14,091	658
edar	11.2	.0050	32.5	8.3	11.8	14.4	32.6	3.5	27,616	3,947	2,414	359	215	3,640	569
Chase	4.6	.0021	35.2	6.8	14.2	15.6	34.6	1.8	19,245	5,352	728	598	569	3,562	716
Cherry	6.7	.0030	32.5	9.2	15.7	15.8	30.3	2.5	27,557	4,807	3,295	2,136	1,091	5,103	701
Cheyenne	10.3	.0047	32.8	10.3	12.9	17.2	29.9	3.9	50,886	9,832	2,049	1,625	1,049	9,038	1,264
Clay	8.0	.0036	35.7	8.0	13.3	15.5	35.1	3.2	15,961	3,633	1,259	135	1,061	2,436	152
Colfax	9.8	.0044	39.2	8.4	12.1	14.4	39.6	3.9	28.118	6,000	3,490	1,361	813	6,248	353
Cuming	12.0	.0054	34.7	8.6	13.0	15.7	34.0	4.4	34,222	7,479	1,769	1,296	672	11,944	688
Custer	14.0	.0064	37.8	7.8	12.2	15.4	37.4	5.4	43,764	11,191	2,861	2,293	1,559	8,800	1,124
☐ Dakota	17.1	.0077	28.4	11.9	16.9	14.6	24.2	5.6	62,653	15,385	6,597	541	1,908	13,211	2,875
Dawes	9.2	.0041	27.5	21.8	11.3	12.8	28.7	3.1	36,990	9,339	4,056	2,192	1,309	6,540	942
Dawson	22.7	.0103	32.5	9.9	14.1	16.0	30.4	8.5	94,573	18,486	5,840	6,821	3,593	19,032	3.198
Deuel	2.7	.0012	40.0	7.8	12.1	15.7	39.6	1.0	9,359	338	814	255	811	1,258	135
Dixon	7.2	.0032	36.8	8.5	11.8	15.2	36.5	2.8	9,610	2,143	1,145	243	53	1,671	577
Dodge	35.8	.0162	32.0	11.5	15.1	16.3	29.1	12.9	153,234	31,544	14,094	17,559	6,138	35,678	4,612
Dundy	2.7	.0012	41.3	7.7	11.5	15.3	41.1	1.0	7,257	1,897	612	779	177	1,341	127
Fillmore	7.7	.0034	39.3	7.3	12.7	16.0	38.6	3.2	18,534	3,969	2,813	1,216	175	2,492	578
Franklin	4.5	.0021	44.0	6.7	11.3	15.3	43.9	1.9	9,123	2,983	-868	455	77	1,498	123
Frontier	3.9	.0017	34.5	12.6	12.5	15.1	34.3	1.3	5,709	893	521		74	2,057	40
Furnas	6.6	.0030	43.3	7.0	10.7	14.1	43.7	2.7	22,576	5,051	1,220	556	672	5,581	890
Gage	23.6	.0107	35.1	11.5	13.7	15.7	34.3	8.4	85,349	18,876	6,407	8,399	3,257	16,025	2,225
Garden	3.0	.0013	39.3	7.5	13.3	16.5	38.2	1.4	6,456	1,180	510	270	142	1,287	365
Garfield	2.4	.0011	40.2	6.4	12.7	13.7	41.1	1.2	6,851	2,002	217	221		857	509
Gosper	2.8	.0013	39.0	5.7	11.4	17.2	37.4	.9	2,641	478	902	58	53	62	
Grant	.9	.0004	29.7	9.7	14.8	16.6	25.6	.4	1,573	349	34	146	24		
Greeley	3.8	.0017	36.9	7.5	10.3	14.0	37.8	1.2	10,975	1,109	764	244	25	406	120
Hall	48.1	.0217	30.6	12.0	15.5	15.6	27.6	17.7	252,996	25,063	24,460	63,513	8,166	43,817	2,561
Hamilton	8.8	[illegible]	33.5	9.3	13.7	16.8	31.2	3.3	28,345	5,459	1,517	1,333	552	6,107	1,257
Harlan	4.8	.0021	41.9	6.6	11.0	15.9	41.4	1.9	9,459	1,416	1,250	600	419	1,879	284

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How about the one that's first in the NATION in prime time audience share: KOLN-TV/KGIN-TV.

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NEBRASKA
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*Television/Radio Age, Arbitron, February 1980

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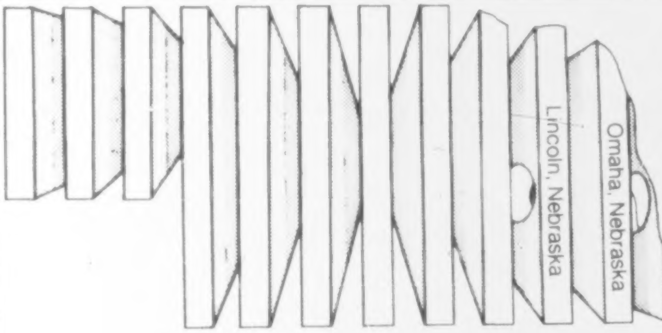
A Fetzer Station

KOLN-TV/KGIN-TV
Channel 10 — A CBS Affiliate — Channel 11
LINCOLN, NEBRASKA 1500 FT. TOWER / GRAND ISLAND, NEBRASKA 1069 FT. TOWER
Avery-Knodel Television National Representatives

NEB. (cont.)
ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	ug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Hayes	1.6	.0008	35.1	5.9	13.7	17.8	32.3	.6	2,544	513	84		33		
Hitchcock	4.4	.0019	38.9	6.7	11.1	16.3	37.9	1.9	5,753	1,773	996		24	99	57
Holt	12.6	.0057	33.9	8.4	12.4	15.0	33.6	4.6	46,784	8,497	2,457	2,914	2,128	7,469	375
Hooker	1.0	.0005	38.4	7.0	10.6	17.8	36.2	.4	2,933	433	123	223		1,493	85
Howard	6.9	.0031	34.6	8.0	13.2	16.0	33.5	2.7	13,556	2,992	1,203	593	1,209	2,537	429
Jefferson	10.0	.0045	39.1	10.3	11.8	15.0	39.1	4.1	36,840	7,244	2,583	1,836	1,869	9,416	100
Johnson	5.2	.0024	40.0	7.7	12.1	15.0	39.9	2.1	12,579	2,511	1,477	584	237	275	832
Kearney	6.7	.0030	34.9	9.2	14.6	15.9	33.9	2.8	17,309	4,761	1,065	719	462	4,173	752
Keith	10.5	.0047	32.2	8.8	15.2	16.7	29.0	3.8	64,163	10,511	3,928	3,309	1,642	13,009	062
Keya Paha	1.2	.0006	33.3	7.0	16.0	13.8	33.4	.4	1,285	141	184	62	25		
Kimball	5.6	.0025	30.9	10.4	16.2	18.8	24.6	2.1	30,195	4,662	1,462	1,149	782	5,307	543
Knox	10.8	.0049	37.6	7.5	11.3	16.5	36.4	4.0	30,970	3,887	4,553	626	393	6,606	959
Lincoln	37.3	.0169	30.9	10.5	14.7	15.8	28.2	13.8	176,885	30,867	14,670	31,690	9,141	32,677	3,814
Logan	.9	.0004	34.3	8.8	10.8	14.7	34.5	.4	805	63	62				
Loup	1.1	.0005	37.7	7.0	13.5	16.0	37.0	.5	791	160	248	58	25		
McPherson	.7	.0003	36.3	7.6	12.1	16.5	34.9	.2	439	65	40				
Madison	30.4	.0137	31.8	12.7	14.0	14.5	31.0	11.2	166,682	31,961	12,280	24,683	8,846	31,885	3,934
Merrick	8.8	.0040	33.0	8.6	14.9	16.2	30.7	3.2	18,633	4,680	1,621	237	236	3,149	32
Morrill	6.3	.0028	35.5	8.1	13.1	16.0	34.6	2.3	16,042	4,323	1,126	1,159	834	4,513	475
Nance	4.8	.0022	39.5	7.0	11.0	15.2	39.3	1.8	6,464	1,950	712	188	387	553	230
Nemaha	7.8	.0035	34.0	16.2	12.1	14.0	34.9	3.0	23,273	5,731	2,644	1,996	73	4,650	348
Nuckolls	6.5	.0029	38.5	6.8	12.4	15.7	37.9	2.5	22,098	4,886	1,564	899	641	2,706	573
Otoe	14.9	.0068	37.3	9.0	12.8	15.6	36.8	5.9	64,392	12,753	5,194	2,969	2,060	17,894	1,346
Pawnee	3.6	.0016	45.6	6.6	9.5	15.4	45.5	1.4	8,060	1,489	506	61	160	2,357	217
Perkins	3.3	.0015	37.5	7.8	12.0	15.3	37.3	1.2	9,559	1,306	415	239	212	529	113
Phelps	10.5	.0047	34.6	9.5	14.3	15.9	33.6	3.9	43,983	8,615	2,112	2,156	2,226	9,863	1,525
Pierce	8.7	.0039	34.9	8.5	13.5	15.5	34.4	3.2	19,443	3,309	1,665	541	691	5,575	441
Platte	28.8	.0130	29.5	12.0	14.9	16.0	25.8	9.8	126,185	24,720	11,871	19,641	6,341	23,044	2,533
Polk	6.2	.0028	39.5	7.6	12.0	14.9	39.6	2.4	17,765	2,382	620	299	110	3,354	1,810
Red Willow	13.5	.0061	33.0	11.3	13.7	15.6	31.6	5.1	68,087	14,189	5,102	6,638	2,902	15,303	1,130
Richardson	11.0	.0050	41.5	8.0	12.0	14.6	41.7	4.5	39,157	8,030	2,039	3,791	1,362	10,598	1,056
Rock	2.3	.0010	36.2	7.4	12.3	15.0	36.2	.8	5,618	1,922	402	201	170	729	125
Saline	13.1	.0059	37.8	13.4	11.5	14.1	38.5	5.1	46,286	8,488	3,817	3,278	10,685	8,308	1,807
Saunders	18.5	.0084	34.7	11.4	12.4	15.4	34.3	6.8	46,033	10,124	3,385	1,561	4,900	8,835	1,275
Scotts Bluff	38.5	.0173	29.6	14.0	14.6	15.8	26.2	13.6	178,643	41,563	12,975	19,713	9,279	32,075	3,981
Seward	15.5	.0070	28.1	21.9	12.4	13.5	27.9	5.1	56,257	11,193	3,670	3,383	2,534	15,152	1,134
Sheridan	7.3	.0033	35.1	8.5	11.8	15.7	34.5	2.8	39,585	9,123	2,700	630	1,333	7,659	1,001
Sherman	4.4	.0020	37.2	7.6	12.3	14.6	37.4	1.6	8,175	1,929	508		424	1,503	393
Sioux	2.1	.0010	35.2	8.2	13.4	18.8	31.5	.7	1,897	177		158		114	
Stanton	6.4	.0028	32.9	8.9	14.2	16.0	31.1	2.3	5,649	1,509	1,115	44	51	154	
Thayer	7.9	.0036	42.0	7.0	11.3	15.5	41.8	3.3	30,059	4,493	3,178	84	272	9,372	895
Thomas	1.0	.0005	33.5	10.0	13.8	15.7	32.2	.3	5,498	2,300	132			58	
Thurston	6.9	.0031	30.3	10.8	12.0	16.3	28.0	2.3	13,478	2,599	1,197	153	155	3,070	776
Valley	5.4	.0024	38.6	7.5	12.2	15.0	38.6	2.3	22,201	4,538	949	1,174	587	2,435	461
Washington	16.0	.0072	31.4	13.3	13.8	15.9	29.2	5.8	44,758	8,603	3,824	1,152	684	13,185	1,412
Wayne	9.5	.0043	26.6	25.3	11.2	14.1	26.5	3.1	31,267	3,855	2,714	2,757	613	10,162	251
Webster	4.9	.0022	43.8	7.1	11.8	14.7	43.9	2.2	10,714	2,015	873	405	797	2,565	545
Wheeler	1.1	.0005	32.5	8.6	13.3	15.7	30.9	.3	1,102	63	291				
York	14.8	.0067	32.8	10.7	14.3	15.5	31.4	5.6	63,886	14,531	4,838	6,659	1,302	16,495	1,480
TOTAL METRO COUNTIES	**713.3**	**.3219**	**27.9**	**16.0**	**17.5**	**16.0**	**21.6**	**245.3**	**2,908,282**	**573,188**	**308,790**	**448,905**	**159,953**	**577,533**	**88,514**
TOTAL STATE	**1,590.4**	**.7177**	**30.5**	**13.4**	**15.1**	**15.7**	**27.6**	**570.1**	**6,153,762**	**1,191,441**	**569,883**	**772,553**	**288,735**	**1,243,695**	**164,310**



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NE.
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EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
LINCOLN	**1,413,835**	**18,013**	**5.6**	**14.4**	**32.1**	**27.9**	**.0882**
Lancaster	1,413,835	18,013	5.6	14.4	32.1	27.9	.0882
● Lincoln	1,308,832	18,112	5.5	13.8	32.1	28.3	.0820
SUBURBAN TOTAL	105,003	16,843	6.5	21.9	32.8	23.5	.0062
OMAHA	**4,463,853**	**19,942**	**4.4**	**13.1**	**31.3**	**34.4**	**.2715**
Douglas	3,294,674	19,934	4.6	12.7	30.3	34.7	.2020
● Omaha	2,975,517	19,483	4.8	13.2	30.1	33.5	.1811
Sarpy	561,322	20,803	3.2	15.2	36.7	35.7	.0319
Pottawattamie, Iowa	*607,857*	*19,129*	*4.5*	*13.4*	*31.9*	*31.6*	*.0376*
Council Bluffs	*444,170*	*19,330*	*4.4*	*13.2*	*31.2*	*33.0*	*.0285*
SUBURBAN TOTAL	1,488,336	20,839	3.7	13.2	33.5	36.4	.0904
OTHER COUNTIES							
Adams	238,693	18,033	5.6	13.9	28.7	30.0	.0152
Antelope	61,475	14,476	8.4	15.8	27.8	20.4	.0036
Arthur	2,904	13,000	7.5	29.0	28.5	15.0	.0001
Banner	8,779	19,500	2.5	14.5	32.9	33.5	.0003
Blaine	4,057	8,808	13.3	22.7	15.3	4.0	.0004
Boone	47,595	13,408	7.3	16.8	27.6	16.7	.0029
Box Butte	92,570	17,752	6.0	12.7	25.5	31.6	.0057
Boyd	15,963	10,561	7.5	19.0	22.3	10.6	.0010
Brown	25,427	13,638	5.8	17.7	24.8	20.4	.0018
Buffalo	220,545	16,221	6.3	15.6	29.0	25.1	.0151
Burt	59,698	14,750	5.8	15.1	27.1	22.1	.0034
Butler	63,919	14,079	6.3	13.3	23.0	24.6	.0035
Cass	134,151	16,727	6.2	15.4	31.4	24.9	.0076
Cedar	54,596	11,964	7.7	16.2	23.3	16.9	.0036
Chase	25,703	12,621	8.0	17.7	27.1	13.8	.0019
Cherry	48,069	15,894	6.1	18.2	27.6	25.7	.0030
Cheyenne	83,478	19,038	6.2	12.5	28.0	33.1	.0053
Clay	63,382	16,504	6.4	17.5	31.9	24.2	.0033
Colfax	62,503	13,946	7.4	16.9	28.3	18.1	.0037
Cuming	86,398	16,088	5.6	16.3	26.0	27.6	.0049
Custer	99,144	14,458	7.0	15.6	26.1	22.2	.0057
☐ Dakota	115,009	18,693	5.0	12.7	32.6	29.4	.0074
Dawes	48,565	12,380	9.5	21.3	24.5	14.8	.0035
Dawson	169,430	17,058	5.3	15.1	31.6	25.7	.0104
Deuel	19,114	16,262	6.6	18.1	32.9	21.9	.0012
Dixon	48,678	15,491	8.0	16.1	30.9	21.1	.0024
Dodge	226,191	15,692	6.3	17.7	32.6	19.8	.0155
Dundy	24,873	18,719	7.0	12.8	25.1	36.2	.0012
Fillmore	62,202	15,968	6.3	14.8	25.8	27.0	.0032
Franklin	32,209	13,329	7.0	20.6	24.9	18.3	.0017
Frontier	20,755	12,625	9.2	22.2	25.6	15.6	.0013
Furnas	43,530	13,077	6.9	18.2	25.6	17.1	.0027
Gage	155,121	16,022	6.1	16.1	29.4	24.0	.0097
Garden	19,770	11,842	9.0	16.0	25.5	14.0	.0012
Garfield	19,248	13,017	5.9	22.3	24.5	15.6	.0010
Gosper	14,405	13,600	6.9	22.2	28.9	15.9	.0008
Grant	13,207	25,417	1.0	7.0	24.2	51.2	.0005
Greeley	17,491	10,904	7.8	20.8	17.4	15.6	.0013
Hall	333,394	16,869	5.2	15.9	32.7	24.0	.0232
Hamilton	68,884	18,828	4.8	12.8	33.9	28.1	.0038

[illegible] ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Harlan	27,649	12,690	8.2	20.2	26.7	12.6	.0016
Hayes	6,857	8,647	8.0	16.8	20.3	6.7	.0005
Hitchcock	33,224	14,574	6.1	15.2	30.2	18.2	.0016
Holt	83,755	15,033	6.9	15.5	24.8	25.3	.0053
Hooker	5,484	12,333	9.2	29.8	29.9	7.0	.0004
Howard	45,837	15,126	7.1	14.1	28.0	22.5	.0025
Jefferson	71,237	14,139	6.6	16.3	26.1	20.9	.0043
Johnson	28,124	11,660	7.4	21.0	24.9	11.9	.0018
Kearney	60,151	18,747	4.4	12.9	30.2	32.2	.0030
Keith	80,108	19,496	5.9	12.4	30.3	33.7	.0056
Keya Paha	6,111	11,211	10.0	16.0	23.2	16.8	.0004
Kimball	50,871	22,339	4.0	9.2	27.6	42.8	.0031
Knox	52,369	10,383	8.0	18.5	20.7	12.2	.0036
Lincoln	267,279	17,532	5.5	15.6	32.4	25.6	.0175
Logan	3,999	8,250	10.8	26.7	13.0	1.3	.0003
Loup	6,804	10,548	10.8	22.6	18.6	12.2	.0003
McPherson	1,827	8,600	12.0	30.0	9.0	2.0	.0001
Madison	236,174	18,372	5.7	13.7	28.1	31.4	.0157
Merrick	54,142	14,992	6.8	18.1	31.2	18.8	.0032
Morrill	35,555	13,500	7.0	17.9	27.2	16.8	.0021
Nance	29,552	13,603	6.6	17.3	27.8	17.1	.0016
Nemaha	46,565	13,108	8.0	17.2	27.8	16.3	.0029
Nuckolls	38,189	13,170	6.7	16.5	29.9	13.6	.0026
Otoe	104,758	15,794	5.6	17.2	30.5	22.1	.0066
Pawnee	20,443	11,148	9.1	19.0	21.4	14.7	.0013
Perkins	31,741	23,437	4.3	11.7	26.7	46.5	.0015
Phelps	86,084	17,457	6.7	15.1	25.9	31.7	.0052
Pierce	48,761	12,928	6.3	19.1	[illegible]	15.8	.0030
Platte	194,897	17,693	5.0	16.0	[illegible]	26.8	.0128
Polk	48,643	17,062	6.2	14.4	32.5	25.7	.0027
Red Willow	93,673	15,508	6.2	17.8	27.8	24.2	.0064
Richardson	70,753	12,412	7.0	14.9	26.3	16.6	.0045
Rock	12,544	13,580	8.6	24.2	29.8	12.1	.0008
Saline	123,546	18,592	5.9	12.3	24.5	34.5	.0065
Saunders	136,495	18,074	5.8	13.3	27.3	30.5	.0073
Scotts Bluff	248,334	16,122	6.0	17.5	32.5	21.7	.0171
Seward	104,919	16,639	6.2	17.2	30.2	24.8	.0066
Sheridan	64,106	18,107	5.3	13.8	26.3	31.4	.0041
Sherman	22,398	11,132	7.3	15.9	22.9	14.5	.0014
Sioux	8,631	10,368	8.3	21.0	22.4	8.6	.0004
Stanton	35,578	14,200	6.5	15.2	31.7	15.8	.0018
Thayer	54,875	14,521	5.9	14.9	29.2	19.4	.0034
Thomas	2,830	9,692	14.6	38.7	8.0	.7	.0004
Thurston	39,018	14,885	6.1	20.4	[illegible]	21.4	.0024
Valley	42,845	14,588	6.8	15.0	25.7	23.0	.0024
Washington	98,968	15,689	6.8	15.9	36.2	16.4	.0061
Wayne	54,856	14,025	8.5	19.4	27.5	18.8	.0036
Webster	34,549	11,651	7.6	15.6	22.6	17.2	.0020
Wheeler	5,160	15,261	5.0	18.7	36.4	15.6	.0002
York	115,957	18,112	5.4	12.6	32.3	29.1	.0071
TOTAL METRO COUNTIES	**5,384,840**	**19,445**	**4.7**	**13.5**	**31.4**	**32.9**	**.3295**
TOTAL STATE	**11,398,181**	**17,334**	**5.6**	**14.9**	**30.0**	**27.5**	**.7037**

NEVADA

NEV.
[illegible] ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
LAS VEGAS	**400.3**	**.1807**	**28.8**	**12.8**	**18.4**	**17.4**	**21.1**	**145.9**	**2,167,993**	**438,587**	**208,422**	**297,011**	**82,809**	**447,873**	**85,878**
Clark	400.3	.1807	28.8	12.8	18.4	17.4	21.1	145.9	2,167,993	438,587	208,422	297,011	82,809	447,873	85,878
● Las Vegas	172.0	.0776	29.6	11.5	17.7	17.8	22.7	64.0	829,099	153,869	67,903	63,162	[illegible]	[illegible]	24,384
SUBURBAN TOTAL	228.3	.1031	28.2	13.8	19.1	17.1	19.9	81.9	1,338,894	284,718	140,519	233,849	[illegible]	202,589	61,494
RENO	**175.9**	**.0794**	**31.4**	**13.5**	**15.7**	**17.3**	**27.0**	**69.0**	**1,188,166**	**181,068**	**95,642**	**136,247**	**60,127**	**248,115**	**107,413**
Washoe	175.9	.0794	31.4	13.5	15.7	17.3	27.0	69.0	1,188,166	181,068	95,642	136,247	60,127	248,115	107,413
● Reno	100.3	.0453	32.5	14.9	15.6	16.5	29.6	41.9	880,135	107,553	62,289	102,812	45,781	[illegible]	64,207
SUBURBAN TOTAL	75.6	.0341	30.0	11.7	16.2	18.3	23.5	27.1	308,021	73,515	33,353	33,435	14,346	21,599	43,206
OTHER COUNTIES															
Carson City	33.6	.0151	30.4	9.5	17.6	18.0	24.0	11.8	171,325	26,510	11,246	14,454	11,016	37,744	11,876
Carson City	33.6	.0151	30.4	9.5	17.6	18.0	24.0	11.8	171,325	26,510	11,246	14,454	11,016	37,744	11,876

NEV. (cont.)
S&MM ESTIMATES

POPULATION—12/31/79 | RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	D ($
Churchill	12.5	.0057	29.6	14.0	13.4	15.0	27.7	4.7	51,226	10,633	2,123	1,205	1,321	18,281	[illegible]
Douglas	15.8	.0071	33.5	10.0	17.8	19.8	27.5	6.1	56,905	4,792	6,293	167	2,926	2,995	[illegible]
Elko	15.4	.0070	30.6	10.1	15.4	15.8	27.5	5.6	67,619	14,496	5,747	3,641	1,869	12,787	[illegible]
Esmeralda	.7	.0003	42.6	10.6	10.0	17.0	41.6	.2	1,816		857				
Eureka	1.2	.0005	36.7	10.0	15.3	17.3	34.6	.4	1,754	235	119			47	
Humboldt	7.9	.0036	32.7	9.2	15.0	16.8	29.8	2.6	41,824	8,801	4,425	2,526	628	3,654	[illegible]
Lander	3.3	.0015	28.4	12.3	17.8	15.4	23.0	1.2	13,440	3,645	3,119			174	[illegible]
Lincoln	3.1	.0014	34.5	7.2	13.8	14.9	34.4	1.3	9,813	3,453	1,279	1,121	37	2,114	
Lyon	10.8	.0048	31.4	9.4	15.4	16.4	28.1	3.8	24,431	5,714	2,503	618	665	4,905	[illegible]
Mineral	6.5	.0030	30.3	13.2	13.5	16.8	26.8	2.3	16,996	3,578	638	715	1,109	3,652	[illegible]
Nye	8.1	.0036	33.5	11.3	16.4	17.4	30.2	2.8	19,537	2,457	3,653	731	79	1,513	[illegible]
Pershing	3.2	.0015	37.3	8.1	12.5	16.3	36.2	1.2	15,538	2,897	921	109		1,480	[illegible]
Storey	1.0	.0004	42.6	10.9	14.0	15.5	42.4	.3	4,079	465	1,307	24			
White Pine	9.0	.0041	29.6	11.5	15.6	15.3	26.3	3.2	41,749	8,587	3,069	1,836	573	14,201	[illegible]
TOTAL METRO COUNTIES	**576.2**	**.2601**	**29.5**	**13.0**	**17.6**	**17.4**	**22.9**	**214.9**	**3,356,159**	**619,655**	**304,064**	**433,258**	**142,936**	**695,988**	**193,291**
TOTAL STATE	**708.3**	**.3197**	**29.8**	**12.5**	**17.3**	**17.3**	**23.8**	**262.4**	**3,894,211**	**715,918**	**351,363**	**460,405**	**163,159**	**799,535**	**229,977**

NEV.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over: A	B	C	D	Buying Power Index
LAS VEGAS	**3,148,932**	**19,662**	**4.9**	**15.1**	**30.9**	**33.7**	**.2066**
Clark	3,148,932	19,662	4.9	15.1	30.9	33.7	.2066
• Las Vegas	1,392,361	19,934	5.0	13.5	29.5	34.9	.0866
SUBURBAN TOTAL	1,756,571	19,454	4.9	16.3	31.7	32.9	.1200
RENO	**1,664,960**	**21,066**	**4.6**	**13.1**	**27.0**	**39.5**	**.1075**
Washoe	1,664,960	21,066	4.6	13.1	27.0	39.5	.1075
• Reno	989,709	20,248	5.0	13.6	25.7	38.0	.0694
SUBURBAN TOTAL	675,251	22,233	4.0	12.3	29.1	41.8	.0381
OTHER COUNTIES							
Carson City	274,757	21,158	4.2	12.4	32.1	37.7	.0173
Carson City	274,757	21,158	4.2	12.4	32.1	37.7	.0173
Churchill	73,682	13,287	8.0	20.0	28.7	14.9	.0052
Douglas	148,146	20,648	4.6	18.3	26.8	36.8	.0079
Elko	116,436	19,313	4.5	11.8	34.2	30.5	.0073
Esmeralda	5,117	18,250	7.0	7.0	15.0	39.5	.0003
Eureka	5,837	14,789	3.0	23.0	38.7	10.3	.0003
Humboldt	55,705	18,797	5.5	13.2	28.7	33.2	.0039
Lander	22,580	18,200	5.2	8.9	38.4	21.8	.0015
Lincoln	16,458	11,883	8.2	24.4	25.4	7.5	.0011
Lyon	69,699	16,762	4.8	15.5	39.3	18.1	.0039
Mineral	54,882	22,085	3.9	9.0	31.1	41.6	.0029
Nye	45,148	12,504	8.9	24.1	28.2	9.9	.0028
Pershing	20,712	16,259	5.8	16.2	35.3	20.0	.0015
Storey	5,829	15,571	6.7	4.7	28.1	24.6	.0003
White Pine	64,894	18,758	4.2	11.1	43.2	25.7	.0043
TOTAL METRO COUNTIES	**4,813,892**	**20,067**	**4.8**	**14.4**	**29.6**	**35.6**	**.3141**
TOTAL STATE	**5,793,774**	**19,680**	**4.9**	**14.5**	**30.1**	**34.3**	**.3746**

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*U.S. Bureau of the Census. **S&MM Survey of Buying Power. ***ABC Audit, 1979.
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NEW HAMPSHIRE

N.H.
ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
MANCHESTER - NASHUA	**268.8**	**.1213**	**29.9**	**12.7**	**17.2**	**16.6**	**24.6**	**91.9**	**1,102,642**	**242,369**	**83,348**	**132,140**	**48,155**	**218,185**	**26,774**
Hillsborough	268.8	.1213	29.9	12.7	17.2	16.6	24.6	91.9	1,102,642	242,369	83,348	132,140	48,155	218,185	26,774
• Manchester	84.1	.0380	32.4	12.8	14.1	16.8	29.6	31.6	412,513	75,092	38,103	46,096	16,466	100,397	11,923
• Nashua	73.0	.0329	29.0	12.7	18.6	16.9	22.0	24.8	368,038	78,383	23,702	42,136	18,449	86,143	8,608
SUBURBAN TOTAL	111.7	.0504	29.0	12.7	18.7	16.2	22.6	35.5	322,091	88,894	21,543	43,908	13,240	31,645	6,243
OTHER COUNTIES															
Belknap	40.9	.0184	31.8	10.6	15.1	16.4	28.9	14.7	202,652	48,457	14,043	13,795	8,064	39,418	3,734
Carroll	25.1	.0114	34.8	10.0	13.5	15.9	33.9	9.7	128,597	31,070	13,916	5,584	4,183	14,564	2,055
Cheshire	62.7	.0282	30.2	14.2	16.0	16.2	26.1	21.8	198,908	53,894	15,360	17,314	7,542	34,539	3,173
Coos	35.6	.0161	33.1	9.7	13.4	17.5	30.0	12.6	127,894	32,274	8,823	11,315	3,246	22,813	2,617
Grafton	62.4	.0282	29.0	19.0	14.7	14.8	26.3	21.5	292,465	77,100	21,372	30,586	10,415	38,921	5,577
Merrimack	95.1	.0429	32.0	12.9	15.7	15.9	29.3	32.7	410,106	91,418	27,417	46,784	10,409	89,121	10,088
☐ Rockingham	187.0	.0844	29.3	11.8	18.8	17.0	22.3	61.1	902,657	230,113	73,522	84,395	33,743	163,455	19,295
Strafford	86.0	.0388	28.1	18.2	15.6	15.9	23.3	28.1	304,299	69,238	24,081	25,818	10,704	60,261	11,224
Sullivan	34.2	.0154	32.1	10.4	15.8	16.3	29.1	12.7	119,804	30,887	6,160	5,843	4,519	25,168	3,772
TOTAL METRO COUNTIES	**455.8**	**.2057**	**29.6**	**12.3**	**17.9**	**16.8**	**23.6**	**153.0**	**2,005,299**	**472,482**	**156,870**	**216,535**	**81,898**	**381,640**	**46,069**
TOTAL STATE	**897.8**	**.4051**	**30.1**	**13.2**	**16.6**	**16.4**	**25.6**	**306.8**	**3,790,024**	**906,820**	**288,042**	**373,574**	**140,980**	**706,445**	**88,309**

N.H.
ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA / County / City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000-$9,999 (B) $10,000-$14,999 (C) $15,000-$24,999 (D) $25,000 & Over: A	B	C	D	Buying Power Index
MANCHESTER - NASHUA	**1,932,007**	**19,412**	**4.6**	**13.3**	**33.5**	**30.9**	**.1212**
Hillsborough	1,932,007	19,412	4.6	13.3	33.5	30.9	.1212
• Manchester	605,968	17,314	5.4	14.7	31.9	25.7	.0403
• Nashua	553,855	20,753	4.2	12.0	34.9	34.3	.0361
SUBURBAN TOTAL	772,184	20,267	4.2	13.0	34.1	33.2	.0448
OTHER COUNTIES							
Belknap	299,566	17,519	5.0	15.9	32.6	25.7	.0196
Carroll	150,742	13,442	7.5	22.1	30.4	13.3	.0114
Cheshire	440,716	18,047	5.0	16.2	35.8	25.9	.0260
Coos	219,406	15,815	6.0	17.1	35.0	18.0	.0143
Grafton	446,449	16,797	6.1	17.1	31.9	24.5	.0293
Merrimack	656,205	17,470	5.6	16.4	34.6	24.4	.0428
☐ Rockingham	1,299,577	19,542	4.7	14.4	34.8	31.0	.0875
Strafford	525,350	16,654	6.0	17.4	35.4	21.0	.0342
Sullivan	242,542	16,541	5.8	17.8	34.2	21.6	.0147
TOTAL METRO COUNTIES	**3,231,584**	**19,464**	**4.6**	**13.8**	**34.0**	**31.0**	**.2087**
TOTAL STATE	**6,212,560**	**18,087**	**5.2**	**15.4**	**34.2**	**26.8**	**.4010**

NEW JERSEY

N.J.
ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
ATLANTIC CITY	**191.5**	**.0865**	**36.2**	**9.4**	**12.7**	**15.2**	**36.0**	**74.9**	**915,253**	**200,105**	**102,895**	**94,921**	**31,866**	**107,299**	**21,964**
Atlantic	191.5	.0865	36.2	9.4	12.7	15.2	36.0	74.9	915,253	200,105	102,895	94,921	31,866	107,299	21,964
• Atlantic City	41.4	.0187	46.3	7.9	9.8	13.3	46.8	18.9	254,656	22,966	38,509	14,527	8,431	16,228	6,968
SUBURBAN TOTAL	150.1	.0678	34.1	9.8	13.6	15.8	33.0	56.0	660,597	177,139	64,386	80,394	23,435	91,071	14,996
JERSEY CITY	**550.4**	**.2484**	**33.5**	**12.6**	**15.0**	**16.6**	**31.1**	**210.6**	**1,573,132**	**438,165**	**136,518**	**124,796**	**61,780**	**200,190**	**46,846**
Hudson	550.4	.2484	33.5	12.6	15.0	16.6	31.1	210.6	1,573,132	438,165	136,518	124,796	61,780	200,190	46,846
Bayonne	70.1	.0316	34.8	12.6	13.4	16.8	32.9	26.5	165,928	47,023	18,934	2,184	9,260	8,012	6,695
Hoboken	40.2	.0181	29.1	16.8	15.9	14.9	25.8	14.7	85,175	40,661	10,900	1,688	2,386	775	3,178
• Jersey City	221.6	.1000	32.2	12.8	15.3	15.3	30.4	83.7	584,976	152,853	55,304	53,249	22,309	83,314	20,155
North Bergen Township	45.8	.0207	36.0	12.0	15.3	17.5	33.6	18.7	209,805	78,364	12,291	19,758	5,115	48,241	1,643
Union City	50.3	.0227	34.9	10.5	16.4	18.6	31.2	19.7	166,020	41,023	10,553	21,873	8,081	31,250	6,095
West New York	36.5	.0165	36.1	9.8	16.3	17.9	31.6	14.8	102,800	16,888	6,885	2,928	8,314	15,469	2,160
SUBURBAN TOTAL	328.8	.1484	34.4	12.4	14.8	17.5	31.6	126.9	988,156	285,312	81,214	71,547	39,471	116,876	26,691
LONG BRANCH - ASBURY PARK	**502.3**	**.2267**	**31.4**	**11.0**	**15.8**	**17.9**	**26.4**	**157.9**	**2,047,894**	**504,646**	**195,105**	**205,625**	**101,010**	**363,053**	**60,298**
Monmouth	502.3	.2267	31.4	11.0	15.8	17.9	26.4	157.9	2,047,894	504,646	195,105	205,625	101,010	363,053	60,298
• Asbury Park	14.9	.0067	39.8	13.5	11.8	13.4	40.9	6.2	66,175	7,433	7,191	14,678	2,379	8,260	1,287
• Long Branch	33.4	.0151	30.7	17.7	14.8	14.8	28.8	11.9	78,071	28,265	9,354	2,317	1,884	10,079	4,888
Middletown Township	60.2	.0272	30.3	8.6	14.2	21.2	22.2	16.7	186,588	69,184	9,705	27,665	11,333	13,202	8,700
SUBURBAN TOTAL	454.0	.2049	31.3	10.4	16.1	18.2	25.8	139.8	1,903,648	468,948	178,560	188,630	96,747	344,714	54,123

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N.J. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1979 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
NEWARK	**1,938.7**	**.8748**	**32.6**	**11.4**	**15.7**	**18.3**	**28.0**	**660.5**	**7,674,154**	**1,903,462**	**653,941**	**650,887**	**406,176**	**1,382,013**	**194,696**
Essex	823.5	.3716	32.5	12.2	15.4	16.8	29.3	294.0	2,857,695	690,397	245,130	321,982	156,899	425,753	77,015
Bloomfield	48.7	.0220	36.4	11.4	14.8	16.2	35.3	18.1	165,078	55,780	12,012	2,509	4,071	30,071	3,804
East Orange	70.2	.0317	34.4	12.9	17.1	15.6	33.4	29.5	136,924	31,599	11,041	1,472	6,480	41,065	3,619
Irvington	55.5	.0250	43.8	11.2	11.7	16.1	43.4	24.3	160,715	39,307	10,170	16,245	6,745	30,034	5,366
Montclair	39.2	.0177	36.8	12.3	12.5	16.6	35.5	14.1	146,852	32,908	7,077	7,060	6,388	31,752	3,246
• Newark	317.9	.1435	28.5	13.2	17.2	16.0	22.9	110.3	643,868	139,331	81,902	92,763	46,631	54,681	22,4[illegible]
West Orange	39.7	.0179	36.8	10.3	12.6	18.1	34.1	13.3	182,959	54,293	31,987	21,110	4,315	11,045	2,354
Morris	399.1	.1801	31.0	10.8	18.3	19.5	23.1	125.3	1,782,523	519,975	152,745	132,682	64,748	320,285	39,730
Parsippany - Troy Hills Township	52.9	.0239	29.4	13.9	24.7	17.3	19.0	17.1	186,840	70,154	18,982	10,466	7,054	26,779	3,900
Somerset	211.3	.0953	32.0	10.2	16.8	20.9	24.1	64.9	899,9[illegible]	202,498	82,268	87,621	43,727	183,941	28,931

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■ ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979							
	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Union	504.8	.2278	34.8	11.1	14.3	18.6	31.1	176.3	2,134,005	490,592	173,798	108,602	140,802	452,034	49,020
Elizabeth	104.4	.0471	34.6	12.2	15.8	16.9	32.5	39.0	334,246	90,873	27,243	12,037	18,355	80,271	9,685
Linden	41.5	.0187	34.6	12.7	14.9	17.0	32.5	14.9	156,311	34,514	15,312	1,204	12,600	28,224	2,221
Plainfield	45.1	.0204	32.1	11.7	17.1	15.6	29.4	15.7	113,460	13,996	5,781	17,267	8,368	29,385	1,972
Union Township	49.2	.0222	41.1	10.5	11.7	18.6	38.9	17.7	359,924	58,848	27,542	47,544	38,089	74,054	5,143
SUBURBAN TOTAL	1,620.8	.7313	33.5	11.0	15.6	18.7	29.0	550.2	7,030,286	1,764,131	572,039	558,124	359,545	1,327,332	172,268
NEW BRUNSWICK - PERTH AMBOY - SAYREVILLE	**589.8**	**.2662**	**30.1**	**13.4**	**17.3**	**19.4**	**22.2**	**181.5**	**2,387,229**	**559,891**	**195,070**	**356,371**	**103,487**	**321,999**	**52,287**
Middlesex	589.8	.2662	30.1	13.4	17.3	19.4	22.2	181.5	2,387,229	559,891	195,070	356,371	103,487	321,999	52,287
Edison Township	69.0	.0311	30.0	12.1	18.3	21.1	19.7	20.9	343,134	52,707	31,858	84,668	10,279	21,070	11,198
● New Brunswick	43.6	.0197	26.3	29.9	14.5	17.2	25.2	14.0	160,196	10,401	13,173	28,536	18,641	35,843	1,517
Old Bridge Township	48.5	.0219	27.6	10.9	20.9	19.5	15.1	13.8	65,539	29,279	8,299	3,837	947	1,152	2,910
● Perth Amboy	36.3	.0164	35.0	13.3	15.1	16.6	33.3	13.0	186,227	39,925	15,867	5,068	8,128	54,063	4,875
● Sayreville	35.3	.0159	29.9	11.6	17.2	21.5	19.8	10.3	65,763	25,830	8,854	2,008	1,398	7,230	1,835
Woodbridge Township	99.9	.0451	30.8	12.4	15.5	21.5	22.0	29.3	467,344	95,130	30,591	108,781	22,440	52,374	6,945
SUBURBAN TOTAL	474.6	.2142	30.1	12.1	17.7	20.1	21.2	144.2	1,975,043	483,735	157,176	320,759	75,320	224,863	44,060
PATERSON - CLIFTON - PASSAIC	**449.4**	**.2028**	**32.4**	**11.8**	**15.5**	**17.0**	**29.0**	**162.4**	**1,826,052**	**337,896**	**146,112**	**336,037**	**82,187**	**269,018**	**36,039**
Passaic	449.4	.2028	32.4	11.8	15.5	17.0	29.0	162.4	1,826,052	337,896	146,112	336,037	82,187	269,018	36,039
● Clifton	76.0	.0343	38.2	11.4	12.6	18.4	35.6	29.6	313,518	91,861	30,945	13,818	4,114	66,306	5,896
● Passaic	50.1	.0226	33.9	12.4	15.1	15.3	33.0	19.6	167,273	24,796	15,765	6,386	8,303	16,411	5,244
● Paterson	148.8	.0672	30.9	13.0	16.4	14.6	28.6	55.8	224,878	45,131	18,261	17,761	19,387	36,910	7,799
Wayne Township	50.7	.0229	31.0	9.4	14.1	21.7	22.6	15.6	624,993	61,759	37,959	259,870	26,928	64,750	6,356
SUBURBAN TOTAL	174.5	.0787	31.5	10.7	16.2	19.0	25.4	57.4	1,120,383	176,108	81,141	298,072	50,383	149,391	17,100
TRENTON	**320.5**	**.1446**	**31.6**	**13.9**	**15.2**	**17.3**	**27.6**	**110.6**	**1,293,764**	**306,224**	**106,357**	**177,648**	**63,884**	**181,468**	**32,907**
Mercer	320.5	.1446	31.6	13.9	15.2	17.3	27.6	110.6	1,293,764	306,224	106,357	177,648	63,884	181,468	32,907
Hamilton Township	82.6	.0373	32.4	11.2	15.0	19.4	26.8	28.6	329,940	110,636	30,191	18,081	7,667	64,468	10,970
● Trenton	99.1	.0447	33.0	12.8	14.3	15.8	31.3	35.5	154,724	25,082	23,535	15,448	7,787	9,930	4,355
SUBURBAN TOTAL	221.4	.0999	31.0	14.4	15.7	17.9	25.9	75.1	1,139,040	281,142	82,822	162,200	56,097	171,538	28,557
VINELAND - MILLVILLE - BRIDGETON	**132.1**	**.0596**	**30.7**	**11.6**	**15.1**	**16.3**	**27.3**	**45.0**	**543,824**	**162,389**	**37,973**	**55,154**	**22,463**	**96,802**	**16,177**
Cumberland	132.1	.0596	30.7	11.6	15.1	16.3	27.3	45.0	543,824	162,389	37,973	55,154	22,463	96,802	16,177
● Bridgeton	21.0	.0095	30.5	12.3	14.5	15.6	28.0	7.6	99,504	18,138	3,828	3,125	4,823	32,325	5,330
● Millville	24.8	.0112	32.8	11.2	14.0	17.0	30.0	9.3	86,460	28,761	7,123	1,916	3,211	19,415	1,187
● Vineland	53.4	.0241	30.5	12.0	15.3	16.4	26.7	17.4	287,196	80,912	21,138	46,010	13,260	38,346	8,512
SUBURBAN TOTAL	32.9	.0148	29.9	11.1	15.7	16.0	25.9	10.7	70,664	34,579	5,884	4,103	1,169	6,716	1,148
OTHER COUNTIES															
☐ Bergen	865.7	.3907	35.0	11.0	14.6	19.7	30.2	303.2	4,257,934	981,108	352,842	611,917	218,261	760,767	94,579
Teaneck Township	40.2	.0181	36.6	12.2	13.0	19.0	33.0	13.6	83,564	35,986	7,994	1,984	2,314	4,804	2,254
☐ Burlington	361.3	.1630	28.2	14.2	16.7	19.0	19.7	105.7	1,385,641	261,432	120,906	239,113	36,166	332,588	25,094
Willingboro Township	48.5	.0219	26.2	7.1	20.7	22.6	9.1	12.8	87,696	32,859	2,521	32,424	1,386	1,586	3,032
☐ Camden	474.1	.2140	31.3	11.5	14.9	17.6	26.8	162.6	1,897,243	430,772	162,381	237,660	105,857	313,004	51,742
Camden	84.3	.0380	26.0	12.1	13.3	13.4	24.6	30.3	143,597	32,861	14,921	3,436	9,758	25,204	8,655
Cherry Hill Township	71.0	.0320	30.4	11.8	15.2	23.0	20.0	21.7	521,725	96,435	46,498	93,003	35,291	120,727	8,111
Cape May	78.2	.0353	40.7	9.9	11.2	13.3	41.8	29.7	467,854	119,418	85,619	33,848	11,068	77,996	10,424
☐ Gloucester	203.9	.0920	29.8	12.2	15.9	18.0	23.7	66.8	859,292	154,145	57,462	147,584	22,125	155,277	14,852
Hunterdon	83.6	.0378	32.2	10.0	16.1	17.9	27.6	27.1	363,667	98,244	22,419	18,248	15,641	64,356	4,505
Ocean	340.8	.1538	33.6	9.2	14.1	14.3	33.8	118.8	1,464,292	399,528	125,960	189,306	39,198	284,380	31,026
Dover Township	66.5	.0300	32.5	8.6	15.2	14.7	31.5	22.6	534,754	128,485	27,048	111,125	16,721	123,607	6,348

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Source: S&MM 1979 Survey of Buying Power

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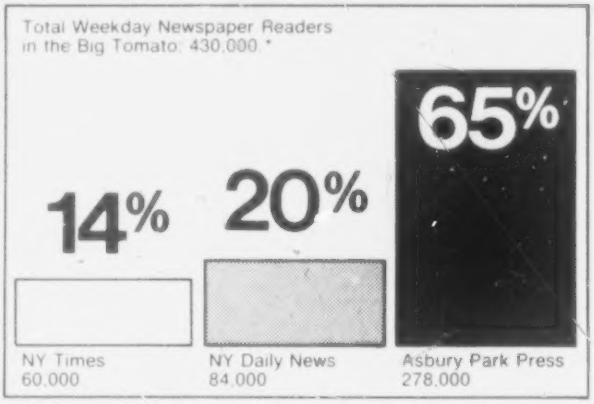

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*Belden CMS, March 1980.

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N.J. (cont.)
S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
☐ Salem	64.0	.0289	31.7	11.2	14.6	17.1	28.1	22.3	185,677	42,843	17,297	9,086	7,770	48,989	3,404
Sussex	110.6	.0500	30.2	9.1	17.7	16.6	25.0	34.7	352,938	127,659	24,284	19,853	6,471	52,146	10,002
☐ Warren	84.9	.0383	32.8	11.4	14.5	16.8	30.0	29.9	318,058	90,556	24,180	17,909	8,610	39,813	11,713
TOTAL METRO COUNTIES	**6,728.6**	**3.0365**	**32.2**	**11.9**	**15.4**	**18.1**	**27.6**	**2,293.9**	**27,275,147**	**6,373,634**	**2,309,039**	**3,264,708**	**1,271,642**	**4,572,280**	**662,598**
TOTAL STATE	**7,341.8**	**3.3134**	**32.3**	**11.7**	**15.5**	**17.8**	**27.9**	**2,504.2**	**29,923,898**	**7,118,483**	**2,567,321**	**3,525,963**	**1,344,020**	**5,051,158**	**718,555**

N.J.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over: A	B	C	D	Buying Power Index
ATLANTIC CITY	**1,383,385**	**15,526**	**6.8**	**16.2**	**27.8**	**23.8**	**.0909**
Atlantic	1,383,385	15,526	6.8	16.2	27.8	23.8	.0909
• Atlantic City	261,786	10,424	9.3	17.6	21.4	12.7	.0204
SUBURBAN TOTAL	1,121,599	17,327	6.0	15.7	30.1	27.5	.0705

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over: A	B	C	D	Buying Power Index
JERSEY CITY	**4,142,158**	**17,714**	**5.3**	**15.2**	**31.1**	**27.9**	**.2308**
Hudson	4,142,158	17,714	5.3	15.2	31.1	27.9	.2308
Bayonne	560,121	19,550	4.5	13.1	31.6	32.8	.0292
Hoboken	242,588	13,993	7.0	19.9	27.9	18.2	.0140

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*Source: S&MM Survey of Buying Power 1980

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N.J. (cont.)

ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
• Jersey City	1,584,651	16,760	5.8	16.5	30.6	25.3	.0887
North Bergen Township	437,385	21,828	3.7	10.9	29.9	40.1	.0247
Union City	354,425	16,381	5.8	15.9	32.1	22.7	.0211
West New York	290,296	17,380	6.2	15.5	30.3	27.0	.0157
SUBURBAN TOTAL	2,557,507	18,353	5.0	14.4	31.4	29.5	.1421
LONG BRANCH - ASBURY PARK	**3,989,970**	**22,142**	**4.2**	**11.6**	**27.6**	**41.9**	**.2379**
Monmouth	3,989,970	22,142	4.2	11.6	27.6	41.9	.2379
• Asbury Park	89,346	11,522	8.2	17.6	24.1	13.9	.0063
• Long Branch	252,536	17,341	6.4	15.1	31.1	27.5	.0135
Middletown Township	510,927	27,384	9.5	7.5	24.8	57.1	.0275
SUBURBAN TOTAL	3,648,088	23,068	3.8	11.0	27.4	44.4	.2181
NEWARK	**17,742,297**	**23,665**	**3.6**	**10.4**	**26.1**	**46.4**	**.9825**
Essex	7,054,465	19,929	5.0	13.2	26.2	37.2	.3889
Bloomfield	434,400	22,499	3.4	11.3	31.2	41.7	.0234
East Orange	608,378	17,702	5.3	15.4	30.3	29.3	.0298
Irvington	463,209	17,662	5.7	14.3	30.4	27.8	.0248
Montclair	474,459	25,976	3.6	10.4	21.0	51.7	.0232
• Newark	1,781,575	13,806	7.5	18.6	27.4	18.3	.1055
West Orange	439,746	27,822	2.4	8.2	23.3	57.3	.0233
Morris	3,745,469	26,906	2.1	7.4	26.7	56.1	.2120
Parsippany - Troy Hills Township	618,755	33,671	1.1	3.6	17.3	74.0	.0302
Somerset	2,018,525	28,298	2.0	6.5	23.5	59.6	.1118
Union	4,923,838	24,979	3.1	9.3	26.3	49.9	.2698
Elizabeth	827,236	19,031	4.9	14.1	30.4	32.1	.0463
Linden	349,379	22,295	3.5	10.9	32.8	40.4	.0198
Plainfield	374,132	20,791	5.0	13.4	27.9	38.3	.0195
Union Township	422,802	22,378	3.2	10.5	33.3	40.7	.0297
SUBURBAN TOTAL	15,960,782	25,707	2.9	8.8	25.8	51.9	.8770
NEW BRUNSWICK - PERTH AMBOY - SAYREVILLE	**4,791,365**	**24,816**	**2.5**	**8.1**	**30.3**	**49.3**	**.2819**
Middlesex	4,791,365	24,816	2.5	8.1	30.3	49.3	.2819
Edison Township	576,041	24,527	2.0	8.6	34.9	48.0	.0356

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N.J. (cont.)
ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
● New Brunswick	298,896	17,738	5.8	14.8	28.7	29.5	.0186
Old Bridge Township	334,848	23,527	2.5	8.3	37.7	43.9	.0169
● Perth Amboy	255,537	17,827	4.9	15.1	32.4	26.9	.0175
● Sayreville	273,674	25,547	1.6	5.8	34.2	52.3	.0139
Woodbridge Township	777,752	25,460	1.7	6.6	32.4	51.8	.0488
SUBURBAN TOTAL	3,963,258	25,838	2.1	6.9	29.8	53.2	.2319
PATERSON - CLIFTON - PASSAIC	**3,722,330**	**20,682**	**4.4**	**12.3**	**30.3**	**36.7**	**.2173**
Passaic	3,722,330	20,682	4.4	12.3	30.3	36.7	.2173
● Clifton	773,307	23,545	3.1	9.5	30.0	45.2	.0414
● Passaic	382,966	16,460	5.9	17.1	28.8	26.0	.0220
● Paterson	1,003,701	15,747	6.5	16.7	30.1	22.4	.0520
Wayne Township	559,439	33,030	1.6	4.7	18.1	71.5	.0430
SUBURBAN TOTAL	1,562,356	24,936	2.5	8.0	31.0	49.8	.1019
TRENTON	**2,758,310**	**21,992**	**4.0**	**11.8**	**29.0**	**40.8**	**.1578**
Mercer	2,758,310	21,992	4.0	11.8	29.0	40.8	.1578
Hamilton Township	624,417	20,847	3.5	12.6	39.7	32.7	.0379
● Trenton	626,812	15,376	6.6	17.3	28.6	22.7	.0335
SUBURBAN TOTAL	2,131,498	24,813	2.8	9.2	29.2	49.4	.1243
VINELAND - MILLVILLE - BRIDGETON	**869,152**	**17,621**	**5.5**	**16.1**	**32.6**	**25.9**	**.0570**
Cumberland	869,152	17,621	5.5	16.1	32.6	25.9	.0570

ESTIMATES

EFFECTIVE BUYING INCOM 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buy Pow Ind
			A	B	C	D	
● Bridgeton	129,062	14,948	7.4	18.6	30.6	19.3	.00
● Millville	178,553	17,840	4.8	15.4	34.7	25.9	.01
● Vineland	356,343	18,158	5.5	15.3	32.6	28.1	.02
SUBURBAN TOTAL	205,194	18,248	4.7	16.0	32.0	27.4	.01
OTHER COUNTIES							
☐ Bergen	9,105,733	26,697	2.6	8.0	24.9	54.9	.507
Teaneck Township	471,546	30,365	2.3	7.5	20.1	61.8	.02
☐ Burlington	2,615,140	21,508	3.7	12.7	34.4	37.9	.160
Willingboro Township	304,958	22,794	1.8	7.7	45.4	39.6	.016
☐ Camden	3,737,673	21,174	4.2	12.1	30.7	38.0	.222
Camden	479,252	14,043	7.1	18.2	29.3	17.2	.027
Cherry Hill Township	736,481	31,680	1.6	5.5	18.1	69.7	.046
Cape May	546,312	14,531	7.4	17.3	26.9	21.6	.039
☐ Gloucester	1,389,606	19,788	4.1	13.0	38.0	30.1	.090
Hunterdon	688,911	22,778	3.6	9.8	31.0	42.6	.041
Ocean	2,042,734	15,536	6.9	17.9	33.1	19.0	.143
Dover Township	579,099	23,122	4.1	11.6	27.5	44.5	.042
☐ Salem	487,514	20,801	4.0	11.8	33.1	34.5	.0271
Sussex	782,745	20,772	3.7	12.3	36.1	34.6	.0460
☐ Warren	643,306	19,892	4.5	12.6	34.9	31.8	.0384
TOTAL METRO COUNTIES	**57,377,939**	**22,261**	**3.9**	**11.3**	**28.7**	**41.8**	**3.3016**
TOTAL STATE	**61,438,641**	**21,771**	**4.1**	**11.6**	**29.0**	**40.4**	**3.5720**

NEW MEXICO

N.M.
ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ALBUQUERQUE	**421.0**	**.1900**	**27.8**	**14.5**	**17.0**	**16.8**	**21.0**	**159.6**	**1,877,285**	**338,351**	**173,986**	**246,060**	**119,661**	**457,571**	**58,954**
Bernalillo	397.1	.1792	28.0	14.7	17.1	17.0	20.9	144.1	1,850,312	331,302	169,141	243,447	119,028	457,131	58,392
● Albuquerque	308.1	.1390	28.7	14.8	16.7	17.4	22.0	115.9	1,736,503	289,762	154,922	239,971	117,599	444,010	54,771
Sandoval	23.9	.0108	24.8	12.2	13.9	14.0	21.7	6.5	26,973	7,049	4,845	2,613	633	440	562
SUBURBAN TOTAL	112.9	.0510	25.5	14.0	17.3	15.3	18.2	34.7	140,782	48,589	19,064	6,089	2,062	13,561	4,183
LAS CRUCES	**91.0**	**.0411**	**24.5**	**18.5**	**16.2**	**15.4**	**17.1**	**27.7**	**290,393**	**61,931**	**26,240**	**31,123**	**10,904**	**69,455**	**6,689**
Dona Ana	91.0	.0411	24.5	18.5	16.2	15.4	17.1	27.7	290,393	61,931	26,240	31,123	10,904	69,455	6,689
● Las Cruces	45.7	.0206	26.7	14.9	17.0	16.2	19.1	14.9	261,384	59,866	21,936	30,266	10,756	59,403	5,756
SUBURBAN TOTAL	45.3	.0205	23.[illegible]	22.3	15.3	14.6	15.1	12.8	29,009	2,065	4,304	857	148	10,052	933
△ **SANTA FE**	**66.3**	**.0300**	**28.8**	**12.6**	**16.1**	**16.2**	**23.8**	**22.2**	**323,179**	**60,301**	**37,092**	**32,342**	**14,168**	**58,902**	**13,300**
Santa Fe	66.3	.0300	28.8	12.6	16.1	16.2	23.8	22.2	323,179	60,301	37,092	32,342	14,168	58,902	13,300
● Santa Fe	46.9	.0212	29.1	12.2	15.5	16.5	24.3	16.1	310,529	59,579	35,051	32,288	13,684	57,151	13,300
SUBURBAN TOTAL	19.4	.0088	28.2	13.6	17.3	15.6	22.7	6.1	12,650	722	2,041	54	484	1,751	
OTHER COUNTIES															
Catron	2.9	.0013	35.3	9.3	14.0	15.5	34.9	.9	2,591	1,317	296	134			
Chaves	52.6	.0238	30.5	11.9	13.9	16.5	27.3	18.1	210,581	36,204	14,644	27,844	7,971	47,294	5,227
Colfax	13.0	.0058	34.1	9.3	12.0	15.2	33.7	4.7	54,534	10,220	5,924	2,374	1,072	11,300	1,785
Curry	42.7	.0193	25.5	16.9	15.7	14.7	20.4	14.4	158,799	26,297	9,698	22,754	8,156	47,484	4,291
De Baca	2.9	.0013	43.8	7.8	10.5	14.3	44.0	1.1	6,906	1,498	427	51		2,970	110
Eddy	48.8	.0220	31.4	11.6	12.5	17.0	28.5	17.3	159,580	41,235	11,613	14,536	6,360	36,653	4,789
Grant	25.2	.0114	28.3	13.9	14.7	15.6	24.6	8.3	78,515	22,859	3,793	8,310	2,982	14,596	2,154
Guadalupe	4.7	.0021	29.7	10.4	13.6	14.6	28.2	1.6	24,857	2,855	4,774	611	228	970	
Harding	1.3	.0006	40.2	8.1	10.2	17.4	38.6	.5	2,272	233	193	647		629	
Hidalgo	6.0	.0027	28.5	10.1	13.2	14.8	26.6	2.2	21,706	4,045	1,997	2,014		2,955	151
Lea	55.0	.0248	29.1	11.6	15.3	19.2	21.7	19.1	227,510	49,991	14,857	17,476	10,743	61,762	8,300
Lincoln	10.6	.0048	34.7	9.4	12.9	15.2	34.5	4.2	45,833	13,202	5,898	3,406	1,282	10,263	660
Los Alamos	17.9	.0081	31.4	7.2	19.2	26.2	16.9	6.1	44,089	17,778	3,211	4,038	585	494	1,527
Luna	15.0	.0067	31.0	9.4	12.0	15.2	29.9	5.4	51,577	15,179	2,937	2,606	2,470	6,793	2,119
McKinley	58.0	.0262	22.5	12.4	16.2	14.0	15.3	15.0	224,420	54,193	16,883	20,085	10,738	36,868	5,113
Mora	4.8	.0022	30.5	11.9	10.8	12.9	32.2	1.7	2,732	523	158	617	29		64
Otero	42.3	.0191	25.0	16.1	18.0	17.1	14.8	13.3	124,446	27,807	13,350	15,159	6,854	23,057	1,379
Quay	10.9	.0049	34.5	10.3	13.0	14.5	34.9	4.3	44,374	9,366	5,308	2,647	369	6,145	1,611
Rio Arriba	28.5	.0128	25.4	12.1	14.0	14.8	21.7	8.5	77,422	26,482	4,646	4,506	1,227	13,105	2,310
Roosevelt	16.3	.0074	25.9	23.9	12.4	12.0	26.7	6.3	42,656	11,337	4,829	5,472	894	8,272	1,241
San Juan	79.5	.0359	24.7	10.9	15.5	16.4	17.7	25.0	325,318	76,456	19,976	32,325	7,708	84,912	7,45
San Miguel	23.0	.0103	26.7	17.5	13.3	12.5	26.5	6.7	48,788	14,524	3,949	4,091	2,232	6,345	1,05
Sierra	9.5	.0043	50.6	6.7	10.4	12.3	50.8	4.2	20,213	8,258	2,069	881	297	1,073	75
Socorro	10.4	.0046	25.6	16.4	14.2	14.3	22.4	3.3	35,395	7,855	3,193	2,047	102	7,309	26
Taos	20.0	.0091	28.4	11.7	14.8	14.4	25.8	6.7	63,676	14,659	7,525	5,338	877	10,398	8
Torrance	7.4	.0033	32.8	10.2	11.9	13.7	33.7	2.7	31,528	3,110	1,649	424	29	13,379	44
Union	5.2	.0024	37.9	7.8	12.2	15.2	37.8	2.2	12,987	4,349	1,147	1,210	627	1,095	38
Valencia	55.2	.0249	25.9	12.2	16.6	15.6	19.3	16.2	186,532	52,737	11,160	9,960	3,192	42,191	7,24
TOTAL METRO COUNTIES	**578.3**	**.2611**	**27.4**	**14.9**	**16.6**	**16.5**	**20.8**	**200.5**	**2,490,857**	**460,583**	**237,318**	**309,525**	**144,733**	**585,928**	**78,94**
TOTAL STATE	**1,247.9**	**.5632**	**27.5**	**13.7**	**15.6**	**16.2**	**22.0**	**420.5**	**4,820,694**	**1,015,152**	**413,622**	**521,088**	**221,757**	**1,084,240**	**140,17**

N.M.
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (P) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
ALBUQUERQUE	**2,890,475**	**16,521**	**6.1**	**16.8**	**28.6**	**26.4**	**.1906**
Bernalillo	2,807,593	16,828	5.9	16.8	29.0	27.0	.1850
• Albuquerque	2,316,854	17,471	5.7	16.2	29.1	28.8	.1581
Sandoval	82,882	10,048	8.7	17.9	20.5	11.8	.0056
SUBURBAN TOTAL	573,621	13,793	7.1	19.0	27.4	18.2	.0325
LAS CRUCES	**498,450**	**14,646**	**7.7**	**18.1**	**26.5**	**22.3**	**.0334**
Dona Ana	498,450	14,646	7.7	18.1	26.5	22.3	.0334
• Las Cruces	287,588	16,722	6.2	15.6	27.4	27.6	.0218
SUBURBAN TOTAL	210,862	12,762	9.6	20.8	25.4	16.1	.0116
SANTA FE	**433,003**	**15,836**	**6.1**	**17.2**	**27.1**	**25.6**	**.0302**
Santa Fe	433,003	15,836	6.1	17.2	27.1	25.6	.0302
• Santa Fe	326,725	16,585	5.6	15.9	27.1	28.0	.0248
SUBURBAN TOTAL	106,278	14,291	7.4	20.4	27.9	19.2	.0054
OTHER COUNTIES							
Catron	16,904	15,588	4.2	17.0	26.8	25.4	.0010
Chaves	350,006	15,511	6.9	15.3	25.1	26.4	.0226
Colfax	75,162	13,577	6.4	19.7	27.0	16.8	.0054
Curry	260,866	14,165	7.2	20.9	27.1	19.4	.0172
De Baca	15,629	9,882	9.2	16.3	23.5	9.7	.0010
Eddy	322,549	16,091	6.1	14.6	29.0	24.0	.0198
Grant	152,508	16,680	4.5	17.5	36.8	21.0	.0096
Guadalupe	23,187	10,439	8.8	17.7	20.4	13.7	.0020
Harding	7,116	12,632	7.4	18.8	28.6	12.4	.0004
Hidalgo	34,556	14,198	7.0	20.0	30.0	16.3	.0024
Lea	385,248	18,837	4.6	12.2	35.9	27.8	.0245
Lincoln	70,631	12,643	8.5	16.6	23.2	17.9	.0047
Los Alamos	194,213	29,982	1.7	5.6	24.5	63.4	.0091
Luna	78,164	11,934	8.9	19.8	22.3	15.5	.0056
McKinley	260,293	14,745	5.4	15.6	25.3	23.9	.0209
Mora	15,268	6,031	7.7	14.7	13.0	3.8	.0008
Otero	266,994	17,029	5.7	18.6	31.9	26.3	.0165
Quay	74,315	14,691	6.4	15.9	27.4	21.5	.0047
Rio Arriba	108,587	10,599	7.0	16.5	24.6	11.0	.0085
Roosevelt	96,133	11,921	7.4	18.1	24.2	14.8	.0059
San Juan	449,757	16,244	5.1	14.8	32.0	22.3	.0320
San Miguel	91,424	8,984	8.9	16.0	18.6	11.0	.0067
Sierra	53,359	9,082	11.0	16.6	17.2	11.2	.0032
Socorro	48,516	12,784	7.6	15.7	26.4	16.3	.0037
Taos	98,525	10,724	7.0	13.8	23.7	14.8	.0069
Torrance	27,360	7,260	9.4	16.2	14.3	5.8	.0026
Union	29,262	9,933	10.0	21.0	17.3	11.4	.0018
Valencia	321,763	18,462	5.1	12.0	32.6	29.4	.0212
TOTAL METRO COUNTIES	**3,821,928**	**16,189**	**6.3**	**17.0**	**28.2**	**25.7**	**.2542**
TOTAL STATE	**7,750,223**	**15,635**	**6.3**	**16.3**	**28.0**	**24.0**	**.5149**

COMING OCT. 27

SURVEY OF BUYING POWER—PART II

HIGHLIGHTS

NEW SPECIAL TABLES: Analyses of the critical changes taking place in regional and metropolitan markets.

METROPOLITAN MARKETS: Five-year projections of population, households, Effective Buying Income (EBI), average household EBI, retail sales, and Buying Power Index for S&MM's 300 metropolitan markets.

NEWSPAPER MARKETS: Population, households, Effective Buying Income, retail sales, and household coverage by local newspapers.

MERCHANDISE LINE SALES: Retail sales by product category for all 300 metropolitan areas and the leading distribution channel for each product class.

TV MARKETS: Total population, households, black population, Effective Buying Income, retail sales, and Buying Power Index.

'WORTH WRITING FOR' MEDIA/MARKETS SECTION: Local market data that are available from the media and other local sources of information.

ERRATA: Corrections for the few mistakes that are inevitably present in this issue of the *Survey*.

All Sales & Marketing Management subscribers will receive the October *Survey of Buying Power—Part II* as one of their regular issues.

Single copies of the *Survey—Part II* can be ordered at $20 each. The combination price for the two *Survey* issues is $57.50.

NEW YORK

N.Y.
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979							
	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Dr ($0
ALBANY - SCHENECTADY - TROY	**787.1**	**.3551**	**31.9**	**13.3**	**14.3**	**16.0**	**29.6**	**280.1**	**3,109,680**	**734,669**	**282,187**	**365,335**	**112,831**	**537,244**	**93,113**
Albany	283.1	.1277	32.7	14.5	14.2	16.0	30.8	103.4	1,348,250	282,875	137,391	172,161	57,670	229,223	[illegible]
• Albany	104.3	.0471	33.3	18.6	13.1	12.9	34.9	41.7	379,260	86,241	45,474	9,113	17,427	89,692	[illegible]
Montgomery	55.7	.0251	37.0	10.6	11.8	15.9	36.3	21.2	168,558	39,900	13,629	18,566	3,957	22,501	[illegible]
Rensselaer	148.3	.0669	30.6	15.0	13.7	15.2	28.7	51.1	390,361	122,949	29,560	31,811	10,640	47,864	13,946
• Troy	57.8	.0261	29.7	20.4	12.4	12.6	30.8	20.7	149,022	41,330	14,324	7,956	7,585	21,350	[illegible]
Saratoga	146.4	.0661	28.8	12.1	16.4	16.2	23.7	47.8	577,117	131,757	50,658	59,852	14,567	132,823	[illegible]
Schenectady	153.6	.0693	33.7	11.3	14.2	16.8	31.4	56.6	625,394	157,188	50,949	82,945	25,997	104,833	[illegible]
• Schenectady	73.3	.0331	34.6	13.9	13.9	14.1	35.3	29.6	255,450	52,362	25,149	22,469	14,355	54,494	[illegible]
SUBURBAN TOTAL	551.7	.2488	31.6	11.4	14.9	17.2	27.7	188.1	2,325,948	554,736	197,240	325,797	73,464	371,708	66,322
BINGHAMTON	**302.7**	**.1365**	**31.3**	**11.8**	**15.6**	**16.6**	**27.7**	**109.9**	**1,107,022**	**262,888**	**88,053**	**112,294**	**46,222**	**221,626**	**42,825**
Broome	215.3	.0971	31.7	12.7	15.2	16.5	28.5	79.7	902,047	203,469	75,835	105,416	41,974	174,373	36,334
• Binghamton	56.7	.0256	36.9	12.5	12.6	15.2	36.8	23.4	313,452	65,534	24,461	36,630	19,018	81,037	[illegible]
Tioga	49.6	.0223	29.5	9.7	17.4	17.8	22.6	17.1	116,917	35,527	5,308	5,628	1,721	25,518	4,385
Susquehanna, Pa.	*37.8*	*.0171*	*31.9*	*9.9*	*15.3*	*15.6*	*29.7*	*13.1*	*88,058*	*23,892*	*6,910*	*1,250*	*2,527*	*21,735*	*2,106*
SUBURBAN TOTAL	246.0	.1109	30.4	11.7	16.2	17.0	25.5	86.5	793,570	197,354	63,592	75,664	27,204	140,589	32,832
BUFFALO	**1,278.8**	**.5770**	**31.6**	**12.4**	**14.3**	**17.2**	**28.0**	**464.8**	**4,878,323**	**1,239,422**	**461,418**	**767,055**	**190,673**	**963,741**	**193,033**
Erie	1,044.9	.4715	31.7	12.5	14.4	17.2	28.1	380.8	4,014,300	1,032,108	375,698	637,953	163,571	788,975	159,516
• Buffalo	378.4	.1708	33.2	14.2	13.5	15.1	32.5	154.3	1,011,041	343,615	110,664	113,528	45,561	133,654	44,843
Niagara	233.9	.1055	31.2	12.0	14.1	17.1	27.5	84.0	864,023	207,314	85,720	129,102	27,102	174,766	33,517
Niagara Falls	77.7	.0351	33.6	12.7	12.2	16.8	31.4	30.0	225,962	68,307	30,901	21,151	7,478	38,466	11,932
SUBURBAN TOTAL	900.4	.4062	31.0	11.6	14.8	18.0	26.1	310.5	3,867,282	895,807	350,754	653,527	145,112	830,087	148,190

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SOURCES: 9 30 79 ABC Audit
S&MM Survey of Buying Power 1980
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METRO AREA COUNTY	CIRCULATION SCHENECTADY GAZETTE	CIRCULATION ALBANY TU & KN
Albany	4,492	84,805
Schenectady	**43,076**	**9,382**
Saratoga	**12,699**	**8,899**
Rensselaer	190	17,071
Montgomery	**3,862**	**645**

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Long Island: We Have What You Want.

More Population than Pittsburgh
More Retail Sales than St. Louis
More Home Owners than Washington, D.C.
More Cars registered than Houston
More Food Store sales than Cincinnati

Newsday

Read By 79% of Nassau-Suffolk Adults Daily or Sunday.

Sources: Population, Retail Sales, Food Store Sales-1979 Survey of Buying Power. Home Owners-1970 Census. Cars- New York State Department of Motor Vehicles and SRDS Market Data, January,1979. Newsday Readership-Belden, 1979.

N.Y. (cont.) [illegible] ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
METRO AREA County City	Total Population (Thousands)	% Of U.S	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ELMIRA	**96.2**	**.0434**	**31.3**	**11.9**	**14.3**	**16.3**	**28.4**	**34.9**	**349,013**	**88,897**	**25,950**	**60,897**	**12,208**	**60,440**	**13,817**
Chemung	96.2	.0434	31.3	11.9	14.3	16.3	28.4	34.9	349,013	88,897	25,950	60,897	12,208	60,440	13,817
● Elmira	33.1	.0149	31.2	16.2	12.9	13.3	31.7	12.6	172,347	53,552	10,480	24,506	6,197	28,605	8,935
SUBURBAN TOTAL	63.1	.0285	31.3	9.7	15.1	17.9	26.6	22.3	176,666	35,345	15,470	36,391	6,011	31,835	4,882
△ **JAMESTOWN**	**141.2**	**.0638**	**32.5**	**12.0**	**13.4**	**15.7**	**30.9**	**54.0**	**538,991**	**105,766**	**53,491**	**78,870**	**21,980**	**118,260**	**16,988**
Chautauqua	141.2	.0638	32.5	12.0	13.4	15.7	30.9	54.0	538,991	105,766	53,491	78,870	21,980	118,260	16,988
● Jamestown	34.4	.0155	34.4	11.6	13.9	14.2	35.0	14.8	191,641	40,194	12,372	24,926	9,779	55,821	9,006
SUBURBAN TOTAL	106.8	.0483	31.8	12.2	13.1	16.2	29.6	39.2	347,350	65,572	41,119	53,944	12,201	62,439	7,982
NASSAU - SUFFOLK	**2,699.9**	**1.2185**	**31.1**	**11.0**	**15.0**	**20.2**	**23.9**	**832.3**	**11,144,390**	**2,462,660**	**822,104**	**1,477,625**	**530,897**	**1,615,570**	**276,348**
Nassau	1,376.4	.6212	33.6	11.5	12.6	21.2	27.1	442.6	6,701,082	1,372,677	476,091	989,830	339,350	951,011	161,088
Freeport	38.4	.0173	33.6	12.0	14.7	18.7	29.3	13.6	123,903	22,729	10,739	2,413	5,003	31,858	3,009
Valley Stream	39.1	.0176	36.4	12.0	11.5	20.3	31.5	12.9	209,172	17,303	14,135	42,803	9,508	43,909	3,197
Suffolk	1,323.5	.5973	29.2	10.4	17.5	19.1	20.7	389.7	4,443,308	1,089,983	346,013	487,795	191,547	664,559	115,260
SUBURBAN TOTAL	2,699.9	1.2185	31.1	11.0	15.0	20.2	23.9	832.3	11,144,390	2,462,660	822,104	1,477,625	530,897	1,615,570	276,348
△ **NEWBURGH - MIDDLETOWN**	**255.6**	**.1153**	**30.3**	**12.3**	**15.6**	**15.9**	**26.8**	**87.1**	**979,400**	**296,427**	**69,842**	**117,592**	**34,370**	**151,967**	**25,321**
Orange	255.6	.1153	30.3	12.3	15.6	15.9	26.8	87.1	979,400	296,427	69,842	117,592	34,370	151,967	25,321
● Middletown	24.4	.0110	38.6	11.2	11.9	14.6	39.0	8.5	169,938	29,246	16,330	27,254	11,818	24,220	4,541
● Newburgh	26.2	.0118	32.3	11.2	13.8	14.9	31.4	10.1	150,912	39,496	11,045	9,195	9,065	39,376	3,023
SUBURBAN TOTAL	205.0	.0925	2[illegible].5	12.5	16.3	16.2	24.8	68.5	658,550	227,685	42,467	81,143	13,487	88,371	17,757
NEW YORK	**9,266.3**	**4.1819**	**33.2**	**12.1**	**16.6**	**16.9**	**30.2**	**3,628.5**	**29,025,355**	**7,191,143**	**3,066,608**	**3,993,065**	**1,440,687**	**3,052,644**	**825,440**
Bronx	1,222.3	.5517	31.5	13.0	16.8	15.2	29.0	471.7	2,166,234	775,537	136,349	202,452	101,575	240,857	71,230
Kings	2,267.3	1.0232	31.4	12.7	16.1	15.5	28.7	870.7	4,180,676	1,283,547	309,236	545,390	216,693	362,862	137,636
New York (Manhattan)	1,376.2	.6211	34.5	12.7	19.7	17.0	32.0	694.0	8,341,987	1,376,444	1,436,064	1,392,336	497,934	240,408	230,172
● New York City	7,194.9	3.2471	33.1	12.5	16.8	16.2	30.6	2,937.2	19,839,170	4,991,727	2,353,077	2,774,739	1,007,392	1,498,802	616,648
Putnam	74.0	.0334	30.3	8.5	19.1	17.7	23.2	24.7	226,598	58,720	15,471	13,932	5,699	47,726	5,689
Queens	1,985.2	.8959	35.5	12.0	15.6	16.8	33.8	785.9	4,277,111	1,262,286	416,107	494,178	162,030	529,425	152,133
Richmond	343.9	.1552	30.5	12.2	17.1	17.3	24.9	114.9	873,162	293,913	55,321	140,383	29,160	125,250	25,477
Rockland	262.6	.1185	30.1	9.6	17.5	21.2	20.2	74.5	917,923	257,074	66,584	120,234	35,458	162,677	23,925
Westchester	869.1	.3922	34.3	11.0	15.1	18.6	30.4	288.9	3,673,730	902,514	278,634	472,243	173,877	582,672	84,599

Complete Your New York METRO MARKET with

D.A.M.N.* • THE NEWS TIMES Danbury Connecticut (Fairfield County)
• TIMES HERALD-RECORD Middletown New York (Orange County plus Sullivan Ulster)

	Times Herald-Record	News-Times	Total Unit
DAILY	65,747	39,577	105,324
SUNDAY	69,675	42,172	111,847

SOURCE: ABC AUDIT REPORT - DECEMBER 31, 1979

The D.A.M.N.* unit was created with two of the fastest growing ABC newspapers in the New York City metro to offer advertisers the convenience of a unit buy at a discount rate. See our SRDS listings at the beginning of Connecticut and New York States and the individual listings by st[illegible]. Phone National Ad Director B. William Cangi at (914) 343-2181 or contact Branham Newspaper Sales.

For complete analysis, see D.A.M.N. Group (Danbury and Middletown Newspapers) ad in Connecticut Section "C."

Pocket Survey

of New York's Car Buyers

A lot of people in *New York City* carry subway tokens in their pockets—but no car keys.

A lot *more* people in the *New York Suburbs* carry car keys—but no subway tokens.

Combine car keys (1.7 cars per household) with check books and credit cards ($26,620 household income) and you have the Westchester-Rockland Market.

For 1979 and 1980 to date, the Westchester-Rockland Market had the greatest number of new passenger cars sold per 1,000 households of any major market in the New York ADI.

High *new car sales* per thousand means lower *cost* per thousand for new car advertisers. It's a good time for it.

New Passenger Car Sales Per Thousand Households (Year 1979)

Westchester Rockland Market	**188**
Bergen County	181
Nassau-Suffolk	172
Newark SMSA	148
New York City	52

(Westchester-Rockland-Putnam was also on top for the first two months of 1980. Source: R.L. Polk.)

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N.Y. (cont.)
S&MM ESTIMATES

	POPULATION—12/31/79								RETAIL SALES BY STORE GROU 1979						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Mount Vernon	68.5	0309	36.3	11.7	14.7	17.8	33.8	24.5	213,789	44,602	7,433	4,232	8,301	40,745	7,2
New Rochelle	68.5	0309	35.2	11.7	14.9	18.0	32.2	23.7	306,136	50,478	26,801	33,311	14,698	71,554	7,3
White Plains	47.2	0213	37.6	10.8	15.0	18.1	35.0	17.6	515,852	72,669	36,600	190,772	18,758	68,362	6,9
Yonkers	186.2	0840	35.2	12.3	15.2	17.1	33.2	66.8	588,442	181,422	42,188	76,515	37,089	65,303	18,3
Bergen, N.J.	*865.7*	*3907*	*35.0*	*11.0*	*14.6*	*19.7*	*30.2*	*303.2*	*4,367,934*	*981,108*	*352,842*	*611,917*	*218,261*	*760,767*	*94,5*
Teaneck Township	*40.2*	*0181*	*36.6*	*12.2*	*13.0*	*19.0*	*33.0*	*13.6*	*83,564*	*35,986*	*7,994*	*1,984*	*2,314*	*4,804*	*2,2*
SUBURBAN TOTAL	2,071.4	.9348	33.8	10.8	15.2	19.3	28.8	691.3	9,186,185	2,199,416	713,531	1,218,326	433,295	1,553,842	208,79
NEW YORK - NEWARK - JERSEY CITY - BRIDGEPORT CONSOLIDATED AREA	***16,813.4***	***7.5878***	***32.6***	***11.8***	***16.1***	***17.8***	***28.4***	***6,119.7***	***58,963,707***	***14,089,911***	***5,461,926***	***7,480,381***	***2,865,095***	***7,736,123***	***1,571,8***
POUGHKEEPSIE	**236.3**	**.1067**	**30.6**	**12.4**	**18.3**	**17.2**	**24.8**	**78.2**	**936,694**	**258,903**	**63,432**	**129,212**	**25,850**	**134,775**	**20,76**
Dutchess	236.3	.1067	30.6	12.4	18.3	17.2	24.8	78.2	936,694	258,903	63,432	129,212	25,850	134,775	20,76
• Poughkeepsie	30.7	0139	34.6	12.3	14.5	15.9	33.5	13.0	188,288	39,916	19,556	7,966	5,295	24,619	3,72
SUBURBAN TOTAL	205.6	.0928	30.2	12.5	18.8	17.4	23.5	65.2	748,406	218,985	43,876	121,246	20,555	110,156	17,02
ROCHESTER	**967.1**	**4366**	**30.2**	**13.3**	**16.4**	**16.0**	**26.1**	**348.3**	**3,956,519**	**896,270**	**309,915**	**479,925**	**149,513**	**812,991**	**139,40**
Livingston	56.1	0253	28.3	16.5	14.9	14.9	25.1	18.6	169,959	46,408	14,388	13,024	5,311	24,762	7,12
Monroe	699.8	.3158	30.3	13.6	16.6	16.3	25.9	256.4	2,860,035	674,114	241,585	363,593	123,064	634,564	107,96
• Rochester	257.7	1163	31.3	15.8	16.1	13.2	30.8	105.4	776,005	132,373	72,879	95,899	36,619	188,838	32,57
Ontario	90.0	.0407	30.2	13.0	14.8	15.6	27.4	30.7	418,543	81,737	33,970	80,470	11,419	70,151	12,769
Orleans	38.9	.0176	30.6	11.0	14.8	15.6	27.9	13.5	98,891	31,310	5,272	6,364	4,754	18,276	3,99
Wayne	82.3	0372	30.1	10.5	16.4	15.6	26.4	29.1	409,091	62,701	14,700	16,474	4,965	65,238	7,558
SUBURBAN TOTAL	709.4	3203	29.8	12.4	16.4	17.1	24.4	242.9	3,180,514	763,897	237,036	384,026	112,894	624,153	106,83
SYRACUSE	**645.4**	**.2912**	**29.2**	**14.6**	**15.2**	**16.0**	**25.1**	**220.2**	**2,512,278**	**662,284**	**222,951**	**258,441**	**105,170**	**504,811**	**134,205**
Madison	65.8	.0297	27.2	16.8	14.3	14.7	24.2	20.9	199,930	53,711	19,020	7,927	6,928	48,698	14,289
Onondaga	470.1	.2121	29.8	14.3	15.4	16.5	25.4	163.5	1,980,517	513,160	179,482	230,768	88,484	379,429	99,494
• Syracuse	173.5	0783	30.7	18.8	14.0	13.2	30.8	67.1	631,478	192,419	59,247	38,460	39,962	154,616	20,65
Oswego	109.5	.0494	27.6	14.6	14.6	14.5	24.7	35.8	331,831	95,413	24,449	19,746	9,758	76,684	20,422
SUBURBAN TOTAL	471.9	.2129	28.6	13.1	15.5	17.0	23.1	153.1	1,880,800	469,865	163,704	219,981	65,208	350,195	113,552
UTICA - ROME	**322.5**	**.1456**	**31.6**	**12.2**	**14.2**	**16.0**	**29.3**	**116.3**	**1,135,734**	**289,925**	**102,443**	**135,199**	**37,215**	**186,919**	**60,179**
Herkimer	64.7	.0292	33.1	10.9	13.5	15.7	31.7	24.5	184,892	48,116	15,252	32,030	8,267	23,786	10,519
Oneida	257.8	1164	31.3	12.6	14.4	16.0	28.6	91.8	950,842	241,809	87,191	103,169	28,948	163,133	49,660
• Rome	48.8	0220	29.0	14.9	16.4	16.4	23.7	16.1	213,012	50,167	16,670	24,422	5,072	39,040	13,19
• Utica	82.6	0373	34.5	13.3	13.1	14.4	35.0	32.5	289,666	96,561	25,406	23,022	11,793	21,577	16,65
SUBURBAN TOTAL	191.1	0863	31.3	11.1	14.1	16.6	28.2	67.7	633,056	143,197	60,367	87,755	20,350	126,302	30,331

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Sources: 1979 Survey of Buying Power, 1978 ABC, 1978 Belden CMS, Oct., Dec.

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THE POST-STANDARD, MORNINGS. HERALD JOURNAL, EVENINGS. SUNDAY HERALD AMERICAN.

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Y. (cont.)

ESTIMATES

ETRO AREA County City	POPULATION—12/31/79 Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1979 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
HER COUNTIES															
Allegany	50.1	.0226	27.1	18.2	12.6	13.6	26.4	16.9	107,322	29,333	7,030	10,197	3,221	25,130	3,591
Cattaraugus	86.7	.0392	30.5	12.0	13.1	15.5	28.6	30.2	265,082	65,237	24,087	37,636	6,974	45,947	11,432
Cayuga	77.5	.0349	31.1	11.9	14.0	15.3	29.2	27.2	266,599	69,962	16,536	26,814	6,069	59,585	13,260
Chenango	47.9	.0216	31.2	9.7	14.7	15.9	28.6	17.0	160,445	42,294	9,832	6,126	6,305	33,803	4,987
Clinton	84.1	.0379	26.0	16.6	16.4	15.2	20.0	25.6	312,105	70,107	29,030	43,238	11,548	56,778	10,456
Columbia	55.5	.0251	34.3	9.7	13.7	15.3	33.8	20.8	183,350	52,322	11,436	13,881	5,050	29,067	3,587
Cortland	49.2	.0222	27.7	18.3	14.5	14.0	25.4	17.4	191,437	49,485	11,594	26,678	7,193	39,836	9,148
Delaware	47.3	.0213	32.7	12.4	12.9	15.2	31.8	17.3	143,900	41,638	6,963	6,909	3,319	24,904	6,493
Essex	34.7	.0157	32.5	9.5	13.8	15.6	30.9	12.7	121,674	35,393	13,464	3,951	1,287	17,609	2,912
Franklin	45.0	.0203	30.2	12.0	12.8	15.0	28.9	15.3	135,394	45,455	9,708	10,037	3,730	17,822	6,592
Fulton	55.8	.0252	34.3	10.5	13.1	15.2	33.9	22.1	178,998	41,018	11,483	15,489	4,226	41,187	11,462
Genesee	59.8	.0270	30.4	11.0	15.1	16.0	27.1	21.0	219,645	48,952	19,221	31,752	6,898	46,003	8,792
Greene	39.3	.0177	34.8	10.4	12.8	15.0	34.7	15.2	147,951	49,352	11,405	8,830	2,973	30,594	4,229
Hamilton	4.8	.0022	38.0	8.1	12.8	14.8	38.1	2.0	13,681	3,369	2,133	1,091	100	1,624	128
Jefferson	90.2	.0407	31.1	11.1	13.1	15.1	29.8	32.4	338,881	73,498	26,040	38,710	9,945	73,327	18,212
Lewis	26.0	.0118	29.0	10.0	13.4	15.0	27.0	8.7	57,535	13,266	5,813	4,024	527	12,334	3,158
Otsego	56.7	.0256	29.8	19.5	12.4	13.8	29.7	19.9	222,185	53,372	19,393	24,544	3,182	45,719	9,919
St. Lawrence	117.2	.0529	27.0	16.9	12.8	14.8	24.9	37.2	381,610	107,635	27,563	29,231	13,609	67,959	22,920
Schoharie	28.6	.0129	30.4	15.3	12.3	14.7	29.6	9.6	81,362	23,258	5,229	5,818	1,941	17,402	499
Schuyler	17.6	.0080	31.1	10.1	14.6	15.7	28.6	6.7	37,345	11,649	2,307	1,804	951	7,755	1,482
Seneca	34.3	.0154	31.5	11.8	14.9	16.5	28.2	11.3	83,952	25,341	7,719	4,837	3,584	12,722	7,454
Steuben	100.7	.0455	31.2	11.1	14.1	15.7	28.9	36.6	354,290	81,511	27,904	39,982	10,754	70,757	13,256
Sullivan	60.9	.0275	33.2	11.3	13.9	15.5	32.0	23.1	231,833	62,612	21,972	12,357	4,194	34,955	6,960
Tompkins	85.9	.0388	24.9	26.3	17.0	12.6	20.0	28.9	311,867	76,701	31,665	35,312	9,073	50,312	15,002
Ulster	157.6	.0711	31.5	12.7	15.5	16.2	28.4	55.0	608,492	160,727	55,899	58,488	11,064	108,754	14,180
Warren	53.3	.0241	31.4	10.6	13.9	15.6	29.4	19.7	289,538	72,268	34,144	33,685	8,849	48,036	8,982
Washington	54.6	.0246	30.6	11.4	14.4	15.2	28.5	18.9	124,174	45,957	7,624	3,588	1,129	13,927	4,977
Wyoming	38.0	.0171	30.4	10.9	16.0	15.5	27.1	12.8	110,671	38,602	8,578	5,330	2,530	20,590	4,440
Yates	21.1	.0096	32.2	12.0	12.4	14.9	31.6	7.5	61,084	17,892	5,030	2,167	1,250	13,275	1,385
TOTAL METRO COUNTIES	**16,095.6**	**7.2638**	**32.1**	**12.2**	**15.9**	**17.1**	**28.3**	**5,938.3**	**55,217,407**	**13,484,254**	**5,208,642**	**7,362,343**	**2,486,828**	**7,578,486**	**1,744,750**
TOTAL STATE	**17,776.0**	**8.0223**	**32.0**	**12.4**	**15.7**	**16.9**	**28.2**	**6,527.3**	**60,959,809**	**14,992,460**	**5,679,444**	**7,904,849**	**2,638,303**	**8,646,199**	**1,974,645**

N.Y.

ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
ALBANY - SCHENECTADY - TROY	**5,648,524**	**17,812**	**5.2**	**15.8**	**32.6**	**27.0**	**.3506**
Albany	2,339,469	19,248	4.6	14.0	30.2	33.0	.1434
• Albany	828,223	15,842	6.0	16.6	27.5	25.2	.0478
Montgomery	324,706	14,024	7.2	20.2	32.6	13.6	.0207
Rensselaer	958,357	17,101	5.3	16.4	33.6	23.8	.0562
• Troy	332,061	13,962	6.9	18.4	29.8	16.4	.0205
Saratoga	850,912	16,789	5.7	17.8	37.7	19.6	.0591
Schenectady	1,175,080	18,752	5.0	15.1	32.2	30.0	.0712
• Schenectady	512,133	15,369	6.6	18.5	31.1	20.2	.0311
SUBURBAN TOTAL	3,976,107	18,961	4.6	14.9	34.4	29.6	.2512

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The Record

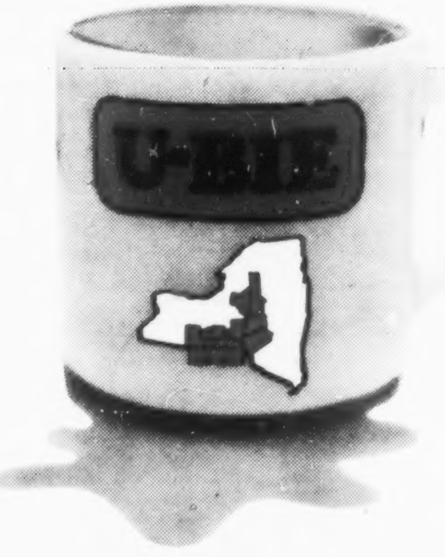
National representatives: Sawyer-Ferguson-Walker Co.

Source: S&MM 1979 Survey of Buying Power

N.Y. (cont.)
[illegible] ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
BINGHAMTON	**1,836,553**	**15,382**	**6.4**	**18.5**	**34.5**	**17.1**	**.1215**
Broome	1,334,152	15,448	6.2	18.4	34.8	17.0	.0911
• Binghamton	374,995	13,557	7.2	18.1	28.9	16.0	.0273
Tioga	306,696	16,879	6.2	16.6	34.9	22.2	.0179
Susquehanna, Pa.	*195,705*	*13,347*	*7.7*	*22.3*	*31.2*	*11.4*	*.0125*
SUBURBAN TOTAL	1,461,558	15,802	6.2	18.6	35.9	17.4	.0942
BUFFALO	**9,196,155**	**17,326**	**4.9**	**15.8**	**35.7**	**23.4**	**.5644**
Erie	7,788,013	17,806	4.8	14.7	35.2	25.2	.4706
• Buffalo	2,469,901	13,731	6.6	18.5	30.3	14.8	.1446
Niagara	1,408,142	15,635	5.5	20.4	37.7	15.5	.0938
Niagara Falls	447,075	14,094	6.4	21.6	33.9	11.6	.0285
SUBURBAN TOTAL	6,726,254	18,951	4.0	14.4	38.2	27.8	.4198
ELMIRA	**600,900**	**15,448**	**6.0**	**18.1**	**33.4**	**18.3**	**.0390**
Chemung	600,900	15,448	6.0	18.1	33.4	18.3	.0390
• Elmira	183,440	12,439	7.8	19.1	29.0	10.8	.0145
SUBURBAN TOTAL	417,460	17,228	5.0	17.4	36.1	22.5	.0245
△ **JAMESTOWN**	**869,380**	**14,579**	**6.2**	**19.2**	**33.2**	**15.0**	**.0579**
Chautauqua	869,380	14,579	6.2	19.2	33.2	15.0	.0579
• Jamestown	230,267	14,019	6.7	18.1	31.7	14.5	.0167
SUBURBAN TOTAL	639,113	14,772	6.0	19.5	33.8	15.3	.0412
NASSAU - SUFFOLK	**23,341,944**	**24,592**	**2.8**	**8.8**	**29.5**	**48.7**	**1.3416**
Nassau	13,995,899	27,428	2.3	7.2	24.7	56.8	.7832
Freeport	360,553	23,345	3.5	10.6	26.9	45.8	.0188
Valley Stream	339,562	24,701	2.5	9.2	29.5	49.0	.0211
Suffolk	9,346,045	22,129	3.3	10.6	35.0	39.3	.5584
SUBURBAN TOTAL	23,341,944	24,592	2.8	8.8	29.5	48.7	1.3416
△ **NEWBURGH - MIDDLETOWN**	**1,662,012**	**17,067**	**5.4**	**16.2**	**34.8**	**23.0**	**.1076**
Orange	1,662,012	17,067	5.4	16.2	34.8	23.0	.1076
• Middletown	139,102	13,743	7.2	18.0	28.8	17.2	.0122
• Newburgh	152,283	12,277	8.1	19.9	26.6	12.3	.0122
SUBURBAN TOTAL	1,370,627	18,170	4.8	15.4	36.7	25.3	.0832
NEW YORK	**75,109,800**	**16,918**	**5.8**	**15.9**	**28.1**	**27.9**	**4.1378**
Bronx	6,992,688	12,457	8.2	19.7	26.0	14.2	.3996
Kings	13,943,850	13,631	7.5	18.8	27.7	17.3	.7768
New York (Manhattan)	15,629,233	15,703	6.4	16.8	24.7	27.5	.8890
• New York City	54,821,516	15,353	6.5	17.4	28.6	22.6	3.0135
Putnam	477,082	18,494	3.7	15.0	40.5	24.5	.0291
Queens	16,020,706	18,456	4.9	15.4	32.8	29.0	.8186
Richmond	2,235,039	18,292	4.4	15.5	38.7	25.2	.1296
Rockland	2,006,238	24,669	2.8	8.7	[illegible]	48.9	.1167
Westchester	8,699,231	24,408	3.2	9.9	[illegible]	48.4	.4713
Mount Vernon	513,726	18,184	5.2	15.3	29.9	30.2	.0293
New Rochelle	672,147	22,415	4.1	11.2	25.2	43.6	.0373
White Plains	470,925	21,546	4.3	13.4	26.0	41.1	.0363
Yonkers	1,570,826	21,065	3.6	11.8	30.7	37.9	.0852
Bergen, N. J.	*9,105,733*	*26,697*	*2.6*	*8.0*	*24.9*	*54.9*	*.5071*
Teaneck Township	*471,546*	*30,365*	*2.3*	*7.5*	*20.1*	*61.8*	*.0210*
SUBURBAN TOTAL	20,288,284	25,172	2.9	9.1	26.1	50.4	1.1243
NEW YORK - NEWARK - JERSEY CITY - BRIDGEPORT CONSOLIDATED AREA	***141,437,005***	***19,540***	***4.9***	***13.6***	***28.1***	***35.0***	***7.8802***
POUGHKEEPSIE	**1,668,145**	**19,733**	**4.5**	**13.7**	**34.0**	**31.6**	**.1045**
Dutchess	1,668,145	19,733	4.5	13.7	34.0	31.6	.1045
• Poughkeepsie	243,960	15,802	5.8	16.1	28.6	23.9	.0167
SUBURBAN TOTAL	1,424,185	20,342	4.3	13.2	35.1	33.1	.0878
ROCHESTER	**7,726,250**	**20,149**	**4.5**	**13.2**	**31.2**	**34.7**	**.4596**
Livingston	304,472	15,246	6.5	20.4	36.7	14.5	.0202
Monroe	6,156,705	22,176	3.9	11.2	29.5	40.9	.3501
• Rochester	1,943,283	16,408	5.9	16.3	30.8	23.8	.1095
Ontario	489,982	14,745	6.9	20.7	35.8	13.1	.0373
Orleans	227,353	15,498	5.9	18.6	34.4	17.6	.0138
Wayne	547,738	17,693	5.4	15.7	36.9	23.2	.0382
SUBURBAN TOTAL	5,782,967	21,728	3.9	11.9	31.3	39.4	.3501
SYRACUSE	**4,640,784**	**18,699**	**5.0**	**14.4**	**32.9**	**29.6**	**.2866**
Madison	408,437	17,922	5.3	16.2	34.9	25.4	.0253
Onondaga	3,587,100	19,351	4.9	13.8	32.1	31.9	.2202
• Syracuse	1,212,135	14,820	7.0	17.7	29.0	20.3	.0745
Oswego	645,247	16,711	5.3	16.5	35.7	21.0	.0411
SUBURBAN TOTAL	3,428,649	20,333	4.1	13.0	34.7	33.6	.2121



Our cup runneth over.

Second Largest Upstate New York Market.

Second in population, households, retail sales, food sales, general merchandise sales, automotive sales, drug sales, furniture/houseware/appliance sales and eating/drinking sales*

*Source: Sales and Marketing Management, 1980 Survey of Buying Power.

One Order; One Bill. Extra 15% Discount.
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5,700,000

LINES

Capital Newspapers Group's National Advertising department produced over 5,700,000 lines of advertising last year. That breaks down to almost 110,000 lines per week! It goes to show you that when advertisers and their agencies find a viable cost efficient market they use it — time and again. When you advertise in the Albany market, use the combination that works. Go with the winners — the Knickerbocker News, the Times Union, and the Sunday Times Union.

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ALBANY, N.Y.

Knickerbocker News, Times Union, Sunday Times Union

N.Y. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
UTICA - ROME	**1,996,330**	**15,451**	**6.2**	**19.6**	**33.5**	**18.3**	**.1291**
Herkimer	357,263	13,767	7.7	22.1	34.1	10.1	.0231
Oneida	1,639,067	16,004	5.8	18.9	33.4	20.5	.1060
• Rome	292,100	15,449	6.7	22.4	32.6	19.3	.0206
• Utica	490,726	13,461	7.1	19.1	30.4	13.7	.0324
SUBURBAN TOTAL	1,213,504	16,327	5.6	19.1	35.3	20.3	.0761
OTHER COUNTIES							
Allegany	243,019	12,462	8.5	21.5	29.3	9.6	.0157
Cattaraugus	477,944	14,142	7.0	20.4	33.0	13.2	.0316
Cayuga	438,015	14,725	6.4	19.4	34.1	14.8	.0294
Chenango	290,140	15,390	5.8	20.6	34.2	17.3	.0188
Clinton	465,589	15,249	6.3	20.8	31.0	20.0	.0325
Columbia	409,314	16,223	6.2	16.8	32.0	22.6	.0238
Cortland	306,081	15,500	6.2	19.2	32.0	20.0	.0204
Delaware	275,236	13,928	7.0	21.3	30.3	15.2	.0176
Essex	182,661	12,602	9.2	23.4	28.3	10.7	.0129
Franklin	206,942	11,819	8.4	21.3	26.6	9.8	.0150
Fulton	314,791	12,939	8.2	22.9	29.5	10.5	.0208
Genesee	342,952	15,338	6.1	21.4	37.6	14.0	.023
Greene	232,139	13,666	7.2	19.7	30.9	13.8	.015
Hamilton	26,505	11,802	8.5	22.8	26.5	9.1	.001
Jefferson	542,554	15,155	6.6	18.0	32.3	18.3	.036
Lewis	131,571	13,711	7.1	22.1	31.9	12.3	.008
Otsego	311,078	13,383	7.8	21.5	30.0	13.4	.022
St. Lawrence	632,062	14,820	6.4	19.5	33.2	16.1	.043
Schoharie	146,743	13,389	8.0	19.8	30.4	13.0	.009
Schuyler	100,504	13,379	7.5	24.7	30.5	11.4	.006
Seneca	206,808	17,023	5.1	17.3	37.1	21.2	.012
Steuben	648,581	16,155	5.8	17.6	32.5	21.8	.0411
Sullivan	385,040	14,069	6.7	18.8	30.6	16.0	.025
Tompkins	588,421	16,954	6.3	17.1	31.6	25.2	.0365
Ulster	920,770	15,123	6.4	18.3	32.4	18.1	.0632
Warren	327,738	14,455	7.1	19.5	30.1	17.7	.0247
Washington	309,633	15,079	6.9	19.1	33.9	16.5	.0187
Wyoming	240,408	17,305	5.6	17.0	35.4	23.1	.0146
Yates	102,748	12,229	9.1	24.7	28.0	8.4	.0072
TOTAL METRO COUNTIES	**124,995,339**	**17,834**	**5.4**	**15.2**	**30.0**	**29.0**	**7.1806**
TOTAL STATE	**134,801,326**	**17,487**	**5.5**	**15.6**	**30.2**	**27.9**	**7.8291**

NORTH CAROLINA

N.C.
S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ASHEVILLE	**172.0**	**.0777**	**34.0**	**11.4**	**15.7**	**17.0**	**31.5**	**64.7**	**680,800**	**146,235**	**53,182**	**100,611**	**26,277**	**133,621**	**26,454**
Buncombe	155.0	.0700	34.0	11.0	16.0	17.2	31.1	59.0	654,829	138,062	51,287	98,521	25,793	127,812	25,343
• Asheville	61.0	.0275	37.5	9.9	13.9	16.5	36.3	24.8	423,681	59,736	38,407	91,260	15,114	84,914	19,983
Madison	17.0	.0077	34.0	14.6	14.3	14.5	34.0	5.7	25,971	8,173	1,895	2,090	484	5,809	1,111
SUBURBAN TOTAL	111.0	.0502	32.6	12.2	16.8	17.2	28.8	39.9	257,119	86,499	14,775	9,351	11,163	48,707	6,471
BURLINGTON	**101.4**	**.0457**	**31.8**	**12.9**	**16.4**	**18.5**	**26.3**	**35.6**	**370,298**	**84,104**	**26,110**	**45,946**	**19,172**	**79,238**	**15,012**
Alamance	101.4	.0457	31.8	12.9	16.4	18.5	26.3	35.6	370,298	84,104	26,110	45,946	19,172	79,238	15,012
• Burlington	39.4	.0178	33.1	11.7	15.7	19.2	27.8	14.7	254,831	49,314	19,094	42,882	13,391	46,484	12,346
SUBURBAN TOTAL	62.0	.0279	31.0	13.7	16.8	18.0	25.3	20.9	115,467	34,790	7,016	3,064	5,781	32,754	2,666
CHARLOTTE - GASTONIA	**619.9**	**.2797**	**29.6**	**12.9**	**18.3**	**17.9**	**22.3**	**211.8**	**2,598,463**	**564,467**	**197,830**	**369,864**	**127,358**	**615,164**	**94,107**
Gaston	159.2	.0718	30.3	12.5	16.7	17.8	24.3	54.5	561,009	146,625	34,685	80,457	21,929	136,444	21,155
• Gastonia	50.9	.0230	31.6	11.4	15.5	18.2	26.6	18.3	376,860	69,554	26,848	64,873	13,542	110,427	11,726
Mecklenburg	393.4	.1775	29.5	13.0	19.1	18.3	21.1	135.8	1,850,062	373,574	151,974	279,659	92,999	430,256	65,401
• Charlotte	318.4	.1437	29.6	13.9	19.0	17.2	22.5	111.7	1,303,364	246,193	118,667	200,496	78,787	289,219	53,843
Union	67.3	.0304	29.2	12.9	17.1	16.1	24.1	21.5	187,392	44,268	11,171	9,748	12,430	48,464	7,551
SUBURBAN TOTAL	250.6	.1130	29.4	11.9	18.0	18.8	21.2	81.8	918,239	248,720	52,315	104,495	35,029	215,518	28,538
FAYETTEVILLE	**236.8**	**.1068**	**22.9**	**23.7**	**17.8**	**13.9**	**11.3**	**71.2**	**766,001**	**146,446**	**60,858**	**141,129**	**49,794**	**154,821**	**13,485**
Cumberland	236.8	.1068	22.9	23.7	17.8	13.9	11.3	71.2	766,001	146,446	60,858	141,129	49,794	154,821	13,485
• Fayetteville	66.7	.0301	26.9	13.6	14.7	17.3	20.9	24.3	502,859	86,023	42,290	118,983	20,956	84,905	11,344
SUBURBAN TOTAL	170.1	.0767	22.3	27.7	19.0	12.6	7.6	46.9	263,142	60,423	18,568	22,146	28,838	69,916	2,141

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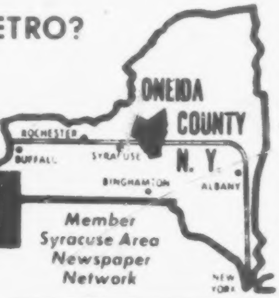

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ROME, N. Y.

✈ **Home of Griffiss A.F.B.**
(Annual Payroll NOW OVER $106 MILLION)

✈ **Per Household Income**
NOW OVER $17,000

✈ **Rome and Area Retail Sales NOW OVER $200 MILLION**
(Utica-Rome 93rd Ranked Metro)

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North Carolina's #1 Metro Market, figure on
The Winston-Salem Journal and Sentinel.

That's a 4½ billion-dollar figure!

The *only* newspaper covering Northwest North Carolina with a 10½-county delivery, including Winston-Salem, High Point and Greensboro.

Winston-Salem Journal & Sentinel

THE WINSTON-SALEM JOURNAL AND SENTINEL Morning/Evening/Sunday
A Media General newspaper represented nationally by Sawyer-Ferguson-Walker Company

N.C. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
GREENSBORO - WINSTON-SALEM - HIGH POINT	**791.1**	**.3571**	**30.6**	**13.4**	**17.6**	**17.9**	**24.4**	**281.5**	**3,224,110**	**644,374**	**256,375**	**405,610**	**195,780**	**709,628**	**120,953**
Davidson	104.7	.0473	31.1	11.6	17.9	18.6	24.4	36.5	302,6.	63,932	21,973	15,527	23,043	70,263	11,613
Forsyth	233.5	.1053	30.6	13.6	17.6	18.2	24.0	84.8	[illegible]	205,259	84,277	140,825	58,297	240,726	42,317
• Winston-Salem	147.4	.0665	30.5	15.3	16.0	17.1	25.7	54.9	[illegible]	[illegible]	71,350	134,585	46,988	195,607	32,954
Guilford	308.5	.1392	30.0	14.9	17.1	17.7	23.8	108.2	[illegible]	288,393	129,642	232,408	97,204	321,535	53,339
• Greensboro	160.6	.0725	28.8	17.6	17.3	16.9	22.4	56.4	1,031,980	181,713	97,826	182,314	37,124	224,786	34,464
• High Point	63.8	.0288	31.4	12.7	16.6	15.7	28.3	23.2	[illegible]	77,034	26,804	49,292	56,789	87,483	14,175
Randolph	85.4	.0386	31.3	11.7	18.2	17.8	25.5	31.1	225,819	49,383	13,461	13,621	13,208	43,749	8,855
Stokes	31.2	.0141	31.3	11.2	17.7	16.6	26.8	10.7	41,436	12,023	2,838	482	919	10,163	2,113
Yadkin	27.8	.0126	33.5	11.1	16.7	18.0	29.5	10.2	80,289	25,384	4,184	2,747	3,109	23,192	2,716
SUBURBAN TOTAL	419.3	.1893	31.2	11.3	18.1	19.0	24.2	147.0	930,330	228,717	60,395	39,419	54,879	201,752	39,360

North Carolina
Charlotte
GASTONIA
GASTON COUNTY

it takes the GROWING *GASTONIA GAZETTE*
To Sell The Whole "METRO" Market!

- $1,069,011,000 **BUYING POWER**
- 561,009,000 **RETAIL SALES**
- 146,625,000 **FOOD SALES**

Daily Penetration 54%
Total Outside Penetration 18%

Member: CHARLOTTE ADI
Newspaper Network
1980 S&MM Survey of Buying Power

Nationally Marketed by **LANDON ASSOCIATES, INC.**

N.C. (cont.)
S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROU
1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000
△ **KANNAPOLIS - CONCORD - SALISBURY**	**176.0**	**.0795**	**33.1**	**11.8**	**15.3**	**17.9**	**29.2**	**63.6**	**569,250**	**132,447**	**37,846**	**55,153**	**33,887**	**124,499**	**21,8**
Cabarrus	80.6	.0364	32.6	11.5	15.5	18.0	28.3	29.0	294,071	59,256	17,624	34,080	21,384	76,082	11,2
• Concord	19.5	.0088	34.3	14.0	12.9	16.8	32.3	7.3	146,671	33,054	9,093	9,239	8,266	41,649	6,9
• Kannapolis	39.9	.0180	33.0	10.7	16.3	17.6	29.0	15.0	131,647	26,453	8,315	18,372	10,225	32,510	4,5
Rowan	95.4	.0431	33.5	12.1	14.9	17.8	30.0	34.6	275,179	73,191	20,222	21,073	12,503	48,417	10,5
• Salisbury	25.3	.0114	35.9	15.9	12.0	16.2	34.8	9.2	207,071	43,820	16,604	19,451	7,863	43,405	8,8
SUBURBAN TOTAL	91.3	.0413	32.4	10.8	16.2	18.7	27.1	32.1	83,861	29,120	3,834	8,091	7,533	6,935	1,53
RALEIGH - DURHAM	**508.8**	**.2296**	**27.9**	**19.0**	**18.2**	**15.9**	**21.3**	**180.4**	**2,041,405**	**444,980**	**183,237**	**308,605**	**95,386**	**393,552**	**49,12**
Durham	149.7	.0676	29.0	18.3	16.8	15.5	24.4	53.7	581,266	129,254	44,670	99,846	27,864	114,317	16,47
• Durham	108.0	.0487	29.1	20.3	15.6	14.4	26.4	39.8	509,995	115,470	41,143	93,763	23,140	86,731	15,5
Orange	72.1	.0325	24.9	27.9	19.0	12.9	17.7	24.1	202,524	50,403	24,480	17,457	10,940	19,671	6,95
Wake	287.0	.1295	28.3	17.1	18.8	16.8	20.6	102.6	1,257,615	265,323	114,087	191,302	56,582	259,564	25,70
• Raleigh	156.3	.0705	28.1	20.9	17.7	16.2	21.6	56.7	791,899	126,224	72,340	125,946	32,739	181,533	15,6
SUBURBAN TOTAL	244.5	.1104	27.5	17.2	19.9	16.3	18.7	83.9	739,511	203,286	69,754	88,896	39,507	125,288	17,91
WILMINGTON	**133.8**	**.0604**	**30.0**	**12.6**	**16.2**	**16.4**	**25.5**	**50.4**	**516,918**	**127,706**	**44,558**	**75,130**	**24,664**	**92,986**	**16,35**
Brunswick	34.3	.0155	29.2	11.5	15.1	15.4	25.7	11.8	75,458	32,265	5,506	5,534	1,867	6,948	2,644
New Hanover	99.5	.0449	30.2	13.0	16.5	16.8	25.3	38.6	441,460	95,441	39,052	69,596	22,797	86,038	13,71
• Wilmington	55.5	.0250	31.5	13.4	14.3	15.2	29.7	22.6	311,514	52,283	26,354	43,584	18,218	69,640	12,94
SUBURBAN TOTAL	78.3	.0354	29.1	12.0	17.5	17.3	22.4	27.8	205,404	75,423	18,204	31,546	6,446	23,346	3,41
OTHER COUNTIES															
Alexander	22.4	.0101	30.1	12.2	18.5	16.9	24.0	7.7	45,241	11,880	3,789	1,640	1,004	7,200	2,190
Alleghany	9.0	.0041	34.6	10.3	15.2	16.3	33.1	3.6	25,073	7,839	1,477	734	82	3,734	929
Anson	23.2	.0105	31.5	11.0	12.6	15.0	30.6	7.7	48,734	16,331	3,221	2,317	2,918	10,449	2,063
Ashe	20.6	.0093	33.6	10.4	15.8	16.1	31.6	7.5	70,431	15,127	2,132	4,964	4,189	19,571	2,00
Avery	13.6	.0061	30.1	15.6	16.0	14.8	27.4	4.5	36,241	8,540	2,142	441	883	7,844	77
Beaufort	40.2	.0181	32.0	10.4	14.1	15.4	30.3	14.0	168,194	41,492	6,917	12,265	7,560	45,287	4,569
Bertie	21.7	.0098	32.1	9.6	11.9	15.9	30.7	7.0	37,307	11,947	1,078	1,104	981	12,658	985
Bladen	30.1	.0136	30.0	11.4	13.7	15.6	27.5	9.7	61,685	18,107	2,230	4,237	2,355	15,655	2,430
Burke	64.6	.0291	30.7	12.1	18.2	17.4	24.7	21.4	165,685	44,965	10,066	11,887	9,993	26,524	7,648
Caldwell	61.4	.0277	29.4	12.4	18.3	17.3	22.5	20.6	206,161	51,040	10,052	15,970	11,348	63,771	5,003
Camden	5.6	.0025	32.5	10.2	14.6	15.9	30.4	2.0	5,052	1,126	16	56	55	124	
Carteret	38.0	.0172	30.5	12.3	15.5	16.8	26.2	13.6	142,966	42,399	16,856	13,183	8,065	17,119	4,859
Caswell	19.3	.0087	29.7	12.9	16.1	15.8	25.7	6.3	22,676	6,870	348	2,697	409	6,064	954
Catawba	103.2	.0466	30.2	12.6	18.1	18.0	23.4	35.9	475,518	93,915	36,410	62,116	24,217	100,135	11,422

Bright spot in the nation's Sunbelt

Raleigh-Durham

The growth market with a steady economy.

UNEMPLOYMENT

RALEIGH/DURHAM 3.9%
NORTH CAROLINA 5.6%
UNITED STATES 6.6%

March '80 Employment Security Commission

POPULATION '80 VS. '70

RALEIGH/DURHAM 21.6% GAIN
NORTH CAROLINA 11.8% GAIN
UNITED STATES 8.7% GAIN

Estimated 1/1/80 Consumer Market Data, Standard Rate & Data Service

RANKINGS

76TH METRO
50TH NEWSPAPER MARKET
39TH ADI

Source: Circulation 79/80
All rankings are based on population

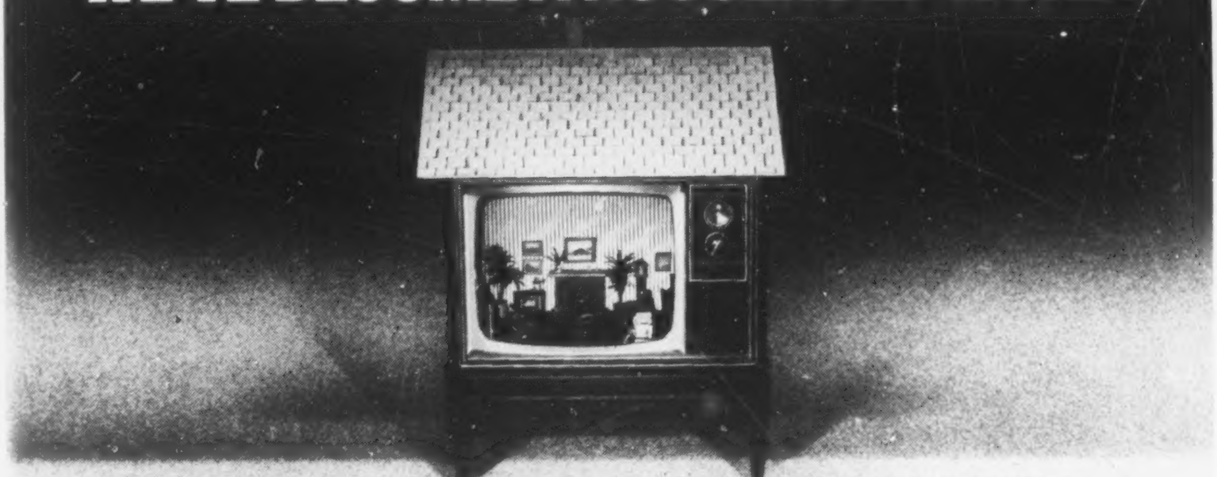
The News and Observer • THE RALEIGH TIMES
Durham Morning Herald • The DURHAM SUN

With one rate/one bill via Branham/NEWSPAPER SALES

C. (cont.)
ESTIMATES

ETRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Chatham	30.9	.0139	31.5	12.8	16.3	17.0	27.2	10.8	69,385	16,540	3,470	3,283	3,895	19,338	2,242
Cherokee	17.5	.0079	33.2	10.7	15.2	16.0	31.2	6.2	55,369	18,114	1,797	6,655	2,254	7,549	2,494
Chowan	12.4	.0056	31.6	11.0	12.8	15.2	29.4	4.1	33,962	11,098	909	2,768	1,429	6,094	2,110
Clay	5.9	.0027	35.7	9.8	13.1	15.5	35.3	2.2	16,923	3,494	570	190	468	5,117	1,525
Cleveland	80.4	.0362	30.1	12.7	16.6	16.6	25.2	26.9	249,912	59,445	17,519	32,635	11,796	50,207	10,546
Columbus	52.5	.0237	29.6	11.4	14.9	16.3	25.7	17.3	160,525	31,726	6,951	19,839	5,541	40,176	5,248
Craven	67.9	.0307	24.3	19.3	15.5	14.4	18.1	21.7	233,047	50,128	14,533	27,716	14,703	52,995	5,218
☐ Currituck	10.3	.0047	34.1	9.2	12.8	15.4	33.4	3.9	17,786	5,466	920	1,421	405	368	35
Dare	10.5	.0047	34.8	11.0	14.0	14.9	34.8	4.0	82,545	26,671	15,009	3,594	5,118	4,659	923
Davie	23.1	.0104	32.2	10.7	16.6	17.9	27.5	8.2	55,050	11,139	2,899	1,971	6,863	10,436	1,891
Duplin	40.6	.0183	31.0	11.1	14.6	16.6	27.7	13.6	111,092	32,979	4,405	6,149	3,816	22,577	3,168
Edgecombe	55.8	.0252	29.5	11.0	14.4	16.1	25.9	17.8	160,248	40,451	6,189	18,020	23,397	34,733	3,256
Franklin	28.6	.0130	32.0	12.8	14.0	15.8	30.0	9.2	56,830	18,423	2,011	3,344	1,272	10,658	2,220
Gates	8.1	.0037	33.8	9.8	12.8	16.4	32.0	2.8	9,868	3,027	270	1,748		3,185	
Graham	6.9	.0031	32.1	10.8	16.2	16.5	28.8	2.3	16,862	6,618	459	818	356	304	1,042
Granville	33.5	.0151	31.0	12.0	15.7	16.9	26.8	9.8	57,889	17,507	2,360	4,699	2,055	11,577	5,080
Greene	14.6	.0066	28.6	12.0	14.2	16.4	24.5	4.5	16,004	5,134	1,015	1,399	1,053	2,685	171
Halifax	56.4	.0255	30.4	10.7	13.5	16.6	27.1	17.7	167,974	45,473	12,[illegible]69	16,103	10,532	25,689	5,673
Harnett	56.2	.0253	28.5	15.5	14.7	15.7	24.7	19.0	136,811	38,851	9,079	10,438	6,415	26,410	4,712
Haywood	45.8	.0207	33.7	10.9	16.7	18.0	29.8	16.4	158,622	40,066	9,353	11,517	4,524	32,608	6,427
Henderson	53.4	.0241	34.5	9.7	16.0	16.1	33.0	20.4	222,025	56,872	10,010	17,695	7,504	49,566	9,029
Hertford	24.2	.0109	30.6	11.0	13.7	16.2	27.8	7.5	86,073	22,328	5,339	9,468	5,373	13,542	4,819
Hoke	19.0	.0086	25.0	12.2	14.8	14.4	20.9	5.2	28,537	11,185	424	2,163	1,444	5,841	1,099
Hyde	5.7	.0026	34.0	9.3	13.0	13.9	34.7	1.9	8,074	2,537	2,038	1,253	508	75	24
Iredell	81.4	.0367	31.7	11.5	16.2	17.5	27.2	28.4	263,911	62,593	16,000	18,965	23,344	61,976	11,190
Jackson	25.6	.0115	27.5	24.0	15.0	13.3	25.5	8.0	154,530	14,352	2,688	1,521	2,107	15,039	1,885
Johnston	66.4	.0300	31.1	11.9	16.0	16.6	27.2	23.8	191,697	49,076	10,782	8,679	13,186	35,958	7,314
Jones	9.7	.0044	30.2	11.2	13.5	15.7	27.8	3.2	11,387	3,825	561	824	51	3,061	503
Lee	35.2	.0159	30.0	11.3	16.7	17.1	24.6	12.0	149,077	36,407	7,754	12,394	6,521	34,908	5,961
Lenoir	60.3	.0272	29.8	11.4	15.6	17.3	24.5	19.9	238,010	52,045	10,068	26,514	15,001	57,775	8,615
Lincoln	39.6	.0179	30.9	11.5	17.0	17.6	25.3	13.9	114,930	35,030	6,633	8,693	6,766	22,541	3,662
McDowell	34.7	.0156	31.7	10.9	16.3	17.6	27.1	12.2	98,139	25,496	5,298	6,137	3,008	19,159	4,053
Macon	19.7	.0089	36.8	9.9	14.2	15.4	36.6	7.4	67,837	16,109	2,776	5,495	2,022	8,037	3,083
Martin	25.7	.0116	30.3	11.1	14.0	16.4	26.9	8.2	68,618	16,176	6,709	8,636	2,536	13,882	1,562
Mitchell	13.7	.0062	35.3	9.9	14.9	17.1	33.3	4.8	50,511	13,454	3,261	5,295	1,869	12,590	1,662

WE'VE BECOME A HOUSEHOLD WORD.



Television household, that is. And the word is growth.

According to Television/Radio Age, Raleigh-Durham doubled its television households in the last ten years. No other top one-hundred ADI grew as fast.*

And no other television station dominates Raleigh-Durham like WRAL-TV.

Raleigh-Durham and WRAL-TV — we've built a firm foundation for the 80s.

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Raleigh-Durham, North Carolina • 919/828-2511

*Television/Radio Age, March 1980

N.C. (cont.)
[redacted] ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROU 1979							
	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Dru ($00
Montgomery	19.7	.0089	31.3	11.6	14.8	16.2	28.3	6.8	48,839	18,798	2,596	2,680	446	8,764	2,0[illegible]
Moore	44.4	.0200	31.7	11.0	14.0	15.9	29.4	15.1	158,538	44,731	10,953	7,107	8,077	27,397	4,7[illegible]
Nash	69.9	.0316	30.1	12.3	14.5	16.6	26.3	23.4	262,803	57,172	27,040	38,322	12,111	43,643	6,5[illegible]
Northampton	23.8	.0107	29.5	14.0	12.5	15.3	27.8	7.0	27,532	8,663	1,375	593	294	3,759	1,3[illegible]
Onslow	121.7	.0550	22.1	33.0	16.7	11.4	8.1	30.7	279,353	44,781	25,757	31,871	22,767	83,422	5,7[illegible]
Pamlico	10.2	.0046	33.5	10.3	12.9	16.7	31.4	3.9	16,071	4,943	802	1,939	254	2,911	2[illegible]
Pasquotank	29.8	.0134	30.0	15.0	14.0	15.6	27.4	10.1	134,375	32,278	7,103	14,579	6,672	28,761	3,8[illegible]
Pender	22.3	.0101	31.1	11.1	13.5	15.9	28.8	7.5	34,357	13,245	3,140	1,178	224	7,079	1,2[illegible]
Perquimans	8.8	.0040	35.0	9.1	12.8	15.1	34.9	2.8	20,525	4,175	937	869	558	5,678	4[illegible]
Person	27.7	.0125	30.9	11.2	15.1	16.8	27.0	9.1	77,312	20,341	4,838	7,214	2,754	17,599	3,2[illegible]
Pitt	81.8	.0369	26.0	20.3	14.3	15.1	22.0	26.3	323,834	68,365	24,369	38,949	15,503	70,099	11,5[illegible]
Polk	12.5	.0056	38.6	9.4	13.5	15.0	38.6	4.8	30,212	8,793	2,323	3,574	945	5,005	1,3[illegible]
Richmond	43.2	.0195	30.5	11.3	14.3	16.4	27.2	14.7	143,069	33,060	9,730	14,220	11,881	23,622	5,70[illegible]
Robeson	95.0	.0428	25.3	12.8	14.0	14.5	21.8	28.1	276,589	68,230	12,267	25,748	17,410	53,179	9,9[illegible]
Rockingham	77.7	.0351	32.1	10.9	15.8	17.3	28.1	27.3	248,015	71,495	14,143	17,643	21,981	45,642	12,85[illegible]
Rutherford	51.5	.0232	33.0	10.7	15.2	16.9	30.2	18.6	157,531	35,905	7,506	14,481	10,427	44,994	7,63[illegible]
Sampson	49.3	.0223	31.1	11.4	14.2	16.3	28.2	16.2	120,677	30,624	5,182	10,525	6,695	23,264	5,60[illegible]
Scotland	31.5	.0142	26.1	14.3	14.2	14.6	22.7	9.7	94,751	30,905	4,265	7,797	3,896	24,617	3,40[illegible]
Stanly	45.9	.0207	32.6	12.5	15.7	17.4	28.8	16.7	149,408	31,850	9,137	9,281	6,556	35,794	6,314
Surry	56.8	.0256	32.3	11.1	16.8	17.3	28.1	20.6	245,580	49,121	11,800	21,704	11,234	63,836	9,439
Swain	10.4	.0047	31.5	10.8	13.8	15.1	30.0	3.8	41,120	12,628	4,733	1,933	1,765	3,242	1,34[illegible]
Transylvania	21.7	.0098	30.3	13.2	18.2	16.8	24.7	7.3	64,693	21,279	3,249	5,411	3,527	8,658	3,254
Tyrrell	4.0	.0018	35.5	9.1	10.8	14.9	35.6	1.4	9,235	2,689	934	327	327	2,150	167
Vance	34.9	.0157	30.5	11.7	14.4	16.5	27.1	11.6	129,658	41,677	5,650	11,403	7,135	23,294	5,08[illegible]
Warren	18.1	.0082	33.6	9.9	10.5	15.2	33.4	5.8	19,975	6,971	362	1,153	1,871	1,027	719
Washington	14.9	.0067	29.0	11.6	14.7	16.1	25.1	4.5	48,924	15,143	2,233	4,060	2,423	10,770	1,020
Watauga	29.4	.0133	24.8	29.2	13.7	13.1	22.4	9.2	105,319	20,890	10,996	6,281	4,800	18,402	4,119
Wayne	94.6	.0427	27.5	13.5	16.8	16.7	20.7	29.9	334,067	61,956	17,635	55,352	17,548	73,518	7,104
Wilkes	57.1	.0258	30.8	11.9	17.5	16.9	25.8	19.7	172,077	40,608	12,141	13,926	6,031	29,462	7,746
Wilson	62.4	.0281	29.7	13.3	14.9	16.9	25.2	20.4	234,372	55,324	17,928	27,269	12,707	45,205	5,663
Yancey	14.4	.0065	34.0	10.8	14.7	16.2	32.3	5.2	32,850	11,454	933	2,272	824	6,128	1,820
TOTAL METRO COUNTIES	**2,750.1**	**1.2412**	**29.4**	**14.9**	**17.4**	**17.1**	**23.2**	**963.1**	**10,785,031**	**2,296,225**	**860,916**	**1,503,469**	**572,723**	**2,303,877**	**357,366**
TOTAL STATE	**5,670.3**	**2.5590**	**29.5**	**14.1**	**16.4**	**16.6**	**24.5**	**1,934.1**	**19,839,930**	**4,530,267**	**1,421,615**	**2,343,359**	**1,063,152**	**4,201,880**	**673,002**

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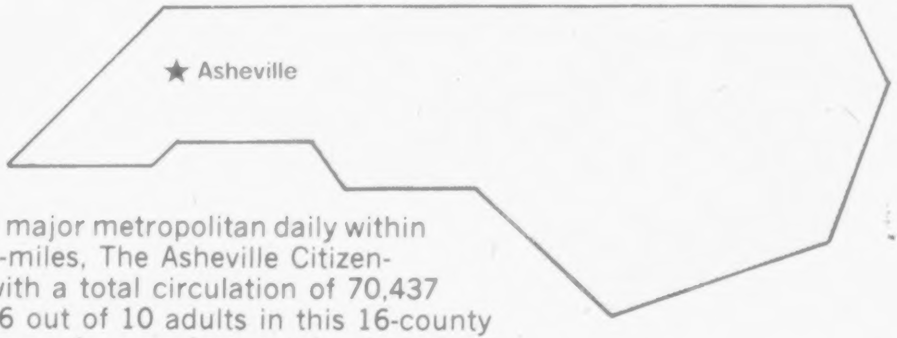
Source ABC Re-
3/31/79
9/30/79

N.C. S&MM ESTIMATES — $$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
ASHEVILLE	**1,161,736**	**15,194**	**6.5**	**17.7**	**28.5**	**22.2**	**.0746**
Buncombe	1,092,526	15,800	6.2	17.7	29.2	23.5	.0699
• Asheville	460,889	15,061	6.6	16.1	25.8	24.4	.0341
Madison	69,210	9,265	9.5	17.2	20.4	9.1	.0047
SUBURBAN TOTAL	700,847	15,269	6.4	18.7	30.1	20.8	.0405
BURLINGTON	**649,596**	**16,883**	**6.6**	**17.0**	**35.8**	**21.3**	**.0417**
Alamance	649,596	16,883	6.6	17.0	35.8	21.3	.0417
• Burlington	301,618	18,257	5.6	15.6	34.7	26.8	.0215
SUBURBAN TOTAL	347,978	15,977	7.3	17.9	36.6	17.5	.0202
CHARLOTTE - GASTONIA	**4,744,692**	**19,668**	**5.0**	**14.3**	**30.0**	**34.3**	**.2901**
Gaston	1,069,011	17,911	5.7	16.1	34.6	25.6	.0662
• Gastonia	386,449	18,069	5.4	16.0	30.0	29.3	.0293
Mecklenburg	3,292,471	21,353	4.5	13.0	27.8	40.0	.1998
• Charlotte	2,642,321	20,205	5.1	13.9	27.3	37.4	.1544
Union	383,210	16,046	5.9	17.8	33.2	20.7	.0241
SUBURBAN TOTAL	1,715,922	19,412	4.8	14.3	33.8	31.3	.1064
FAYETTEVILLE	**1,422,553**	**14,382**	**7.5**	**22.1**	**29.9**	**17.5**	**.0913**
Cumberland	1,422,553	14,382	7.5	22.1	29.9	17.5	.0913
• Fayetteville	453,535	14,534	7.1	19.0	24.7	23.7	.0370
SUBURBAN TOTAL	969,018	14,323	7.7	23.8	32.6	14.2	.0543
GREENSBORO - WINSTON-SALEM - HIGH POINT	**5,853,043**	**18,459**	**5.2**	**14.8**	**32.1**	**29.2**	**.3615**

THE ASHEVILLE CITIZEN-TIMES covers all 16 counties of western North Carolina All by itself.



The only major metropolitan daily within 100-plus-miles, The Asheville Citizen-Times, with a total circulation of 70,437 delivers 6 out of 10 adults in this 16-county trading area. An area fast-growing in industry, agriculture and tourism with $2,761,335,000 Effective Buying Income. 70% of those earning $20,000 or more read the Asheville Citizen-Times, Citizen, Times. Make it your next buy.

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Sources: 1980 Sales Management Survey of Buying Power: ABC 1979

N.C. (cont.)

ESTIMATES

SS EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Davidson	700,281	17,857	5.8	16.3	36.1	24.2	.0414
Forsyth	1,832,355	18,985	4.8	13.8	30.3	32.0	.1133
• Winston Salem	1,180,206	17,482	5.4	14.7	27.4	29.9	.0789
Guilford	2,391,905	19,234	5.1	14.4	30.6	32.4	.1532
• Greensboro	1,343,651	20,294	5.0	14.0	28.4	36.4	.0909
• High Point	470,872	17,335	6.1	15.6	31.5	26.3	.0338
Randolph	560,261	17,300	5.9	16.5	37.7	21.0	.0327
Stokes	188,305	15,777	5.6	17.3	31.4	21.4	.0100
Yadkin	179,936	16,612	5.0	14.7	32.4	23.0	.0109
SUBURBAN TOTAL	2,858,314	18,388	5.1	15.0	35.4	26.6	.1579
△ KANNAPOLIS - CONCORD - SALISBURY	**1,122,661**	**16,163**	**6.3**	**17.7**	**34.7**	**19.7**	**.0697**
Cabarrus	460,662	14,765	7.6	20.1	36.0	13.1	.0314
• Concord	125,735	14,029	8.2	17.7	28.6	18.2	.0106
• Kannapolis	228,776	14,635	8.4	21.8	37.5	10.9	.0151
Rowan	661,999	17,583	5.2	15.7	33.5	25.3	.0383
• Salisbury	200,086	16,738	5.7	15.2	25.4	29.7	.0155
SUBURBAN TOTAL	568,064	17,244	5.1	16.6	37.2	21.3	.0285
RALEIGH - DURHAM	**3,871,487**	**18,249**	**5.7**	**15.4**	**29.1**	**30.8**	**.2345**
Durham	1,114,792	17,542	6.0	15.6	29.0	28.8	.0677
• Durham	799,562	16,132	6.6	16.4	28.2	25.3	.0517
Orange	555,048	17,767	5.8	15.5	28.1	30.6	.0304
Wake	2,201,647	18,745	5.6	15.3	29.2	32.0	.1364
• Raleigh	1,316,661	19,583	5.3	14.8	27.1	35.9	.0816
SUBURBAN TOTAL	1,755,264	18,458	5.6	15.4	30.8	30.1	.1012
WILMINGTON	**916,980**	**15,426**	**6.6**	**16.9**	**28.1**	**23.2**	**.0579**
Brunswick	193,386	13,658	6.9	17.8	26.3	19.4	.0116
New Hanover	723,594	15,989	6.5	16.6	28.7	24.3	.0463
• Wilmington	383,488	13,497	7.5	17.9	25.1	19.7	.0274
SUBURBAN TOTAL	533,492	17,147	5.8	16.1	30.7	25.9	.0305
OTHER COUNTIES							
Alexander	128,590	15,818	6.9	19.1	36.6	16.6	.0076
Alleghany	48,800	10,890	9.7	17.5	26.8	9.3	.0031
Anson	104,488	11,730	7.3	18.2	25.8	12.0	.0069
Ashe	98,945	11,251	8.3	19.1	24.9	10.6	.0074
Avery	60,120	11,069	8.6	19.3	23.5	11.8	.0043
Beaufort	212,059	12,623	6.2	16.0	26.0	16.0	.0158
Bertie	98,374	10,883	7.6	18.5	20.9	14.0	.0063
Bladen	144,256	12,436	8.0	15.7	26.0	16.5	.0093
Burke	388,931	16,668	6.7	18.1	37.3	18.8	.0234
Caldwell	384,626	17,546	5.5	18.4	35.0	24.0	.0245
Camden	35,329	16,892	4.8	13.7	32.4	23.2	.0018
Carteret	253,304	15,994	5.9	17.3	28.0	25.6	.0160
Caswell	86,774	12,549	8.6	21.2	31.4	8.7	.0052
Catawba	736,382	18,530	4.9	16.8	34.8	28.4	.0482
Chatham	177,587	14,535	7.5	19.8	30.9	17.3	.0106
Cherokee	82,452	11,116	8.6	20.1	23.5	10.9	.0059
Chowan	70,839	14,646	6.3	17.0	24.5	24.4	.0045
Clay	21,709	7,954	10.7	19.7	13.7	5.6	.0019
Cleveland	501,191	17,285	5.7	16.1	33.0	25.2	.0311
Columbus	248,167	11,677	8.1	17.2	24.6	14.2	.0178
Craven	372,820	13,474	7.6	19.2	27.1	17.4	.0255
☐ Currituck	50,710	11,034	8.0	21.8	21.8	11.0	.0030
Dare	68,139	13,601	6.4	19.3	24.5	19.9	.0058
Davie	154,722	17,311	5.3	14.5	31.6	25.4	.0088
Duplin	217,327	13,141	7.3	16.8	26.3	17.3	.0140

ESTIMATES

SS EFFECTIVE BUYING INCOM

1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buyi Powe Inde
			A	B	C	D	
Edgecombe	307,078	14,578	6.8	16.1	25.6	23.1	.019
Franklin	148,330	12,131	7.3	16.7	22.8	18.1	.009
Gates	41,594	12,726	7.2	17.8	27.0	14.4	.002
Graham	29,228	11,333	9.1	17.5	27.4	9.7	.002
Granville	151,298	12,504	7.8	20.5	25.3	14.9	.009
Greene	67,239	12,247	7.9	16.5	26.3	14.8	.003
Halifax	271,912	12,582	6.8	17.5	23.3	18.4	.019
Harnett	291,961	13,062	7.9	20.1	28.0	14.7	.0186
Haywood	266,209	14,942	6.4	17.9	32.7	17.2	.0179
Henderson	343,253	14,286	6.3	17.3	27.2	20.2	.0229
Hertford	97,353	11,295	8.6	20.6	25.8	9.4	.008
Hoke	58,514	10,057	9.2	21.0	25.0	4.3	.0044
Hyde	27,552	10,910	10.4	20.9	23.5	9.8	.0016
Iredell	504,293	16,035	6.0	18.4	34.1	19.9	.0318
Jackson	116,567	11,883	7.9	18.2	25.9	12.7	.0078
Johnston	352,716	12,519	7.8	16.7	26.7	15.5	.0234
Jones	46,089	11,811	8.5	18.7	24.6	13.8	.0026
Lee	220,208	16,170	5.8	16.8	32.3	22.1	.0151
Lenoir	353,295	14,299	6.5	15.6	25.4	22.5	.0243
Lincoln	278,091	19,042	4.4	13.9	34.0	29.6	.0161
McDowell	198,971	15,182	6.4	20.1	33.8	16.8	.0126
Macon	98,549	12,093	6.9	19.6	27.9	10.2	.0071
Martin	106,727	11,036	8.1	19.5	23.8	10.7	.0079
Mitchell	70,430	11,890	7.7	19.4	23.8	14.5	.0050
Montgomery	109,835	13,996	7.7	17.3	30.0	16.4	.0068
Moore	256,456	14,082	7.3	17.6	27.3	19.5	.0174
Nash	419,940	15,038	6.4	16.2	25.9	24.2	.0281
Northampton	99,133	10,326	8.7	18.2	20.9	12.3	.0060
Onslow	577,778	12,036	9.8	24.9	25.8	10.1	.0384
Pamlico	61,859	12,690	7.3	16.5	27.2	15.1	.0034
Pasquotank	186,432	15,752	6.5	16.3	29.3	23.1	.0130
Pender	86,108	9,427	11.4	18.9	21.3	6.5	.0059
Perquimans	39,666	11,271	8.4	15.7	24.9	14.0	.0027
Person	139,255	13,609	7.5	19.7	28.8	15.6	.0094
Pitt	464,242	13,588	6.8	15.0	23.0	22.9	.0326
Polk	75,759	13,315	6.8	19.3	27.1	16.4	.0046
Richmond	213,620	12,628	7.2	18.5	27.9	13.7	.0153
Robeson	404,300	11,795	8.2	18.5	24.0	14.6	.0303
Rockingham	521,616	17,498	5.9	16.2	31.2	26.2	.0316
Rutherford	306,359	14,752	6.8	18.7	31.9	17.1	.0194
Sampson	217,800	11,018	8.5	19.0	24.2	10.9	.0153
Scotland	168,534	14,781	7.8	16.2	28.3	21.1	.0112
Stanly	286,156	16,022	7.1	18.2	36.1	17.9	.0182
Surry	335,790	14,614	7.0	19.1	32.0	16.6	.0238
Swain	47,764	10,299	10.4	19.4	23.6	8.3	.0037
Transylvania	132,093	17,176	5.4	16.2	34.4	23.4	.0083
Tyrrell	17,938	9,203	9.8	15.1	20.2	11.0	.0013
Vance	189,406	13,770	7.6	17.4	27.9	17.5	.0135
Warren	78,960	10,253	7.5	17.7	19.1	14.1	.0047
Washington	85,617	16,475	5.5	14.1	28.0	26.4	.0056
Watauga	125,169	10,353	8.9	19.9	21.8	9.8	.0101
Wayne	478,204	13,075	7.7	19.7	26.6	16.1	.0347
Wilkes	301,938	13,490	7.4	21.4	29.5	14.2	.0202
Wilson	334,161	13,715	7.2	17.6	27.3	18.4	.0238
Yancey	56,195	9,597	9.6	23.6	20.7	3.7	.0041
TOTAL METRO COUNTIES	**19,793,458**	**17,689**	**5.7**	**16.0**	**30.7**	**28.0**	**1.2243**
TOTAL STATE	**35,755,229**	**15,741**	**6.4**	**17.0**	**29.5**	**23.0**	**2.2869**

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NORTH DAKOTA

.D.
ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

ETRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
BISMARCK	**79.1**	**.0357**	**28.8**	**12.6**	**16.2**	**16.4**	**23.5**	**26.5**	**414,458**	**71,758**	**33,161**	**55,300**	**18,474**	**93,388**	**14,703**
Burleigh	54.2	.0245	28.2	13.8	17.1	16.5	21.9	18.3	312,023	55,090	24,229	54,187	15,147	60,621	12,778
• Bismarck	43.5	.0196	28.1	13.7	17.5	16.2	21.8	15.0	308,476	54,690	23,470	54,187	15,147	60,621	12,778
Morton	24.9	.0112	30.3	10.0	13.9	16.3	27.2	8.2	102,435	16,668	8,932	1,113	3,327	32,767	1,925
SUBURBAN TOTAL	35.6	.0161	29.8	11.3	14.7	16.6	25.6	11.5	105,982	17,068	9,691	1,113	3,327	32,767	1,925
ARGO - MOORHEAD	**138.5**	**.0625**	**26.5**	**20.8**	**15.5**	**14.4**	**22.5**	**45.7**	**752,443**	**115,369**	**73,724**	**90,534**	**39,343**	**163,060**	**21,824**
Cass	88.2	.0398	27.5	19.1	15.8	14.6	23.6	29.8	576,545	75,635	52,728	86,730	25,662	134,104	14,658
• Fargo	58.9	.0266	26.4	22.3	14.7	14.9	22.4	20.4	497,521	60,265	43,648	75,138	24,412	123,144	13,721
Clay, Minn.	*50.3*	*.0227*	*24.9*	*23.6*	*15.1*	*14.3*	*20.5*	*15.9*	*175,898*	*39,734*	*20,996*	*3,804*	*13,681*	*28,956*	*7,166*
• Moorhead	*33.4*	*.0151*	*23.8*	*31.9*	*14.6*	*12.8*	*16.9*	*10.4*	*138,105*	*34,206*	*17,292*	*3,437*	*12,190*	*23,273*	*5,082*
SUBURBAN TOTAL	46.2	.0208	30.1	10.8	17.0	15.1	26.5	14.9	116,817	20,898	12,784	11,959	2,741	16,643	3,021
RAND FORKS	**103.3**	**.0467**	**26.1**	**19.4**	**15.3**	**14.0**	**22.4**	**33.8**	**457,136**	**67,516**	**40,696**	**34,542**	**22,641**	**91,428**	**13,572**
Grand Forks	67.1	.0303	24.3	23.8	16.7	13.3	17.5	21.2	332,436	40,602	29,583	29,774	18,075	75,882	6,837
• Grand Forks	45.6	.0206	24.0	26.8	15.7	11.8	18.9	14.8	300,350	36,589	26,563	29,315	17,660	60,413	6,290
Polk, Minn.	*36.2*	*.0164*	*32.4*	*11.1*	*12.8*	*15.3*	*31.3*	*12.6*	*124,700*	*26,914*	*11,113*	*4,768*	*4,566*	*15,546*	*6,735*
SUBURBAN TOTAL	57.7	.0261	28.9	13.5	15.0	15.8	25.1	19.0	156,786	30,921	14,133	5,227	4,981	31,015	7,282
OTHER COUNTIES															
Adams	3.5	.0015	34.1	10.0	13.0	15.5	33.3	1.4	12,012	3,035	463	118		3,514	284
Barnes	13.4	.0061	32.2	16.0	12.1	13.2	33.4	4.8	58,117	9,930	5,359	2,562	2,108	13,916	2,046
Benson	8.2	.0037	32.2	8.7	12.0	14.3	32.3	2.7	9,209	2,319	1,252	278	30	58	75
Billings	1.1	.0005	33.7	7.6	11.0	19.4	29.2	.5	1,155	406	239				
Bottineau	10.1	.0046	34.7	11.7	11.6	14.5	35.2	2.6	30,101	5,113	2,293	1,303	951	5,787	675
Bowman	4.2	.0018	31.6	9.0	13.5	16.1	29.2	1.2	21,473	4,318	3,300	180	422	5,359	645
Burke	4.1	.0019	37.1	8.3	12.5	16.4	35.9	1.4	8,387	2,306	1,167	40	67	1,293	102
Cavalier	9.3	.0042	34.6	7.2	12.0	15.9	33.6	3.3	25,158	5,480	1,925	457	1,315	3,443	1,466
Dickey	7.8	.0035	35.0	9.3	12.5	15.6	34.5	2.7	20,003	5,394	2,083	701	966	4,363	1,16
Divide	4.3	.0019	36.6	10.3	12.2	14.6	37.0	1.6	11,907	4,932	851	240	165	2,246	32
Dunn	4.6	.0021	31.5	10.0	12.0	15.9	29.9	1.4	7,989	1,074	704			3,949	401
Eddy	3.6	.0016	38.6	6.7	9.9	15.5	38.1	1.3	10,776	1,586	836	87	156	1,805	60
Emmons	6.6	.0030	32.4	8.4	12.4	17.4	29.4	2.0	13,930	2,651	1,023	306	140	3,007	511
Foster	4.8	.0022	33.2	7.3	12.8	15.9	31.7	1.4	23,662	5,523	981	585	292	7,611	539
Golden Valley	2.3	.0010	33.3	9.9	11.4	14.4	33.6	.8	12,724	2,835	504		347	3,441	91
Grant	4.8	.0022	33.4	8.9	12.6	17.6	30.4	1.6	10,469	2,856	826	78		2,565	287
Griggs	4.1	.0018	39.1	8.6	11.2	15.9	38.5	1.7	6,225	1,563	933	258	25	872	
Hettinger	5.0	.0023	34.0	7.9	12.7	16.9	31.8	1.6	10,662	1,489	830	39	77	3,469	416
Kidder	4.1	.0018	33.2	8.6	12.6	16.9	30.8	1.2	4,233	948	312		26	397	34
La Moure	7.1	.0032	37.7	6.8	11.8	16.9	36.0	2.4	13,883	2,623	1,111	55	309	2,733	258
Logan	3.9	.0018	35.1	7.8	12.3	17.8	32.3	1.4	9,000	2,546	942		25	2,371	309
McHenry	8.4	.0038	34.7	8.9	12.1	14.9	34.8	2.9	15,851	2,310	1,584	682	25	2,629	917
McIntosh	4.9	.0022	40.3	7.0	11.4	18.5	38.0	1.9	13,179	3,814	987		144	2,618	657
McKenzie	6.0	.0027	31.6	9.8	14.5	16.4	28.7	1.8	11,707	2,529	1,606	44	202	1,617	525
McLean	12.9	.0058	34.4	8.0	12.3	16.2	33.1	4.6	24,825	5,695	2,777	1,486	468	3,340	892
Mercer	8.4	.0038	34.1	8.4	14.4	16.7	32.0	3.0	20,178	4,647	1,788	238	417	4,918	1,152
Mountrail	8.5	.0039	33.6	7.9	13.0	16.6	31.5	2.7	25,970	6,219	2,327	462	425	5,267	1,214
Nelson	5.7	.0025	42.5	6.2	11.2	15.9	42.0	2.1	20,483	1,907	2,168	1,082	76	2,996	303
Oliver	2.4	.0011	31.1	10.3	13.7	18.1	26.6	.9	1,768	368	224	72			
Pembina	10.6	.0048	35.6	8.2	11.4	16.4	34.3	3.7	40,914	11,248	3,945	651	273	10,128	1,001
Pierce	6.5	.0029	34.5	7.9	13.2	15.1	34.3	2.1	30,162	5,561	1,714	1,268	737	10,489	1,283
Ramsey	13.6	.0062	32.6	11.1	13.4	14.8	32.0	4.4	83,334	12,787	4,751	2,185	3,115	16,276	4,536
Ransom	7.3	.0033	38.8	8.0	11.2	15.6	38.4	2.6	20,514	4,898	2,655	166	212	3,349	1,159
Renville	3.4	.0015	34.6	8.1	13.1	15.9	33.6	1.4	7,654	1,157	659		53	1,067	305
Richland	20.1	.0091	30.9	17.5	11.0	14.2	31.3	7.7	66,527	9,674	4,297	3,517	4,293	17,208	2,658
Rolette	13.8	.0062	23.7	10.4	13.8	13.1	21.2	3.6	31,729	7,049	2,287	1,210	420	4,973	1,058
Sargent	5.8	.0026	33.4	9.4	13.6	14.9	32.9	2.0	9,245	2,723	1,485	49		708	51

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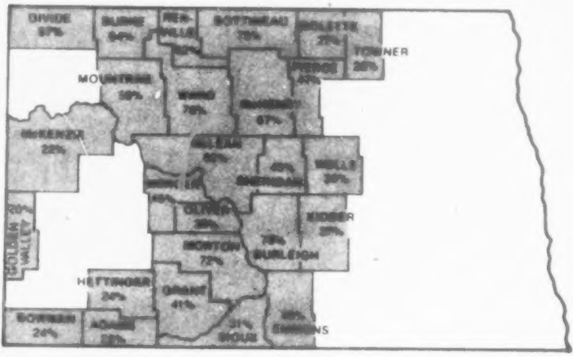

▨ 20% OR BETTER

TOTAL CIRCULATION 59,875

Represented by BRANHAM Newspaper Sales

N.D. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1979 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Dru ($00
Sheridan	3.0	.0014	37.4	7.2	13.0	19.0	34.0	1.0	5,002	875	401		311	828	
Sioux	4.0	.0018	22.9	10.2	15.3	14.7	17.1	.8	2,232	729	552	83	26		
Slope	1.2	.0005	30.1	9.7	12.2	16.9	27.1	.4	266	82	100				
Stark	20.0	.0091	26.4	16.8	14.1	13.8	24.1	5.9	106,085	19,309	7,666	7,002	7,408	22,350	3,
Steele	3.8	.0017	36.5	7.9	13.8	17.3	34.4	1.4	8,401	227	277	1,143		3,316	
Stutsman	24.5	.0110	32.8	11.6	13.7	16.3	30.7	8.3	113,035	19,156	9,265	6,136	3,473	25,960	3,
Towner	4.2	.0019	37.8	7.3	11.0	16.6	36.5	1.4	9,560	1,621	1,119	151	567	1,651	[illegible]
Traill	9.6	.0044	37.1	13.5	10.6	14.1	38.0	3.4	37,089	7,710	3,283	191	606	9,032	1,
Walsh	16.9	.0076	34.9	8.6	13.1	15.6	34.3	5.6	60,700	11,945	4,556	4,341	1,073	15,544	1,4
Ward	64.0	.0289	25.5	18.3	17.4	14.8	18.7	19.9	314,271	47,266	25,021	35,067	11,025	90,376	8,8
Wells	7.0	.0031	37.2	7.0	12.1	16.5	35.9	2.4	21,109	5,221	2,066	414	1,529	2,533	8
Williams	20.3	.0092	30.4	10.9	14.6	16.3	27.0	7.0	101,618	14,650	7,726	8,429	6,258	26,142	3,1
TOTAL METRO COUNTIES	**234.4**	**.1058**	**26.7**	**18.3**	**16.1**	**14.9**	**21.8**	**77.5**	**1,323,439**	**187,995**	**115,472**	**171,804**	**62,211**	**303,374**	**36,1**
TOTAL STATE	**668.1**	**.3015**	**29.7**	**13.9**	**14.4**	**15.2**	**27.1**	**221.4**	**2,847,922**	**468,299**	**240,692**	**255,160**	**112,768**	**660,888**	**87,72**

N.D.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BISMARCK	**530,990**	**18,057**	**5.6**	**14.8**	**31.5**	**28.3**	**.0373**
Burleigh	387,444	19,059	5.0	14.2	31.9	31.0	.0273
• Bismarck	332,068	20,201	4.6	12.6	31.4	35.0	.0246
Morton	143,546	15,913	7.0	15.9	31.1	22.3	.0100
SUBURBAN TOTAL	198,922	15,369	7.0	17.5	31.7	19.7	.0127
FARGO - MOORHEAD	**1,032,926**	**20,018**	**5.0**	**12.7**	**29.3**	**34.9**	**.0699**
Cass	638,678	18,898	5.4	13.6	30.0	31.5	.0472
• Fargo	469,045	20,423	5.3	12.5	27.3	36.7	.0366
Clay, Minn.	*394,248*	*22,213*	*4.3*	*11.1*	*28.0*	*41.4*	*.0227*
• *Moorhead*	*266,725*	*23,315*	*3.9*	*10.3*	*27.1*	*44.8*	*.0159*
SUBURBAN TOTAL	297,156	17,594	5.5	14.8	33.5	25.6	.0174
GRAND FORKS	**685,042**	**17,036**	**6.1**	**16.3**	**30.7**	**26.4**	**.0459**
Grand Forks	449,087	17,401	6.2	17.2	31.9	27.2	.0312
• Grand Forks	298,956	17,509	6.1	15.0	31.6	27.4	.0235
Polk, Minn.	*235,955*	*16,289*	*6.1*	*14.7*	*28.6*	*25.2*	*.0147*
SUBURBAN TOTAL	386,086	16,670	6.1	17.2	30.1	25.8	.0224
OTHER COUNTIES							
Adams	29,948	17,132	7.0	16.5	25.3	30.5	.0017
Barnes	98,897	16,861	6.0	14.5	25.9	29.4	.0062
Benson	47,370	14,892	8.1	18.6	28.9	20.7	.0025
Billings	5,622	8,857	11.0	22.0	17.0	6.0	.0003
Bottineau	53,465	16,846	6.6	16.2	28.5	27.1	.0036
Bowman	24,151	15,882	5.9	18.8	26.9	26.9	.0018
Burke	23,443	15,154	7.0	18.9	31.6	19.0	.0015
Cavalier	55,081	13,379	9.1	20.2	27.1	17.3	.0035
Dickey	48,500	14,515	6.7	17.5	27.1	21.1	.0028
Divide	26,728	14,086	7.3	23.0	31.1	14.9	.0017
Dunn	22,166	12,774	8.4	22.3	25.6	14.9	.0013
Eddy	19,096	13,105	7.5	21.8	29.9	12.1	.0013
Emmons	45,158	16,160	5.5	17.2	21.1	32.4	.0025
Foster	36,773	19,707	4.9	14.6	25.6	37.2	.0023
Golden Valley	14,038	14,711	6.0	22.8	28.0	20.6	.0010
Grant	27,438	12,433	9.4	18.3	21.1	20.7	.0016
Griggs	35,059	17,453	6.2	14.6	30.1	29.7	.0017

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Hettinger	32,256	16,426	5.8	17.9	27.5	26.7	.0018
Kidder	17,152	10,865	12.1	21.9	22.4	11.0	.0011
La Moure	44,823	13,931	8.4	20.2	23.9	22.1	.0025
Logan	32,099	15,933	7.2	19.2	20.0	33.0	.0016
McHenry	48,247	15,172	7.7	15.4	30.0	20.5	.0028
McIntosh	53,617	17,896	6.4	15.7	18.6	38.0	.0025
McKenzie	40,591	19,289	6.9	13.4	24.5	37.0	.0022
McLean	83,176	15,561	6.8	15.6	29.1	22.6	.0046
Mercer	41,634	11,608	9.7	17.9	27.9	10.7	.0028
Mountrail	50,845	15,131	5.9	16.8	28.4	22.0	.0033
Nelson	37,423	15,597	7.0	17.0	32.6	19.5	.0023
Oliver	11,041	10,861	11.4	23.2	23.1	7.2	.0007
Pembina	79,418	18,620	5.9	14.4	30.2	30.8	.0047
Pierce	39,823	16,274	5.6	14.8	29.0	25.0	.0030
Ramsey	83,694	15,438	7.0	16.9	29.1	22.3	.0066
Ransom	61,266	[illegible]	6.5	16.3	23.6	35.7	.0033
Renville	23,779	15,000	6.8	22.2	32.6	17.4	.0012
Richland	133,623	13,289	8.4	16.8	25.7	19.1	.0082
Rolette	53,010	12,369	8.3	20.2	26.1	13.3	.0039
Sargent	36,640	15,941	5.7	18.8	29.6	24.3	.0020
Sheridan	22,400	16,667	5.7	13.0	21.7	32.4	.0011
Sioux	11,634	12,120	8.4	16.4	22.3	18.9	.0008
Slope	6,999	14,524	8.2	24.5	29.7	17.8	.0004
Stark	120,084	17,091	5.8	15.0	30.1	27.0	.0091
Steele	48,114	28,848	3.3	8.8	19.6	57.9	.0020
Stutsman	159,775	16,308	5.6	15.6	29.1	25.1	.0110
Towner	37,841	20,561	6.0	15.3	24.8	39.3	.0019
Traill	77,130	18,408	6.3	15.7	30.5	32.1	.0045
Walsh	115,515	17,124	6.8	16.4	30.3	27.6	.0071
Ward	379,181	16,080	7.1	20.1	32.7	21.3	.0282
Wells	55,711	19,833	5.3	14.2	27.7	36.4	.0030
Williams	156,255	20,524	5.4	11.3	27.6	37.1	.0102
TOTAL METRO COUNTIES	**1,618,755**	**18,168**	**5.7**	**15.0**	**31.0**	**29.3**	**.1157**
TOTAL STATE	**4,426,484**	**16,724**	**6.5**	**16.3**	**29.3**	**26.3**	**.2934**

OHIO

OHIO
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1979 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
AKRON	**659.5**	**.2976**	**29.6**	**14.8**	**15.8**	**17.2**	**24.4**	**228.1**	**2,710,591**	**671,692**	**250,727**	**342,973**	**94,909**	**514,288**	**81,742**
Portage	134.3	.0606	25.3	20.9	16.7	15.7	18.1	40.9	391,003	105,047	31,874	19,970	11,320	91,040	9,199
Summit	525.2	.2370	30.8	13.3	15.6	17.5	25.9	187.2	2,319,588	566,645	218,853	323,003	83,589	423,248	72,543
• Akron	241.7	.1091	31.4	14.7	14.8	15.6	29.1	90.8	1,149,081	227,264	114,857	204,895	36,102	225,456	33,769
Cuyahoga Falls	45.6	.0206	30.3	12.5	17.4	17.6	24.1	15.9	159,306	33,167	17,324	7,014	6,268	40,379	6,788
SUBURBAN TOTAL	417.8	.1885	28.7	14.9	16.4	18.1	21.6	137.3	1,561,510	444,428	135,870	138,078	58,807	288,832	47,973

As of March 31, 1980 The Plain Dealer's record-breaking circulation lead over the afternoon paper is:

91,799

Up by 12,034 from our lead of 79,765 at this time last year.

WHEN THE NEWS BREAKS WE PUT IT TOGETHER

in an authoritative, responsible newspaper that more and more people read and need every day.

WHEN THE NEWS BREAKS

The Plain Dealer

WE PUT IT TOGETHER

Source: ABC Fas Fax, March 31, 1980. Subject to final audit.
The Plain Dealer is represented nationally by Newhouse Newspapers with offices in principal cities.

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OHIO (cont.)

ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROU 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Dru ($00
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
CANTON	**407.8**	**.1840**	**31.0**	**12.3**	**15.7**	**17.2**	**26.6**	**142.0**	**1,727,226**	**414,712**	**145,650**	**237,723**	**67,570**	**373,383**	**49,**
Carroll	26.9	.0121	30.3	11.3	15.1	16.0	26.9	9.0	80,539	17,309	5,263	6,289	1,454	31,424	[illegible]
Stark	380.9	.1719	31.1	12.4	15.8	17.3	26.5	133.0	1,646,687	397,403	140,387	231,434	66,116	341,959	48,
● Canton	100.6	.0454	32.5	[illegible]	14.2	15.5	30.9	38.0	531,033	134,198	36,002	61,166	18,073	111,614	14,
SUBURBAN TOTAL	307.2	.1386	30.6	11.9	16.1	17.8	25.1	104.0	1,196,193	280,514	109,648	176,357	49,497	261,769	35,
CINCINNATI	**1,385.8**	**.6254**	**30.0**	**12.8**	**16.3**	**16.7**	**25.2**	**485.1**	**5,720,704**	**1,323,310**	**571,284**	**912,083**	**248,262**	**1,029,335**	**179,**
Clermont	122.4	.0552	27.9	11.1	17.0	17.9	20.0	39.0	381,703	101,853	24,995	35,858	8,260	99,974	8,
Hamilton	878.1	.3963	30.6	13.3	16.0	16.4	26.6	321.1	3,929,875	879,353	404,286	702,261	186,952	720,892	107,
● Cincinnati	392.4	.1771	31.3	15.9	15.3	13.9	30.5	168.1	1,522,378	312,330	208,587	175,177	75,675	284,857	55,
Warren	93.3	.0421	27.7	13.5	18.7	18.4	17.8	29.4	299,819	62,734	38,744	39,312	15,594	35,892	11,
Dearborn, Ind	*33.4*	*.0151*	*31.4*	*10.5*	*15.8*	*16.6*	*27.7*	*11.4*	*89,372*	*22,281*	*8,363*	*2,677*	*3,526*	*17,407*	*7,*
Boone, Ky	*41.9*	*.0189*	*27.9*	*11.5*	*19.5*	*17.7*	*18.4*	*12.7*	*341,783*	*59,731*	*27,018*	*77,503*	*4,417*	*40,081*	*6,4*
Campbell, Ky	*84.2*	*.0380*	*30.8*	*11.9*	*15.0*	*16.2*	*27.5*	*27.4*	*240,182*	*68,446*	*26,157*	*19,872*	*8,440*	*44,822*	*11,*
Kenton, Ky	*132.5*	*.0598*	*30.4*	*11.9*	*15.7*	*16.3*	*26.4*	*44.1*	*437,970*	*128,912*	*41,721*	*34,600*	*21,073*	*70,267*	*26,*
Covington	*44.3*	*.0200*	*32.2*	*12.6*	*13.7*	*15.1*	*31.1*	*16.4*	*234,251*	*53,768*	*22,245*	*11,589*	*11,871*	*63,811*	*9,*
SUBURBAN TOTAL	993.4	.4483	29.6	11.5	16.6	17.9	23.1	327.0	4,198,326	1,010,980	362,697	736,906	172,587	744,478	123,8
CINCINNATI - HAMILTON CONSOLIDATED AREA	***1,647.7***	***.7436***	***29.7***	***13.3***	***16.2***	***16.8***	***24.7***	***571.5***	***6,574,852***	***1,566,387***	***646,629***	***1,005,919***	***283,351***	***1,196,243***	***203,987***
CLEVELAND	**1,934.4**	**.8731**	**31.4**	**12.3**	**16.0**	**17.7**	**26.6**	**685.0**	**8,326,267**	**1,860,224**	**719,188**	**1,258,034**	**324,473**	**1,694,063**	**312,190**
Cuyahoga	1,531.3	.6911	32.2	12.7	15.3	17.4	28.3	559.1	6,614,342	1,466,790	601,581	1,017,319	268,787	1,279,300	260,06
● Cleveland	590.2	.2664	31.4	13.5	15.5	15.9	28.5	222.0	1,765,293	425,812	226,818	256,979	73,337	215,179	75,9
Cleveland Heights	50.0	.0226	35.7	10.7	14.7	16.0	34.8	18.8	218,761	65,780	11,949	32,037	4,097	35,680	10,61
Euclid	61.6	.0278	32.9	14.2	17.1	15.9	30.5	24.1	272,072	39,807	19,310	32,456	13,395	92,669	10,4
Garfield Heights	36.0	.0162	33.4	12.3	14.1	18.1	29.6	12.6	114,218	39,451	7,766	17,752	2,307	928	10,36
Lakewood	62.1	.0280	34.3	13.1	15.3	15.2	33.7	26.1	237,294	64,568	22,415	1,251	7,698	97,324	9,26
Parma	98.2	.0443	32.1	12.0	15.0	19.6	26.0	31.2	472,831	109,646	31,067	76,840	18,606	133,103	13,66
Geauga	74.0	.0334	29.0	10.5	17.1	19.0	20.8	22.4	247,728	67,435	13,547	12,298	3,637	63,701	7,683
Lake	214.7	.0969	29.3	11.5	18.5	19.4	20.1	67.8	982,997	210,916	74,487	191,832	40,468	211,583	26,660
Medina	114.4	.0517	28.8	10.8	17.9	18.5	20.4	35.7	481,200	115,083	29,573	36,585	11,581	139,479	17,784
SUBURBAN TOTAL	1,344.2	.6067	31.5	11.8	16.1	18.6	25.7	463.0	6,560,974	1,434,412	492,370	1,001,055	251,136	1,478,884	236,269
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	***2,868.8***	***1.2948***	***30.7***	***13.0***	***15.9***	***17.6***	***25.6***	***1,002.2***	***12,027,973***	***2,769,397***	***1,038,908***	***1,762,057***	***458,930***	***2,419,728***	***426,451***
COLUMBUS	**1,110.2**	**.5009**	**28.3**	**15.7**	**17.8**	**16.4**	**21.7**	**392.0**	**4,683,962**	**951,989**	**450,011**	**711,128**	**204,191**	**1,009,916**	**125,980**
Delaware	54.3	.0245	29.1	14.4	15.9	16.6	24.0	18.5	135,358	32,876	12,956	5,936	1,870	30,718	5,258
Fairfield	91.1	.0411	30.6	10.9	16.3	17.0	25.8	31.0	284,976	76,203	25,536	34,494	11,679	58,624	10,799
Franklin	885.3	.3995	27.9	16.6	18.0	16.3	21.0	317.2	4,043,903	785,613	396,440	661,554	186,501	874,510	102,363
● Columbus	534.3	.2411	27.6	18.6	17.8	14.8	22.0	196.6	2,566,280	451,711	272,978	463,501	127,264	523,078	60,07
Madison	33.0	.0149	29.8	11.7	18.0	17.1	23.5	10.4	93,614	26,969	6,842	1,200	1,254	19,197	3,530
Pickaway	46.5	.0209	28.9	12.9	19.0	16.5	22.0	14.9	126,111	30,328	8,237	7,944	2,887	26,867	4,030
SUBURBAN TOTAL	575.9	.2598	28.9	13.1	17.6	17.9	21.3	195.4	2,117,682	500,278	177,033	247,627	76,927	486,838	65,904
DAYTON	**838.1**	**.3782**	**29.3**	**14.2**	**17.5**	**17.8**	**22.3**	**292.3**	**3,343,851**	**712,964**	**297,792**	**535,366**	**153,866**	**677,195**	**71,945**
Greene	133.9	.0604	27.2	16.5	18.0	19.0	16.9	40.2	420,978	119,904	29,160	35,445	13,135	101,454	8,094
Miami	88.4	.0399	30.4	11.5	17.4	17.1	24.9	31.6	320,396	75,806	26,520	34,234	13,971	88,031	8,962
Montgomery	578.3	.2609	29.6	14.2	17.5	17.6	23.0	207.6	2,495,322	498,575	233,889	465,290	124,467	463,801	52,436
● Dayton	191.0	.0862	30.4	17.0	14.9	15.9	27.2	71.5	631,861	100,650	66,322	100,210	37,066	121,819	16,134
Kettering	71.0	.0320	31.2	11.9	16.4	20.3	23.5	25.7	329,107	78,955	27,689	57,135	22,128	55,916	7,427
Preble	37.5	.0170	30.5	11.5	16.3	16.6	26.0	12.9	107,155	18,679	8,223	397	2,293	23,909	2,453
SUBURBAN TOTAL	647.1	.2920	29.1	13.4	18.2	18.3	20.9	220.8	2,711,990	612,314	231,470	435,156	116,800	555,376	55,811
HAMILTON - MIDDLETOWN	**261.9**	**.1182**	**28.1**	**16.2**	**16.0**	**17.1**	[illegible]	**86.4**	**854,148**	**243,077**	**75,345**	**93,836**	**35,089**	**166,908**	**24,293**
Butler	261.9	.1182	28.1	16.2	16.0	17.1	[illegible]	86.4	854,148	243,077	75,345	93,836	35,089	166,[illegible]	24,293
● Hamilton	67.4	.0304	30.8	12.4	14.9	17.4	26.4	24.3	295,462	76,250	26,654	35,082	15,031	58,175	9,523
● Middletown	49.0	.0221	30.9	13.0	15.4	17.3	26.4	17.7	238,290	69,399	20,728	41,493	8,653	38,749	5,699
SUBURBAN TOTAL	145.5	.0657	26.1	19.0	16.7	16.9	18.3	44.4	320,396	97,428	27,963	17,261	11,405	69,984	9,071
LIMA	**210.4**	**.0950**	**29.9**	**11.8**	**14.8**	**16.1**	**26.3**	**71.1**	**858,643**	**178,002**	**69,549**	**127,752**	**33,143**	**173,113**	**27,263**
Allen	106.8	.0482	29.9	12.4	15.0	16.6	25.8	36.5	531,959	97,450	42,477	116,823	20,445	88,590	16,678
● Lima	49.4	.0223	29.7	12.9	14.9	14.4	27.8	17.8	203,435	46,620	23,682	12,263	9,381	37,994	6,085
Auglaize	42.4	.0192	30.2	11.2	14.6	16.1	26.9	14.2	140,883	35,712	13,393	6,440	6,546	31,768	4,238
Putnam	31.3	.0141	27.3	11.0	14.6	14.7	24.1	9.4	86,287	21,151	5,645	1,015	2,889	22,707	2,717
Van Wert	29.9	.0135	31.9	11.0	14.7	15.9	29.6	11.0	99,514	23,689	8,034	3,474	3,263	30,048	3,630
SUBURBAN TOTAL	161.0	.0727	29.9	11.4	14.9	16.6	25.8	53.3	655,208	131,382	45,867	115,489	23,762	135,119	21,175
LORAIN - ELYRIA	**274.9**	**.1241**	**28.2**	**13.0**	**16.7**	**17.2**	**21.5**	**89.1**	**991,115**	**237,481**	**68,993**	**161,050**	**39,548**	**211,377**	**32,519**
Lorain	274.9	.1241	28.2	13.0	16.7	17.2	21.5	89.1	991,115	237,481	68,993	161,050	39,548	211,377	32,519
● Elyria	54.5	.0246	28.4	17.6	18.0	16.0	22.1	18.4	282,763	53,651	17,373	85,377	14,711	40,393	7,660
● Lorain	87.3	.0394	28.8	12.9	16.1	16.6	23.4	29.6	214,688	53,718	19,126	29,201	10,224	45,583	6,948
SUBURBAN TOTAL	133.1	.0601	27.8	12.9	16.7	18.0	20.1	41.1	493,664	130,112	32,494	46,472	14,613	125,401	17,911
MANSFIELD	**130.0**	**.0587**	**29.7**	**12.9**	**17.0**	**17.3**	**23.7**	**44.3**	**593,325**	**117,415**	**42,987**	**93,517**	**21,353**	**132,982**	**12,843**
Richland	130.0	.0587	29.7	12.9	17.0	17.3	23.7	44.3	593,325	117,415	42,987	93,517	21,353	132,982	12,843
● Mansfield	54.5	.0246	30.8	15.2	16.3	15.0	28.2	20.1	377,488	59,273	28,757	46,608	14,847	102,632	8,536
SUBURBAN TOTAL	75.5	.0341	28.9	11.3	17.6	18.9	20.4	24.2	215,837	58,142	14,230	46,909	6,506	30,350	4,307
△ **NEWARK**	**119.7**	**.0540**	**30.1**	**12.6**	**16.7**	**17.2**	**24.7**	**40.6**	**406,050**	**95,925**	**32,767**	**42,143**	**12,711**	**93,013**	**11,316**
Licking	119.7	.0540	30.1	12.6	16.7	17.2	24.7	40.6	406,050	95,925	32,767	42,143	12,711	93,013	11,316
● Newark	41.3	.0186	32.4	11.5	15.4	16.2	29.7	15.5	200,652	49,942	16,079	16,935	5,722	49,633	7,917
SUBURBAN TOTAL	78.4	.0354	29.1	13.3	17.4	17.7	22.0	25.1	205,398	45,983	16,688	25,208	6,989	43,380	3,399
PARKERSBURG - MARIETTA	**159.0**	**.0717**	**31.0**	**11.9**	**17.2**	**16.6**	**26.5**	**55.0**	**698,039**	**158,620**	**45,323**	**123,477**	**28,715**	**136,795**	**18,425**
Washington	61.1	.0275	30.4	12.9	16.2	16.3	26.2	20.8	241,356	68,467	17,706	24,968	9,538	37,881	8,145
● Marietta	16.2	.0073	31.3	19.4	11.3	15.4	30.5	5.7	140,602	36,158	11,637	20,381	6,024	19,942	5,791
Wirt, W. Va.	*5.1*	*.0023*	*34.0*	*9.4*	*14.8*	*13.9*	*34.7*	*1.7*	*5,792*	*920*	*181*	*421*	*18*	*1,163*	
Wood, W. Va.	*92.8*	*.0419*	*31.2*	*11.4*	*18.0*	*17.0*	*26.2*	*32.5*	*450,891*	*89,233*	*27,436*	*98,088*	*19,159*	*97,751*	*10,280*
● Parkersburg	*41.9*	*.0189*	*33.2*	*12.1*	*16.0*	*16.2*	*30.8*	*15.5*	*312,836*	*73,416*	*18,471*	*45,853*	*10,074*	*86,944*	*8,220*
SUBURBAN TOTAL	100.9	.0455	30.2	10.7	18.7	16.9	24.1	33.8	244,601	49,046	15,215	57,243	12,617	29,909	4,414

O IO (cont.) ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
M RO AREA ounty City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
SP NGFIELD	**182.5**	**.0824**	**30.1**	**13.1**	**16.6**	**16.4**	**25.4**	**62.8**	**651,636**	**165,066**	**46,678**	**108,484**	**20,903**	**130,235**	**18,442**
hompaign	33.3	.0150	30.9	11.9	15.9	15.9	27.6	11.5	90,848	28,893	7,854	6,722	2,018	19,300	3,002
lark	149.2	.0674	29.9	13.4	16.8	16.5	24.9	51.3	560,788	136,173	38,824	101,762	18,885	110,935	15,440
• Springfield	71.2	.0321	31.0	15.3	14.3	14.8	29.6	25.8	255,093	57,868	25,750	20,811	13,359	50,155	10,581
UBURBAN TOTAL	111.3	.0503	29.6	11.7	18.2	17.4	22.8	37.0	396,543	107,198	20,928	87,673	7,544	80,080	7,861
ST BENVILLE - WEIRTON	**161.4**	**.0728**	**32.8**	**11.4**	**14.6**	**18.2**	**28.6**	**56.0**	**549,455**	**143,214**	**39,774**	**87,290**	**23,328**	**91,212**	**18,022**
efferson	91.8	.0414	33.1	11.7	14.2	17.5	29.8	32.1	350,131	84,561	22,402	64,759	13,918	54,605	9,633
• Steubenville	30.4	.0137	36.6	13.9	12.1	16.1	35.7	11.7	216,348	35,152	12,097	51,972	11,455	34,240	7,369
Brooke, W. Va.	*30.3*	*.0137*	*32.6*	*11.4*	*15.5*	*19.1*	*27.3*	*10.5*	*68,396*	*17,177*	*7,380*	*1,940*	*4,340*	*18,514*	*3,546*
Hancock, W. Va.	*39.3*	*.0177*	*32.3*	*10.4*	*15.5*	*19.1*	*26.7*	*13.4*	*130,928*	*41,476*	*9,992*	*20,591*	*5,070*	*18,093*	*4,843*
• Weirton	*25.1*	*.0113*	*33.7*	*10.1*	*14.1*	*19.8*	*28.4*	*8.6*	*130,546*	*40,200*	*9,855*	*20,542*	*5,371*	*18,913*	*4,898*
SUBURBAN TOTAL	105.9	.0478	31.8	10.9	15.6	18.4	26.6	35.7	202,561	67,862	17,822	14,776	6,502	38,059	5,755
TO EDO	**784.9**	**.3542**	**29.6**	**13.8**	**15.3**	**16.1**	**25.6**	**280.1**	**3,268,771**	**725,703**	**300,852**	**446,751**	**126,029**	**710,741**	**106,298**
Fulton	37.3	.0168	29.0	11.2	16.0	15.6	24.8	12.3	132,964	30,082	8,602	2,057	7,759	41,081	3,917
ucas	468.5	.2114	30.7	12.8	15.0	16.1	27.4	175.4	2,153,512	482,996	211,757	341,749	82,119	439,961	76,541
• Toledo	356.6	.1605	31.1	13.4	14.8	15.5	28.6	137.6	1,458,569	332,286	156,294	273,873	57,052	193,827	59,678
Ottawa	39.6	.0179	31.4	10.5	14.9	16.9	27.8	13.5	137,987	36,022	15,240	2,368	2,997	35,346	2,218
Wood	106.8	.0482	25.3	22.6	14.3	14.6	21.6	36.0	424,758	88,062	37,697	62,868	21,413	64,091	11,588
Monroe, Mich.	*132.7*	*.0599*	*28.7*	*11.9*	*17.1*	*17.4*	*21.9*	*42.9*	*419,550*	*88,541*	*27,556*	*37,709*	*11,741*	*130,262*	*12,034*
SUBURBAN TOTAL	429.3	.1937	28.4	14.1	15.8	16.6	23.0	142.5	1,810,202	393,417	144,558	172,878	68,977	516,914	46,620
YOUNGSTOWN - WARREN	**547.1**	**.2469**	**31.4**	**12.4**	**14.7**	**17.9**	**26.8**	**178.0**	**2,144,387**	**488,145**	**166,619**	**362,026**	**90,664**	**409,220**	**69,519**
Mahoning	295.6	.1334	32.3	12.5	13.9	17.8	28.4	98.2	1,130,101	250,891	83,143	194,428	53,390	225,170	34,235
• Youngstown	125.5	.0566	33.5	13.1	12.7	16.1	32.0	43.3	392,731	93,976	35,872	38,515	12,619	93,060	16,135
Trumbull	251.5	.1135	30.4	12.2	15.9	17.9	24.8	79.8	1,014,286	237,254	83,476	167,598	37,274	184,050	35,284
• Warren	62.7	.0283	30.9	12.8	15.8	16.8	26.7	21.4	229,791	42,470	28,609	20,689	13,357	65,479	9,539
SUBURBAN TOTAL	358.9	.1620	30.8	12.0	15.4	18.7	24.9	113.3	1,521,865	351,699	102,138	302,822	64,688	250,681	43,845
OTHER COUNTIES															
Adams	24.9	.0112	32.8	9.9	13.1	14.8	32.3	8.9	73,225	24,528	2,501	3,037	1,411	25,038	1,733
Ashland	46.2	.0209	28.8	15.8	15.0	14.9	25.8	15.2	142,797	40,070	13,336	8,873	5,807	23,289	5,615
Ashtabula	104.8	.0473	31.3	11.2	14.7	16.6	27.9	35.5	315,560	71,798	22,978	47,249	11,663	70,574	7,450
Athens	53.3	.0240	24.0	33.7	12.6	11.3	21.1	15.3	169,860	50,365	13,848	14,589	6,349	38,449	4,036
☐ Belmont	83.3	.0375	35.3	10.7	13.2	16.7	33.7	30.4	267,961	84,464	25,048	29,240	4,694	48,982	6,535
Brown	31.3	.0142	31.3	10.4	14.6	15.4	29.1	10.5	60,493	20,223	7,657	2,114	582	8,081	1,606
Clinton	32.8	.0148	29.6	13.2	15.6	15.7	26.0	11.1	131,950	32,601	7,797	8,647	4,264	38,857	3,081
Columbiana	115.6	.0522	32.0	11.2	14.3	16.9	28.8	40.9	368,679	97,221	21,247	32,074	11,933	89,642	15,381
Coshocton	35.3	.0159	32.7	10.0	15.5	16.9	29.6	12.9	107,608	28,721	6,488	8,856	3,286	23,334	3,611
Crawford	49.4	.0223	30.4	11.7	17.3	16.2	25.9	17.4	173,210	44,246	14,974	9,932	6,712	37,675	6,929
Darke	54.3	.0245	31.0	10.8	15.8	15.6	28.1	18.3	186,043	42,111	11,565	16,866	5,821	46,289	4,582
Defiance	38.1	.0172	27.7	13.4	16.1	15.4	22.9	11.9	172,267	38,696	12,563	21,478	7,462	34,485	4,408
Erie	77.7	.0351	30.1	11.5	16.2	17.5	24.6	25.9	346,825	71,593	33,633	63,562	12,381	59,261	11,637

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a Scripps-Howard newspaper

Represented Nationally by
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Sources: S&MM Survey of Buying Power 7/28/80
ABC White Audits - 3/31/79

Cleveland's Metropolitan Area Cuyahoga, Lake, Medina & Geauga Counties

OHIO (cont.)
SMM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GRO
1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Dr ($0
Fayette	26.6	.0120	31.7	11.0	15.6	16.4	28.5	9.3	108,294	24,099	7,329	11,683	3,575	14,364	2
Gallia	30.5	.0138	31.0	12.4	15.0	15.5	28.5	10.1	101,526	25,943	7,720	6,255	6,202	18,745	4
Guernsey	40.8	.0184	33.3	10.2	14.4	15.4	32.1	14.4	146,331	39,424	15,049	21,316	3,211	21,937	3
Hancock	63.5	.0287	30.2	12.0	16.4	16.0	26.0	22.4	283,596	54,606	21,533	44,936	14,358	57,992	7
Hardin	32.8	.0148	28.5	18.0	14.1	14.4	26.5	12.9	85,720	28,809	7,774	1,326	3,465	17,055	4
Harrison	18.2	.0082	34.4	9.8	13.1	16.5	32.7	6.4	38,312	12,903	2,613	864	953	8,579	
Henry	30.9	.0139	30.5	10.4	15.6	15.7	27.2	10.1	80,189	21,058	5,465	1,573	2,683	18,929	2,
Highland	31.8	.0144	33.1	10.3	14.0	15.4	31.9	11.6	106,950	33,963	6,691	3,672	2,783	25,463	6,
Hocking	22.1	.0100	31.4	10.7	15.6	16.0	28.3	7.8	74,415	15,621	7,518	5,549	1,395	17,361	2,
Holmes	25.6	.0115	25.4	11.3	15.0	14.3	21.3	7.3	70,029	13,615	4,916	1,154	2,153	15,725	3,4
Huron	52.5	.0237	29.0	11.4	15.6	15.8	25.0	17.2	212,178	57,114	15,227	11,513	10,468	55,180	6,76
Jackson	30.3	.0137	32.0	10.6	13.2	16.1	30.0	10.6	86,251	28,779	4,423	9,617	2,479	17,404	5,7
Knox	44.5	.0201	30.9	14.5	15.2	16.0	27.8	15.4	128,061	33,009	12,213	17,562	4,150	24,043	5,8
☐ Lawrence	63.6	.0287	30.7	11.1	16.3	17.2	25.7	22.1	196,884	49,827	9,824	22,355	14,322	41,344	6,2
Logan	37.5	.0169	32.1	10.5	13.7	15.5	30.5	13.7	136,796	35,254	13,219	11,420	5,017	31,361	4,
Marion	66.7	.0301	29.9	12.3	17.3	16.8	24.4	22.7	273,841	58,533	20,406	51,733	9,891	56,475	8,
Meigs	22.0	.0099	33.3	9.9	14.0	15.9	31.7	8.0	64,835	22,463	4,090	3,949	5,533	9,946	2,6
Mercer	39.7	.0179	28.8	10.9	13.8	15.6	25.9	12.2	125,733	29,780	10,678	10,370	4,519	28,337	2,2
Monroe	16.5	.0075	32.7	9.9	15.8	15.8	30.6	5.5	43,387	16,245	1,539	1,946	437	13,546	6
Morgan	13.0	.0059	33.2	10.2	14.0	15.0	32.5	4.5	23,878	6,223	1,162	893	957	4,230	47
Morrow	26.2	.0118	29.6	11.0	16.3	16.0	25.2	8.5	53,746	14,841	3,085	1,468	1,057	13,251	2,229
Muskingum	82.5	.0373	31.1	12.5	14.3	15.9	28.5	29.1	301,474	71,976	21,393	39,103	9,968	55,962	8,99
Noble	11.4	.0051	33.7	9.4	13.3	15.3	32.9	4.1	30,930	8,270	1,314	130	800	11,413	653
Paulding	20.4	.0092	28.5	11.5	16.5	15.2	24.1	6.7	44,082	12,209	3,770	1,070	3,874	7,733	792
Perry	30.3	.0137	31.4	11.0	13.5	15.2	30.0	10.2	59,857	19,347	4,187	1,159	1,717	14,581	772
Pike	22.1	.0100	30.6	10.4	15.0	15.5	27.9	7.4	63,063	18,490	4,343	793	1,548	11,659	2,901
Ross	63.8	.0287	31.8	10.8	16.6	17.4	27.2	21.2	230,585	57,212	21,568	44,851	6,999	39,997	7,491
Sandusky	63.6	.0287	29.5	11.3	15.1	16.2	25.6	21.0	217,449	51,925	19,502	14,416	9,539	51,870	7,192
Scioto	83.4	.0377	32.2	10.6	13.8	15.8	30.4	30.0	296,546	79,023	22,843	42,328	14,162	54,257	10,842
Seneca	59.2	.0267	28.6	13.2	14.7	15.5	25.1	19.3	176,463	45,244	13,866	14,315	7,772	25,522	6,460
Shelby	40.8	.0184	28.6	11.8	15.8	15.4	24.4	13.3	125,518	29,115	10,932	11,865	4,954	32,612	3,418
Tuscarawas	81.1	.0366	32.1	10.9	15.2	16.5	29.1	28.4	306,269	71,846	27,538	37,214	16,061	60,789	7,928
Union	29.3	.0133	30.6	10.9	16.3	16.2	26.5	10.2	73,205	19,448	5,817	3,527	1,811	21,174	2,413
Vinton	11.3	.0051	31.6	10.9	13.6	14.5	30.9	3.6	16,545	3,653	1,607	331	416	4,921	579
Wayne	97.5	.0440	28.4	13.9	16.5	15.7	23.3	31.0	337,598	79,621	22,157	33,779	12,725	33,369	8,340
Williams	35.1	.0159	30.6	10.6	16.4	15.3	27.4	12.3	121,100	29,268	10,865	9,489	4,223	20,587	2,667
Wyandot	22.1	.0100	30.7	10.7	14.6	16.0	27.8	7.5	65,594	15,926	5,277	1,666	4,623	12,739	1,805
TOTAL METRO COUNTIES	**8,722.3**	**3.9361**	**30.1**	**13.5**	**16.2**	**17.1**	**24.9**	**3,043.8**	**35,808,151**	**8,105,113**	**3,182,607**	**5,401,827**	**1,465,986**	**7,205,742**	**1,088,882**
TOTAL STATE	**10,811.6**	**4.8793**	**30.1**	**13.2**	**15.9**	**16.9**	**25.3**	**3,753.5**	**42,767,014**	**9,852,141**	**3,720,823**	**6,113,939**	**1,730,135**	**8,679,824**	**1,308,746**

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Akron Beacon Journa

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HIO
MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

ETRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
KRON	**4,833,482**	**19,627**	**4.4**	**12.6**	**35.1**	**31.0**	**.3004**
Portage	887,403	19,525	4.2	13.4	37.7	29.9	.0527
Summit	3,946,079	19,652	4.5	12.4	34.4	31.3	.2477
• Akron	1,746,500	17,586	5.4	14.0	32.7	25.8	.1146
Cuyahoga Falls	357,718	21,750	3.6	11.0	36.6	36.7	.0206
SUBURBAN TOTAL	3,086,982	20,841	3.8	11.6	36.6	34.6	.1858
ANTON	**2,961,735**	**19,429**	**4.2**	**12.6**	**36.7**	**29.6**	**.1868**
Carroll	154,498	16,318	5.1	16.4	36.7	18.3	.0100
Stark	2,807,237	19,628	4.2	12.3	36.6	30.4	.1768
• Canton	677,224	16,502	5.6	15.0	34.1	21.3	.0480
SUBURBAN TOTAL	2,284,511	20,465	3.7	11.7	37.7	32.5	.1388
CINCINNATI	**10,557,764**	**19,647**	**4.5**	**12.6**	**30.6**	**33.4**	**.6447**
Clermont	924,265	22,832	3.6	9.8	30.6	42.5	.0525

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Hamilton	7,002,585	19,251	4.6	12.8	29.6	32.9	.4284
• Cincinnati	2,851,976	15,023	6.0	16.0	27.7	22.3	.1750
Warren	653,994	21,089	3.5	11.0	37.8	34.9	.0390
Dearborn, Ind.	*185,611*	*15,505*	*6.0*	*19.1*	*36.2*	*15.9*	*.0118*
Boone, Ky.	*297,105*	*22,400*	*3.1*	*10.7*	*33.1*	*40.5*	*.0245*
Campbell, Ky.	*556,382*	*18,716*	*5.0*	*13.6*	*32.6*	*29.3*	*.0329*
Kenton, Ky.	*932,822*	*19,390*	*4.6*	*13.0*	*29.8*	*33.4*	*.0556*
Covington	*281,450*	*15,085*	*6.5*	*16.2*	*28.5*	*21.8*	*.0206*
SUBURBAN TOTAL	7,705,788	21,705	3.7	11.0	32.0	38.9	.4697
CINCINNATI - HAMILTON CONSOLIDATED AREA	***12,460,139***	***19,768***	***4.4***	***12.5***	***31.0***	***33.6***	***.7559***
CLEVELAND	**16,079,692**	**21,374**	**3.8**	**10.9**	**31.0**	**38.2**	**.9528**
Cuyahoga	12,958,270	20,824	4.1	11.4	30.2	37.0	.7621

BEST MEDIA BUY IN CINCINNATI

OVER THE LIFE OF FIVE ISSUES, CINCINNATI DAILY NEWSPAPERS REACH 74% OF ALL ADULTS WITH AN AVERAGE FREQUENCY OF 4.1.

CINCINNATI DAILY NEWSPAPERS

Number of Issues	One	Two	Three	Four	Five
Adults Reached	739,700	817,400	854,900	878,800	896,100
Unduplicated Reach	60.8%	67.1%	70.2%	72.2%	73.6%
Average Frequency	(1.0)	(1.8)	(2.6)	(3.4)	(4.1)
TOTAL ADULTS IN MARKET					1,218,000

Source: Cincinnati Prospectus 1978

Among adults with high incomes ($25,000 plus) reach jumps to 85% and frequency to 4.6 over five issues. Cincinnati daily newspapers deliver more of your prime prospects.

COMBINATION ADVERTISING RATES

Advertisers who use BOTH daily newspapers for the same ad will earn a FIFTEEN percent discount on each ad.

THE ENQUIRER/THE POST IS THE BEST MEDIA BUY IN CINCINNATI.

THE Enquirer/THE Post

617 VINE ST., CINCINNATI, OHIO 45202 (513) 721-2700

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BUY THE GROUP...
SAVE 23%!

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LORAIN
Cleveland
MANSFIELD
DOVER NEW-PHILADELPHIA

Horvitz
NEWSPAPERS, INC.
OHIO

5533 Canal Road
Valley View, Ohio 44125
Phone (216)524-0900

Represented by Branham Newspaper Sales

IS YOUR CLEVELAND ADI BUY COMPLETE?

For balanced coverage and minimum duplication within the Cleveland ADI at lower cost, your best buy is either Cleveland paper, the Akron Beacon Journal THE HORVITZ NEWSPAPER GROUP and the Canton Repository.

Horvitz

THE JOURNAL
LORAIN
NEWS JOURNAL
MANSFIELD
NEWS HERALD
LAKE COUNTY
TIMES REPORTER
DOVER NEW PHILADELPHIA

OHIO (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over — A	B	C	D	Buying Power Index
• Cleveland	3,719,583	15,354	5.8	15.7	32.0	19.2	.2278
Cleveland Heights	529,766	24,267	3.6	10.9	24.5	48.2	.0283
Euclid	560,340	22,117	3.5	11.7	34.7	39.2	.0321
Garfield Heights	284,388	21,948	3.2	10.2	36.9	37.9	.0159
Lakewood	593,432	19,845	4.9	13.5	31.9	33.9	.0320
Parma	823,121	23,823	2.6	7.7	34.2	45.3	.0503
Geauga	562,501	23,158	3.0	9.8	32.8	43.6	.0325
Lake	1,775,933	24,974	2.4	7.2	32.0	49.9	.1076
Medina	782,988	20,642	3.3	11.5	39.9	32.2	.0506
SUBURBAN TOTAL	12,360,109	24,225	2.9	8.6	30.4	47.4	.7250
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	***22,995,422***	***20,977***	***3.9***	***11.2***	***32.3***	***36.5***	***1.3758***
COLUMBUS	**8,556,037**	**19,307**	**4.7**	**13.8**	**31.7**	**32.3**	**.5227**
Delaware	357,485	17,569	5.3	16.3	36.0	24.1	.0206
Fairfield	535,628	16,171	5.6	17.7	36.0	18.9	.0344
Franklin	7,192,261	20,043	4.5	13.0	30.9	34.8	.4387
• Columbus	3,901,591	17,460	5.4	15.0	31.5	26.6	.2555
Madison	193,401	17,146	5.3	17.3	34.0	23.6	.0121
Pickaway	277,262	17,070	5.3	16.7	33.9	23.8	.0169
SUBURBAN TOTAL	4,654,446	21,160	3.9	12.6	31.9	37.9	.2672
DAYTON	**6,464,168**	**20,296**	**4.0**	**12.7**	**33.3**	**34.5**	**.3881**
Greene	998,289	22,781	3.2	10.4	31.5	42.9	.0571
Miami	590,790	17,589	4.4	15.6	37.6	22.9	.0369
Montgomery	4,623,605	20,487	4.0	12.5	32.9	35.1	.2793
• Dayton	1,266,863	16,038	5.5	16.3	31.5	22.2	.0777
Kettering	689,547	24,318	2.8	9.1	32.2	47.4	.0385
Preble	251,484	18,357	4.7	15.1	34.8	26.9	.0148
SUBURBAN TOTAL	5,197,305	21,627	3.5	11.4	33.8	38.5	.3104
HAMILTON - MIDDLETOWN	**1,902,375**	**20,383**	**4.0**	**11.9**	**33.5**	**34.0**	**.1112**
Butler	1,902,375	20,383	4.0	11.9	33.5	34.0	.1112
• Hamilton	477,499	18,390	5.0	12.4	33.1	27.8	.030
• Middletown	385,199	19,637	3.9	13.2	31.1	33.7	.0244
SUBURBAN TOTAL	1,039,677	21,679	3.5	11.1	34.7	37.6	.0560
LIMA	**1,448,635**	**18,836**	**4.4**	**13.5**	**34.1**	**29.3**	**.0927**
Allen	787,791	19,432	4.4	13.1	32.3	32.4	.0519
• Lima	340,916	17,070	5.3	15.5	31.7	25.6	.021
Auglaize	281,628	19,157	4.0	12.6	36.6	28.3	.0173
Putnam	167,726	16,657	5.0	18.2	37.1	19.7	.01
Van Wert	211,490	18,628	4.7	11.5	34.8	27.7	.012
SUBURBAN TOTAL	1,107,719	19,385	4.1	12.7	35.0	30.4	.070

Number 18. in a series of "go to's"

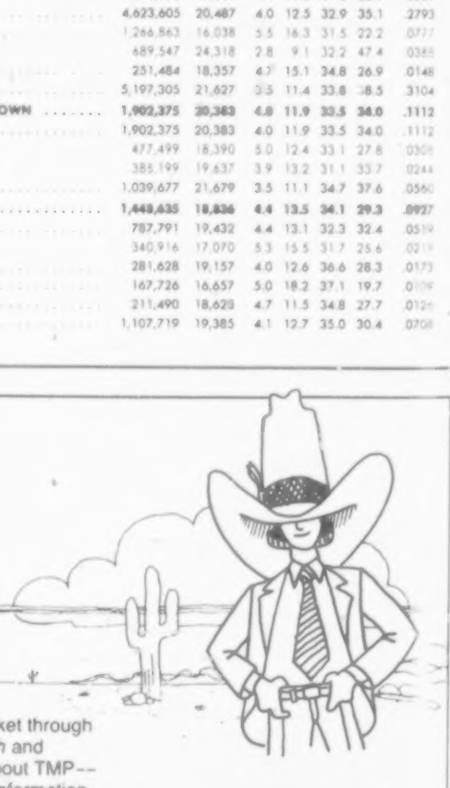
Go to Texas for size.

But come to Columbus for growth.*

* Over 70% population growth in the past ten years. And those newcomers are pumping a lot of money into the Columbus marketplace. Our buying power has increased over 321%* for the same period. Fact is, with over a million people and counting, Columbus is one of the fastest growing cities in the whole country! (Chances are, your sales can grow in Columbus, too.)

You can reach this multiplying market through the pages of *The Columbus Dispatch* and *Citizen-Journal*. Be sure to ask us about TMP—Total Market Penetration. For more information, just call us at 614/461-5204. Belden readership studies are available.

*© 1978 and 1968 S&MM Surveys of Buying Power



The Columbus Dispatc
Evening and Sund
Columbus Citizen-Journa
Morni

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee
in Florida — The Leonard Com

The city that gave you aviation is the 44th ADI and climbing.

Dayton has both feet on the ground with new market selection figures in. We're now the 44th ADI. Our total effective buying income for ADI ranks 38th in the country or $19,157 per household.

Add that to the 69% penetration ... 59% Sunday ... you can get in the single Dayton/Springfield Newspapers buy. Ask for "Dayton in Detail" and/or Belden Readership Survey, free, by writing Ken Tinderholm, Dayton Newspapers, Inc., 4th & Ludlow Sts. Dayton, Ohio 45401. Call (513) 225-2085.

Represented nationally by Sawyer-Ferguson-Walker

OHIO (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
LORAIN - ELYRIA	**2,082,248**	**21,648**	**3.1**	**9.5**	**36.9**	**36.9**	**.1226**
Lorain	2,082,248	21,648	3.1	9.5	36.9	36.9	.1226
• Elyria	416,983	21,428	3.5	10.5	34.8	37.0	.0274
• Lorain	628,738	19,709	3.7	11.3	39.3	29.2	.0346
SUBURBAN TOTAL	1,036,527	23,185	2.5	7.9	36.1	42.5	.0606
MANSFIELD	**897,230**	**18,867**	**4.5**	**13.3**	**35.7**	**28.4**	**.0596**
Richland	897,230	18,867	4.5	13.3	35.7	28.4	.0596
• Mansfield	375,394	16,439	5.7	15.0	31.3	23.7	.0293
SUBURBAN TOTAL	521,836	20,519	3.6	12.0	39.2	32.3	.0303
△ **NEWARK**	**718,171**	**16,720**	**4.9**	**16.0**	**37.9**	**19.5**	**.0467**
Licking	718,171	16,720	4.9	16.0	37.9	19.5	.0467
• Newark	254,119	15,120	6.2	16.4	34.4	16.0	.0184
SUBURBAN TOTAL	464,052	17,611	4.2	15.7	39.9	21.8	.0283
PARKERSBURG - MARIETTA	**1,078,522**	**18,026**	**4.6**	**13.8**	**32.0**	**28.0**	**.0713**
Washington	366,611	16,107	5.0	17.3	33.6	20.4	.0249
• Marietta	105,475	15,378	5.7	16.8	27.6	23.7	.0095
Wirt, W. Va.	*21,563*	*10,259*	*7.9*	*16.6*	*24.7*	*9.6*	*.0013*
Wood, W. Va.	*690,348*	*19,744*	*4.1*	*11.5*	*31.5*	*33.7*	*.0451*
• *Parkersburg*	*323,178*	*18,809*	*4.9*	*12.2*	*29.5*	*32.0*	*.0243*
SUBURBAN TOTAL	649,869	18,093	4.2	14.0	34.1	26.8	.0375
SPRINGFIELD	**1,238,415**	**18,325**	**4.8**	**14.0**	**35.6**	**26.5**	**.0767**
Champaign	198,774	16,204	5.5	17.6	36.1	19.0	.0121
Clark	1,039,641	18,826	4.7	13.2	35.6	28.1	.0646
• Springfield	471,710	16,795	5.5	14.6	33.5	22.6	.0296
SUBURBAN TOTAL	766,705	19,336	4.4	13.5	37.4	29.1	.0471
STEUBENVILLE - WEIRTON	**1,238,395**	**21,070**	**4.2**	**10.7**	**31.8**	**36.4**	**.0713**
Jefferson	652,903	19,562	4.5	11.5	34.4	29.9	.0403
• Steubenville	239,846	18,383	5.1	11.5	29.0	29.4	.0175
Brooke, W. Va.	*259,259*	*23,548*	*3.7*	*9.6*	*27.6*	*45.4*	*.0130*
Hancock, W. Va.	*326,233*	*23,561*	*3.8*	*9.5*	*28.6*	*45.1*	*.0180*

in the Cleveland-Akron-Lorain Consolidated Area ... (America's 10th market)

Don't Overlook the "Other One"

ELYRIA

CHRONICLE-TELEGRAM

PRIMARY MARKET

The Elyria Chronicle-Telegram is the "Other One" in what really should be called the Cleveland-Akron-Lorain/Elyria Consolidated Area. They included our sales ... income ... households and coverage ... they just forgot our name.

THE CHRONICLE-TELEGRAM
Elyria, Ohio
Represented Nationally by LANDON ASSOCIATES, INC.

OHIO (cont.)

ESTIMATES

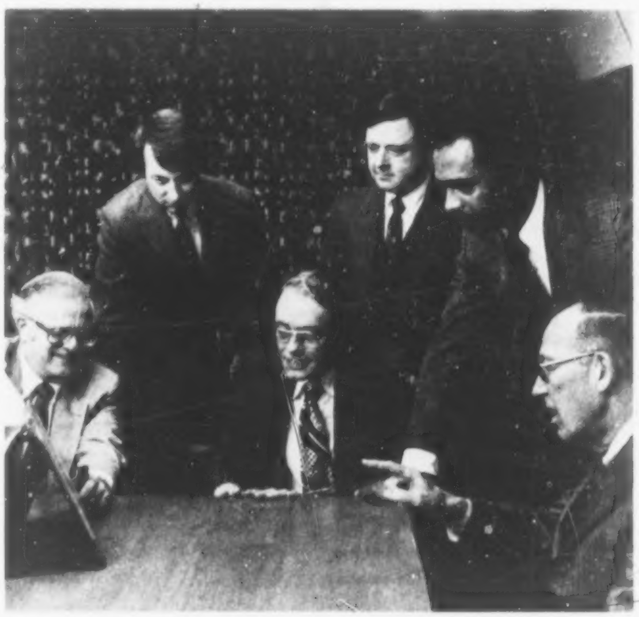
EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
• *Weirton*	*219,539*	*24,227*	*3.3*	*8.0*	*29.2*	*47.2*	*.0135*
SUBURBAN TOTAL	779,010	21,098	4.1	11.0	33.4	36.1	.0403
TOLEDO	**6,485,561**	**21,102**	**4.1**	**10.6**	**31.2**	**37.2**	**.3817**
Fulton	254,451	19,694	4.7	12.3	34.2	31.5	.0157
Lucas	4,108,548	21,030	4.2	10.6	29.8	37.6	.2420
• Toledo	3,017,296	19,936	4.5	11.4	30.1	34.3	.1746
Ottawa	272,244	19,312	4.4	12.0	34.0	31.0	.0166
Wood	838,912	20,748	4.5	11.1	32.5	35.3	.0499
Monroe, Mich.	*1,011,406*	*22,530*	*3.1*	*9.2*	*33.4*	*40.9*	*.0575*
SUBURBAN TOTAL	3,468,265	22,116	3.7	9.9	31.8	40.0	.2071
YOUNGSTOWN - WARREN	**3,933,525**	**20,590**	**3.6**	**10.6**	**35.5**	**34.4**	**.2433**
Mahoning	2,055,961	19,414	3.9	11.3	36.6	30.1	.1283
• Youngstown	781,710	16,667	5.0	13.6	35.0	21.6	.0488
Trumbull	1,877,564	22,113	3.2	9.7	34.0	39.9	.1150
• Warren	486,553	21,168	4.0	10.1	30.4	38.3	.0285
SUBURBAN TOTAL	2,664,962	21,937	3.0	9.5	36.4	38.7	.1660
OTHER COUNTIES							
Adams	104,583	9,597	8.2	18.7	19.9	9.7	.0079
Ashland	294,276	17,694	5.1	15.8	34.8	25.3	.0181
Ashtabula	671,370	17,906	4.7	14.4	37.4	23.5	.0410
Athens	269,885	13,992	7.3	17.2	28.6	17.9	.0188
☐ Belmont	546,787	16,909	5.3	14.2	34.0	22.7	.0334
Brown	160,185	13,595	6.7	17.7	31.4	13.2	.0099
Clinton	197,829	16,415	5.1	15.6	33.5	21.8	.0135
Columbiana	740,353	16,627	5.2	16.2	36.3	20.2	.0458
Coshocton	218,119	15,830	5.6	16.3	33.1	20.0	.0135
Crawford	324,289	17,547	4.3	15.5	36.4	23.3	.0204
Darke	340,413	17,534	5.1	14.1	34.7	24.8	.0217
Defiance	271,979	21,658	3.5	10.0	29.8	39.3	.0176
Erie	539,445	19,800	3.8	11.3	36.0	31.0	.0354
Fayette	152,318	14,231	6.9	19.4	28.5	18.9	.0108
Gallia	142,157	11,706	6.7	18.3	25.5	12.2	.0106
Guernsey	225,881	13,903	7.0	16.8	29.8	16.4	.0156
Hancock	494,766	20,329	4.6	12.3	32.2	34.2	.0306

ESTIMATES

EFFECTIVE BUYING INCOM
1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buy Pow Ind
Hardin	206,154	14,657	5.9	16.5	32.6	16.0	.01
Harrison	109,940	16,991	5.0	13.0	34.9	21.8	.00
Henry	188,775	17,719	4.7	15.6	35.3	23.6	.01
Highland	156,179	11,538	8.0	19.9	26.2	10.5	.01
Hocking	112,104	13,277	6.4	20.0	30.9	12.1	.008
Holmes	124,783	14,930	6.2	18.5	29.8	19.9	.006
Huron	329,864	18,256	5.1	12.7	36.7	25.2	.02
Jackson	132,307	10,909	7.5	20.5	24.6	8.5	.009
Knox	252,369	14,747	5.7	19.7	34.3	14.6	.016
☐ Lawrence	327,412	13,402	6.2	18.8	31.6	12.0	.022
Logan	236,343	15,390	5.6	16.1	31.4	20.0	.015
Marion	422,090	17,565	4.6	15.6	37.7	22.6	.028
Meigs	101,872	11,328	7.6	16.9	28.3	8.9	.0074
Mercer	241,462	18,522	4.3	13.8	36.1	26.8	.015
Monroe	75,059	12,731	6.9	17.5	30.3	11.5	.005
Morgan	69,413	13,777	7.0	17.8	31.2	14.6	.004
Morrow	136,515	15,212	5.1	19.9	35.8	15.2	.0084
Muskingum	506,860	16,041	5.5	15.5	33.5	20.2	.033
Noble	54,030	11,446	6.7	20.4	26.2	9.7	.003
Paulding	109,609	16,052	4.8	16.3	37.8	16.9	.006
Perry	149,896	13,799	5.8	17.5	32.3	13.2	.009
Pike	99,384	11,201	7.8	16.8	26.1	11.2	.007
Ross	351,402	15,351	5.3	16.6	35.1	16.2	.024
Sandusky	386,367	17,437	4.4	15.4	35.8	23.5	.025
Scioto	422,467	12,471	7.5	17.3	29.3	11.9	.0306
Seneca	408,411	19,910	3.7	11.1	34.1	32.6	.0239
Shelby	241,303	17,101	4.8	17.7	36.7	21.5	.0154
Tuscarawas	462,976	15,614	5.1	17.6	36.2	16.4	.0320
Union	172,021	14,811	6.1	20.4	32.7	16.4	.0104
Vinton	44,130	10,786	7.5	21.6	23.6	7.9	.0029
Wayne	649,061	18,972	4.4	13.7	36.1	29.1	.040
Williams	253,288	19,544	4.3	11.6	31.8	32.4	.015
Wyandot	133,094	16,675	5.8	16.7	34.1	21.6	.0083
TOTAL METRO COUNTIES	**67,069,425**	**20,057**	**4.2**	**12.2**	**32.7**	**33.7**	**4.0687**
TOTAL STATE	**79,556,801**	**19,274**	**4.4**	**12.9**	**32.6**	**31.3**	**4.8789**



Left to right: BEN MAGDOVITZ, Advertising Director
DON EARNHART, Assistant Manager, General Advertising
LES ROBY, Manager, General Advertising
DAVE RATHKE, Automotive, Travel Specialist
TOM SIMPSON, Farm & Garden, Amusements
TOM KENNEDY, Food, Financial Specialist.

GET TO KNOW YOUR BLADE SPECIALISTS IN TOLEDO

Pictured here planning a presentation is The Blade general advertising staff. By getting to know these men, you'll get to know the Toledo market. Each man can serve you in all phases of advertising as well as his specialized fields. All are ready to give you the data you want • Belden study • market information • audience demographics • preprints • split runs • rates • deadlines • reservations • anything else about Toledo you need to know!

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General Advertising Dept.
541 Superior St., Toledo, Ohio 43660

Member: Metropolitan Newspapers, Inc.
Puck, The Comic Weekly

OKLAHOMA

OKLA.
S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ENID	**66.2**	**.0299**	**31.3**	**12.8**	**15.5**	**15.2**	**29.0**	**25.6**	**277,564**	**55,770**	**23,888**	**26,834**	**16,221**	**64,232**	**12,046**
Garfield	66.2	.0299	31.3	12.8	15.5	15.2	29.0	25.6	277,564	55,770	23,888	26,834	16,221	64,232	12,046
• Enid	54.9	.0248	30.9	12.9	15.3	15.9	27.8	21.4	266,552	52,825	23,391	26,635	16,077	61,936	11,195
SUBURBAN TOTAL	11.3	.0051	33.1	12.5	15.7	11.7	35.3	4.2	11,012	2,945	497	199	144	2,296	851
LAWTON	**123.9**	**.0559**	**23.1**	**27.0**	**15.9**	**12.7**	**14.0**	**38.0**	**336,099**	**73,041**	**25,874**	**48,123**	**22,514**	**84,832**	**4,847**
Comanche	123.9	.0559	23.1	27.0	15.9	12.7	14.0	38.0	336,099	73,041	25,874	48,123	22,514	84,832	4,847
• Lawton	88.5	.0399	23.9	18.3	17.6	13.6	16.0	31.8	315,516	62,447	24,222	48,082	21,965	83,273	4,681
SUBURBAN TOTAL	35.4	.0160	22.3	48.3	11.7	10.6	9.2	6.2	20,583	10,594	1,652	41	549	1,559	166
OKLAHOMA CITY	**809.1**	**.3652**	**28.5**	**14.1**	**17.2**	**16.5**	**22.3**	**302.0**	**3,673,718**	**760,485**	**327,644**	**474,091**	**206,421**	**883,744**	**73,023**
Canadian	54.4	.0246	29.7	10.9	17.1	16.6	24.3	18.8	203,578	45,475	10,769	11,099	4,375	93,110	2,760
Cleveland	113.9	.0514	25.5	22.0	20.1	14.6	16.2	39.6	350,803	72,571	35,092	42,633	19,049	96,924	7,779
Norman	70.4	.0318	24.8	28.6	18.6	12.9	17.6	24.8	265,000	46,029	26,055	35,895	14,600	76,439	6,340
McClain	23.0	.0104	33.2	9.3	15.4	16.7	30.5	8.5	54,556	17,961	3,517	4,260	439	17,237	936
Oklahoma	564.4	.2547	28.5	13.2	16.9	16.9	22.2	214.7	2,888,828	577,396	260,099	388,371	175,482	651,523	57,583
Midwest City	55.9	.0252	26.5	13.3	16.9	18.8	16.8	19.8	242,362	73,386	15,122	27,603	3,938	79,422	3,924
• Oklahoma City	385.1	.1738	29.4	12.7	16.5	16.3	24.5	152.5	2,166,734	380,240	205,135	323,099	151,301	447,474	36,293
Pottawatomie	53.4	.0241	33.6	11.9	13.8	15.7	32.3	20.4	175,953	47,082	18,167	27,728	7,076	24,950	3,965
SUBURBAN TOTAL	424.0	.1914	27.7	15.3	17.8	16.6	20.4	149.5	1,506,984	380,245	122,509	150,992	55,120	436,270	36,730
TULSA	**642.1**	**.2898**	**30.6**	**11.8**	**17.5**	**17.4**	**24.9**	**244.8**	**2,802,316**	**614,060**	**201,689**	**368,228**	**157,041**	**659,431**	**53,183**
Creek	55.8	.0252	31.7	10.6	16.1	16.1	28.6	21.6	142,575	49,481	8,627	12,278	3,746	32,124	3,207
Mayes	31.7	.0143	33.4	9.4	14.1	15.5	32.2	12.2	90,281	27,525	5,816	6,051	2,446	21,199	2,195
Osage	37.0	.0167	34.6	9.6	14.8	16.9	32.5	14.4	57,060	18,787	2,858	1,661	2,312	13,757	1,913
Rogers	38.4	.0173	31.0	10.1	17.2	17.8	25.4	14.0	117,740	28,575	7,832	9,132	2,919	31,096	777
Tulsa	447.2	.2018	30.0	12.5	18.1	17.9	23.0	171.3	2,354,077	474,546	174,029	334,840	144,230	555,270	44,201
• Tulsa	360.2	.1626	30.3	12.4	18.0	17.8	23.8	140.8	2,032,390	382,211	157,520	302,729	133,325	464,472	76,945
Wagoner	32.0	.0145	30.9	10.7	17.2	15.7	27.2	11.3	40,583	15,146	2,527	4,266	1,388	5,985	890
SUBURBAN TOTAL	281.9	.1272	31.0	10.9	16.8	17.0	26.2	104.0	769,926	231,849	44,169	65,499	23,716	194,959	14,238
OTHER COUNTIES															
Adair	18.4	.0083	30.9	10.6	13.0	14.4	30.3	6.3	34,553	13,092	617	2,337	1,030	6,834	993
Alfalfa	8.3	.0037	44.4	6.3	11.2	14.7	44.5	3.5	15,636	4,211	1,004	145	370	2,164	467
Atoka	11.5	.0052	33.7	10.0	15.0	15.5	32.5	3.9	28,473	8,988	1,494	3,856	573	5,000	935
Beaver	7.2	.0032	35.2	8.1	14.8	17.5	32.7	2.5	11,134	3,282	901		68	1,973	420
Beckham	17.5	.0079	39.9	9.1	11.1	14.5	40.1	7.6	88,381	24,388	7,276	9,329	2,298	14,477	2,542
Blaine	13.3	.0060	35.9	8.5	13.2	14.4	36.4	5.1	38,677	11,078	2,214	755	1,151	6,399	1,587
Bryan	29.7	.0134	33.3	15.3	12.2	13.8	34.1	11.6	77,228	18,724	5,262	7,972	3,684	17,672	1,734
Caddo	34.3	.0155	33.6	9.7	13.0	14.6	33.5	12.7	83,608	23,474	3,921	6,372	3,910	20,808	2,411
Carter	45.7	.0206	34.3	9.3	13.2	16.3	32.8	17.6	164,444	44,860	12,187	19,467	8,119	31,376	3,486
Cherokee	29.1	.0131	27.7	19.0	13.4	13.1	27.0	10.1	72,776	23,591	8,087	[illegible]	1,692	9,613	1,657
Choctaw	15.8	.0072	36.7	9.1	11.2	13.7	37.9	6.1	42,593	12,873	1,860	3,074	746	12,805	1,203
Cimarron	3.7	.0016	33.3	7.8	15.4	18.6	28.7	1.4	10,436	2,604	912	119	316	2,382	177
Coal	6.2	.0028	38.1	9.2	10.2	15.1	38.1	2.3	7,213	2,859	273	1,698	35	1,014	224
Cotton	7.5	.0034	38.5	8.8	13.4	14.1	39.1	2.9	20,154	6,604	1,119	779	439	6,746	326
Craig	16.3	.0074	38.3	9.2	13.4	16.0	37.5	5.9	54,260	12,091	4,384	5,620	1,443	12,349	1,813
Custer	24.3	.0109	27.5	22.5	12.9	12.9	27.4	9.3	105,805	28,694	7,353	8,188	5,758	24,498	3,286
Delaware	22.2	.0101	37.3	8.9	12.3	14.4	37.8	8.7	48,737	13,778	3,695	5,522	2,129	9,251	1,368
Dewey	6.7	.0030	39.7	7.5	12.9	14.7	40.0	2.6	9,992	3,126	802	377	116	2,036	69
Ellis	5.2	.0023	39.8	7.3	12.3	14.1	40.4	2.2	15,407	3,416	597	136	247	5,614	462
Garvin	28.8	.0130	36.8	9.0	12.5	15.5	36.4	11.3	75,573	20,565	4,919	5,280	2,746	17,921	2,127
Grady	39.3	.0177	33.7	10.4	14.2	14.8	33.4	15.5	114,480	26,298	8,628	11,997	4,163	26,366	2,389
Grant	7.8	.0036	44.6	6.0	11.4	15.8	44.3	3.5	12,431	3,512	1,205	169	381	3,946	455
Greer	8.2	.0037	40.5	14.0	10.9	13.3	41.6	3.4	15,289	5,713	529	467	798	2,614	405
Harmon	5.0	.0022	41.3	7.8	10.9	13.2	42.3	1.9	9,511	3,499	280	226	231	1,770	707
Harper	5.2	.0024	36.8	8.4	13.4	18.9	33.3	1.8	11,441	3,564	676	112	169	1,979	476
Haskell	10.7	.0048	35.7	9.7	12.9	15.4	35.4	4.2	26,322	8,533	736	1,161	1,094	7,879	809
Hughes	14.8	.0067	41.7	8.5	11.0	14.7	41.8	6.0	30,670	10,391	1,664	730	566	7,061	957
Jackson	36.4	.0164	26.9	15.4	16.2	15.5	21.5	12.7	102,542	22,498	7,147	9,661	5,290	27,533	3,795

You can't sell Northeastern Ohio and Western Pennsylvania without the

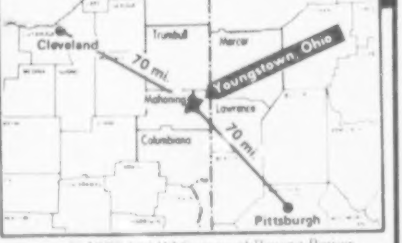
Youngstown Vindicator

The Single Dominant Medium in a 5-county market of 894,900

- **More Consumers than the Metro area.**
- **More Consumers than TV's A.D.I.**
- **A retail Market worth over 3 Billion**

	METRO AREA (Mahoning & Trumbull Counties)*	TV-A.D.I. (Mahoning, Trumbull, Lawrence & Mercer Counties) S-M-'79	NEWSPAPER PRI. MKT. (Mahoning, Trumbull, Mercer Columbiana & Lawrence Co.)*
Population	547,100	785,000	894,900
Households	178,000	258,400	296,700
EBI	$3,933,525,000	$4,766,365,000	$6,046,676,000
Retail Sales	2,144,387,000	2,807,000,000	3,376,445,000
Food Sales	488,145,000	526,334,000	796,040,000
Gen. Mdse. Sales	362,026,000	464,972,000	498,561,000
Automotive Sales	409,220,000	643,102,000	725,191,000

Anytime you are advertising in Eastern Ohio or Western Pennsylvania make Youngstown Vindicator a must! It measures up in household coverage, higher quality households and is an important contributor to the economy of this region and the nation.



© 1980 S&MM Survey of Buying Power

DAILY 103,298 SUNDAY 153,036

• ABC Publishers Interim Statement, 3 mos. ending March 31, 1980

Represented by STORY and KELLY-SMITH, Inc.

OKLA. (cont.)

S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROU
1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18-24 Years	25-34 Years	35-49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($00
Jefferson	9.0	.0041	42.6	8.2	11.0	14.0	43.0	4.0	21,272	6,410	2,286	193	461	3,443	6
Johnston	9.6	.0043	35.4	13.1	10.8	12.8	37.5	3.9	16,921	6,819	726		229	2,525	9
Kay	54.6	.0246	34.4	10.6	14.5	16.6	32.5	21.3	199,767	52,979	14,947	20,128	10,666	41,735	5,7
Kingfisher	15.2	.0069	33.5	9.0	14.9	16.4	31.4	6.0	54,248	13,559	1,988	4,244	540	19,514	2,0
Kiowa	13.2	.0059	40.8	7.8	11.7	14.1	41.4	5.3	36,882	9,014	1,161	2,505	941	12,467	1,8
Latimer	10.0	.0046	32.0	15.8	12.2	14.4	31.9	3.5	16,342	8,628	483	907	68	2,026	4
☐ Le Flore	39.3	.0177	33.4	10.0	13.7	14.7	33.1	14.7	80,143	30,845	3,754	5,638	2,242	17,611	3,3
Lincoln	23.3	.0105	36.1	8.8	13.5	15.3	35.7	9.2	57,800	13,112	3,072	1,303	2,553	14,123	1,2
Logan	24.6	.0111	33.8	12.5	13.0	13.8	34.6	9.2	52,867	15,229	4,367	5,894	918	13,050	1,4
Love	7.0	.0032	35.9	9.7	12.6	14.2	36.8	2.7	11,798	4,782	784	275	547	403	22
McCurtain	36.0	.0162	30.8	9.6	13.5	14.1	30.3	12.7	91,810	27,709	4,893	10,736	2,388	24,574	2,4
McIntosh	15.1	.0068	37.8	9.4	12.0	14.6	38.1	5.6	40,691	13,356	1,832	633	1,416	9,459	83
Major	8.6	.0039	36.6	8.1	13.5	15.9	35.9	3.5	32,239	6,283	1,656	1,012	33	12,715	1,03
Marshall	9.6	.0043	42.6	8.2	11.1	14.4	42.9	4.0	30,588	10,511	2,025	2,017	440	7,971	86
Murray	11.1	.0050	39.5	8.3	12.7	14.7	39.7	4.2	40,082	13,308	2,105	1,996	1,124	11,253	35
Muskogee	69.2	.0313	33.0	11.2	13.4	15.2	32.2	26.3	251,415	68,957	18,404	30,992	11,379	52,621	4,01
Noble	12.2	.0055	36.3	9.4	14.3	15.6	35.7	4.7	38,602	8,103	2,721	1,996	508	7,573	89
Nowata	10.8	.0049	38.0	8.8	13.6	15.4	37.6	4.4	22,503	6,568	1,126	526	788	5,188	81
Okfuskee	12.5	.0056	37.0	7.8	12.0	14.6	37.3	4.9	17,506	6,216	467	435	541	2,646	651
Okmulgee	38.9	.0176	34.3	12.5	12.5	14.4	34.6	14.8	113,320	31,153	8,031	15,201	2,675	19,541	2,47
Ottawa	34.1	.0154	32.8	13.9	13.4	16.2	30.9	13.2	100,737	18,543	6,584	11,997	2,896	27,091	2,864
Pawnee	14.7	.0066	37.9	8.7	12.6	15.2	37.7	6.0	37,108	11,974	2,096	1,754	1,350	9,235	1,37
Payne	60.9	.0275	24.2	33.4	14.4	10.8	21.0	21.8	179,868	43,691	17,924	22,434	8,899	27,350	2,1
Pittsburg	38.2	.0172	34.1	10.3	15.2	16.2	32.4	14.0	115,866	31,014	7,000	18,105	5,676	22,380	1,735
Pontotoc	34.5	.0156	33.7	14.5	12.6	14.7	33.7	13.7	119,102	35,179	7,424	10,686	5,178	25,857	2,23
Pushmataha	11.1	.0050	37.6	7.7	12.3	14.6	37.9	4.3	29,945	9,336	1,678	908	765	10,547	36
Roger Mills	4.5	.0020	40.0	7.2	12.4	15.6	39.5	1.6	8,003	810	284	183	246	3,867	4
Seminole	29.9	.0135	37.0	9.4	12.4	14.8	37.1	11.6	66,751	20,542	4,577	6,111	2,043	14,960	1,888
☐ Sequoyah	29.9	.0135	30.4	10.5	15.9	15.4	27.4	10.4	71,041	23,543	6,128	7,038	1,916	14,396	568
Stephens	42.3	.0191	35.4	9.7	13.6	17.4	33.0	16.6	176,740	43,902	7,894	19,478	6,979	54,610	4,573
Texas	19.0	.0086	28.2	15.0	15.7	15.7	23.6	6.5	55,434	18,089	3,929	4,779	2,324	10,262	2,292
Tillman	12.0	.0054	36.1	9.0	12.6	13.9	37.2	4.8	27,557	8,569	1,187	1,445	1,323	6,787	625
Washington	44.3	.0200	33.5	9.4	16.2	19.3	28.2	17.1	259,497	53,630	22,672	38,733	17,818	46,273	3,874
Washita	14.4	.0065	38.0	9.9	12.5	16.0	37.1	5.6	25,424	7,783	1,248	1,046	1,555	6,124	1,372
Woods	10.4	.0047	33.6	20.3	11.7	13.6	34.7	4.2	38,570	10,740	2,541	3,105	3,999	7,503	1,063
Woodward	20.3	.0091	32.4	9.2	16.0	16.4	29.4	7.4	111,466	29,170	5,610	13,419	5,966	19,379	1,868
TOTAL METRO COUNTIES	**1,710.5**	**.7720**	**29.0**	**13.9**	**17.1**	**16.4**	**23.3**	**635.5**	**7,240,881**	**1,557,744**	**588,977**	**929,952**	**406,355**	**1,724,246**	**147,016**
TOTAL STATE	**2,970.7**	**1.3406**	**30.7**	**13.1**	**15.6**	**15.8**	**27.5**	**1,116.7**	**11,067,368**	**2,589,718**	**844,441**	**1,298,691**	**561,141**	**2,569,378**	**242,777**

OKLA.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME
1979

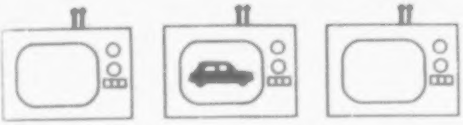
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000-$9,999 (B) $10,000-$14,999 (C) $15,000-$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
ENID	**446,781**	**15,078**	**6.0**	**16.1**	**30.3**	**20.0**	**.0290**
Garfield	446,781	15,078	6.0	16.1	30.3	20.0	.0290
• Enid	374,818	15,087	6.1	16.8	30.8	19.5	.0256
SUBURBAN TOTAL	71,963	15,023	5.2	12.7	27.5	22.5	.0034
LAWTON	**809,310**	**15,396**	**6.5**	**20.0**	**30.5**	**21.0**	**.0475**
Comanche	809,310	15,396	6.5	20.0	30.5	21.0	.0475
• Lawton	558,031	15,186	6.9	20.1	29.6	21.1	.0359
SUBURBAN TOTAL	251,279	16,154	4.4	19.3	34.9	21.1	.0116
OKLAHOMA CITY	**6,282,856**	**17,868**	**5.4**	**14.4**	**28.9**	**30.0**	**.3912**
Canadian	355,852	16,677	6.0	15.7	29.3	26.2	.0228
Cleveland	858,954	18,552	5.2	14.2	30.1	30.8	.0486
Norman	540,117	17,238	6.3	15.4	26.4	30.1	.0320
McClain	115,457	11,690	7.9	20.5	25.8	10.2	.0075
Oklahoma	4,647,865	18,716	5.2	13.9	29.0	32.4	.2921
Midwest City	439,367	20,288	4.0	14.5	34.7	35.2	.0268
• Oklahoma City	3,140,171	17,398	5.7	14.6	27.9	29.5	.2050
Pottawatomie	304,728	12,116	6.4	16.5	25.4	15.1	.0202
SUBURBAN TOTAL	3,142,685	18,319	5.0	14.2	30.1	30.5	.1862
TULSA	**4,794,883**	**17,171**	**5.4**	**14.6**	**30.5**	**26.4**	**.3005**
Creek	355,219	14,267	6.0	15.9	29.4	18.2	.0207
Mayes	174,238	11,791	6.0	16.9	26.0	13.2	.0113
Osage	238,172	14,311	6.2	16.7	29.3	18.2	.0126
Rogers	211,992	13,709	6.1	17.8	30.3	14.9	.0139
Tulsa	3,647,758	18,779	5.1	13.7	31.3	30.8	.2325
• Tulsa	3,091,729	19,097	5.1	13.5	29.8	32.6	.1967
Wagoner	167,504	13,192	5.8	16.9	30.0	13.7	.0095
SUBURBAN TOTAL	1,703,154	14,893	5.7	16.2	31.7	17.9	.1038
OTHER COUNTIES							
Adair	72,585	8,287	8.5	16.0	18.1	8.8	.0051
Alfalfa	51,751	11,526	9.3	19.5	20.3	17.0	.0028
Atoka	55,160	9,638	8.0	15.6	19.0	14.1	.0038
Beaver	41,642	14,872	6.8	16.9	29.7	19.8	.0023

S&MM ESTIMATES

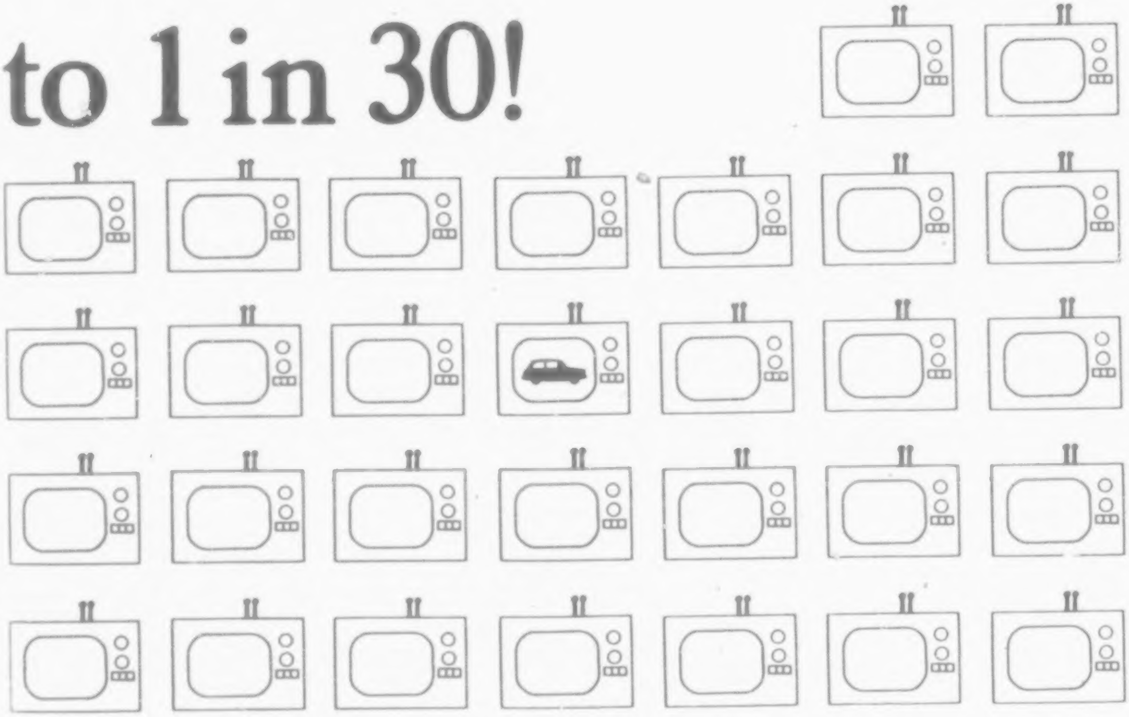
EFFECTIVE BUYING INCOME
1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000-$9,999 (B) $10,000-$14,999 (C) $15,000-$24,999 (D) $25,000 Over A	B	C	D	Buying Power Index
Beckham	97,770	9,992	6.3	15.6	22.9	11.5	.0075
Blaine	72,426	11,904	6.9	19.1	26.1	12.5	.0049
Bryan	164,055	10,504	8.2	16.7	21.9	13.3	.010
Caddo	167,346	10,752	8.6	19.9	23.3	9.9	.011
Carter	300,759	13,628	6.4	14.4	24.3	22.0	.018
Cherokee	150,983	10,540	10.2	17.6	20.7	14.2	.009
Choctaw	72,564	7,840	6.9	14.1	18.2	10.1	.005
Cimarron	26,114	15,231	8.1	19.4	29.4	21.5	.001
Coal	25,644	7,877	7.1	17.1	18.3	6.8	.001
Cotton	55,516	14,986	7.3	12.7	22.5	27.5	.003
Craig	104,848	13,424	7.8	15.6	24.4	20.9	.006
Custer	166,164	14,044	7.3	15.9	25.3	21.7	.01
Delaware	117,666	9,745	10.1	16.5	19.4	12.9	.007
Dewey	49,955	16,457	5.7	13.4	28.0	26.1	.002
Ellis	33,249	12,846	6.4	18.0	27.3	14.6	.002
Garvin	134,089	11,606	7.9	16.1	26.1	13.6	.01
Grady	225,636	11,792	6.7	17.5	23.8	15.0	.01
Grant	44,372	10,868	6.8	20.3	24.7	8.5	.00
Greer	45,200	9,685	8.8	15.9	21.1	11.7	.00
Harmon	27,332	10,256	8.3	19.5	18.0	13.6	.00
Harper	30,457	14,354	7.4	17.2	28.2	20.1	.00
Haskell	52,392	9,899	10.4	18.6	21.1	9.8	.00
Hughes	77,922	9,362	7.0	15.1	20.7	12.1	.00
Jackson	182,073	11,811	7.9	22.4	25.1	10.7	.0
Jefferson	41,782	6,878	7.2	15.8	17.1	4.9	.0
Johnston	40,201	7,254	9.5	16.1	14.5	5.3	.0
Kay	350,410	13,913	6.8	17.9	27.7	18.5	.0
Kingfisher	127,597	18,337	4.7	14.4	26.3	32.2	.0
Kiowa	70,439	10,181	8.8	16.7	21.1	12.8	.0
Latimer	45,026	9,381	8.5	16.8	20.5	10.3	.0
☐ Le Flore	168,744	8,824	8.5	18.6	18.6	7.8	.0
Lincoln	142,762	12,789	6.1	15.3	26.4	17.3	.0

The chance of having your product seen by Tulsa TV viewers has dropped from 1 in 3



to 1 in 30!



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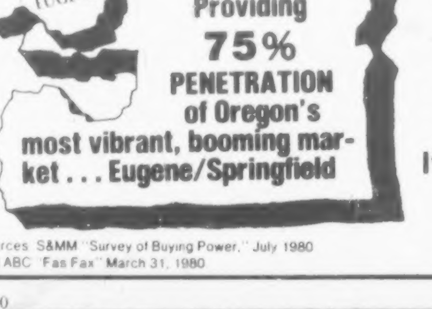
OKLA. (cont.) S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1979						
			% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				
METRO AREA • County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Logan	100,448	8,785	8.2	20.0	20.0	5.1	.0071
Love	33,730	10,702	5.2	17.6	24.0	10.6	.0021
McCurtain	175,053	10,215	8.2	16.2	20.8	13.7	.0117
McIntosh	64,060	8,606	9.8	18.1	17.3	7.9	.0048
Major	50,425	11,762	9.6	16.4	27.9	12.2	.0034
Marshall	63,088	12,295	8.3	16.2	23.5	17.9	.0038
Murray	62,052	11,370	6.4	14.9	24.8	14.5	.0043
Muskogee	404,488	12,130	7.0	15.6	24.2	17.1	.0273
Noble	85,133	14,534	6.8	15.0	25.7	22.9	.0050
Nowata	66,471	12,083	8.1	17.1	23.8	16.6	.0037
Okfuskee	54,064	8,408	8.8	18.0	18.4	6.7	.0035
Okmulgee	186,020	9,405	7.1	16.5	22.7	8.8	.0131
Ottawa	199,707	12,553	6.6	15.6	25.7	16.7	.0127
Pawnee	72,898	9,629	8.2	19.1	21.9	7.5	.0049
Payne	334,494	11,452	8.7	16.8	23.5	15.0	.0219
Pittsburg	208,419	12,485	6.3	17.5	26.4	14.6	.0137
Pontotoc	221,679	12,330	7.0	16.2	24.7	16.9	.0140
Pushmataha	44,206	7,217	9.1	16.0	14.3	6.2	.0034
Roger Mills	43,048	18,219	5.7	16.1	29.2	29.6	.0020
Seminole	123,137	8,695	9.1	19.6	19.9	4.6	.0088
☐ Sequoyah	109,012	8,972	10.1	20.2	20.0	4.4	.0085
Stephens	262,519	13,661	6.4	16.2	27.9	17.6	.0179
Texas	135,590	18,111	4.7	13.8	29.8	31.0	.0077
Tillman	73,240	11,890	8.1	15.5	24.8	16.5	.0044
Washington	361,187	18,739	4.2	13.0	28.6	32.9	.0240
Washita	71,707	9,767	10.1	19.8	20.8	8.3	.0044
Woods	82,490	15,432	6.3	14.7	25.6	25.8	.0047
Woodward	146,899	17,607	5.2	13.8	29.3	28.6	.0101
TOTAL METRO COUNTIES	**12,611,586**	**16,897**	**5.6**	**15.1**	**29.3**	**26.7**	**.7882**
TOTAL STATE	**19,834,715**	**14,634**	**6.4**	**15.8**	**26.9**	**21.9**	**1.2549**

OREGON

ORE. S&MM ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
EUGENE - SPRINGFIELD	**267.9**	**.1209**	**28.6**	**16.1**	**18.3**	**15.9**	**22.4**	**97.4**	**1,267,259**	**235,130**	**102,843**	**175,331**	**63,[illegible]**	**294,375**	**45,142**
Lane	267.9	.1209	28.6	16.1	18.3	15.9	22.4	97.4	1,267,259	235,130	102,843	175,331	63,933	294,375	45,142
• Eugene	105.1	.0474	27.2	23.4	18.1	14.4	21.4	40.4	574,456	103,692	57,120	37,348	42,210	148,876	21,680
• Springfield	38.9	.0176	27.9	15.1	19.7	13.8	22.3	14.4	171,642	32,901	14,884	27,445	9,471	42,811	6,171
SUBURBAN TOTAL	123.9	.0559	30.0	10.3	17.9	17.8	23.2	42.6	521,161	98,537	30,839	110,538	12,252	102,688	17,291
PORTLAND	**1,188.4**	**.5364**	**30.8**	**12.8**	**17.4**	**16.4**	**26.4**	**446.0**	**5,496,524**	**918,567**	**572,885**	**1,042,789**	**322,754**	**1,089,793**	**142,416**
Clackamas	231.6	.1046	30.7	10.7	17.7	17.9	24.4	81.9	799,206	211,379	61,521	106,461	28,119	184,415	19,751
Multnomah	553.5	.2498	32.2	14.3	16.3	15.4	30.0	221.2	2,868,495	366,961	353,846	558,651	215,571	557,495	56,870
• Portland	374.5	.1690	33.6	15.0	16.0	14.6	33.4	158.5	1,900,230	250,004	239,608	306,762	173,495	365,352	21,776
Washington	224.0	.1011	29.3	12.2	19.9	17.4	21.1	78.9	1,286,982	215,075	97,274	305,603	59,406	247,006	41,647
Clark, Wash.	*179.3*	*.0809*	*29.5*	*11.9*	*17.7*	*16.0*	*24.2*	*64.0*	*541,841*	*125,152*	*60,244*	*72,074*	*19,658*	*100,877*	*24,148*
Vancouver	*55.5*	*.0228*	*31.2*	*13.9*	*16.2*	*14.7*	*29.1*	*20.5*	*218,685*	*36,555*	*31,086*	*20,723*	*13,528*	*48,785*	*8,237*
SUBURBAN TOTAL	813.9	.3674	29.8	11.8	18.6	17.2	23.1	287.5	3,596,294	668,563	333,277	736,022	149,259	724,441	120,640
SALEM	**237.1**	**.1069**	**30.7**	**13.0**	**15.7**	**15.5**	**27.7**	**85.5**	**967,459**	**163,200**	**89,666**	**184,637**	**54,880**	**194,300**	**37,753**
Marion	192.5	.0868	30.8	12.4	15.8	15.5	27.9	69.5	869,011	130,663	82,006	182,094	51,174	180,006	34,207
• Salem	89.4	.0403	31.4	14.7	16.1	15.1	29.2	34.7	585,021	51,676	56,412	165,942	40,410	115,218	29,541
Polk	44.6	.0201	30.2	15.4	15.0	15.9	26.8	16.0	98,448	32,537	7,660	2,543	3,706	14,294	3,546
SUBURBAN TOTAL	147.7	.0666	30.2	11.9	15.5	15.8	26.8	50.8	382,438	111,524	33,254	18,695	[illegible],470	79,082	8,212
OTHER COUNTIES															
Baker	16.2	.0073	35.0	8.6	14.9	16.0	33.9	6.2	51,822	12,802	6,247	2,073	1,510	11,382	2,441
Benton	68.9	.0311	24.7	28.9	17.4	13.5	17.7	22.4	233,575	46,375	23,944	34,615	16,119	37,458	11,707
Clatsop	31.4	.0141	34.2	11.6	13.9	14.7	34.2	12.6	137,895	36,312	20,060	3,961	7,882	15,789	9,184
Columbia	34.2	.0155	31.0	10.4	16.7	16.5	26.8	12.4	93,958	23,806	7,988	2,663	8,113	18,580	5,891
Coos	64.0	.0288	30.9	11.2	16.8	16.9	26.2	23.0	275,237	62,240	23,566	17,176	13,708	67,261	15,525
Crook	12.9	.0059	31.8	10.4	16.4	15.9	28.8	5.0	35,280	8,951	2,119	916	1,217	6,744	1,827
Curry	16.0	.0072	33.4	9.4	15.6	16.3	31.2	6.2	54,764	15,285	6,451	788	2,255	8,044	3,684
Deschutes	56.1	.0253	31.2	10.0	16.1	16.5	27.5	21.0	318,395	69,192	24,970	15,581	14,695	67,919	15,931
Douglas	88.1	.0398	30.4	10.3	16.2	17.3	25.3	31.2	340,341	83,007	36,517	32,453	13,369	71,855	18,689
Gilliam	2.1	.0009	33.2	9.5	14.6	17.9	29.5	.7	6,479	2,525	802	81	37	1,069	128
Grant	7.6	.0034	32.3	9.6	16.3	15.9	29.7	3.1	24,507	11,382	1,438	591	938	3,548	1,589



Sources: S&MM "Survey of Buying Power," July 1980 and ABC "Fas Fax" March 31, 1980

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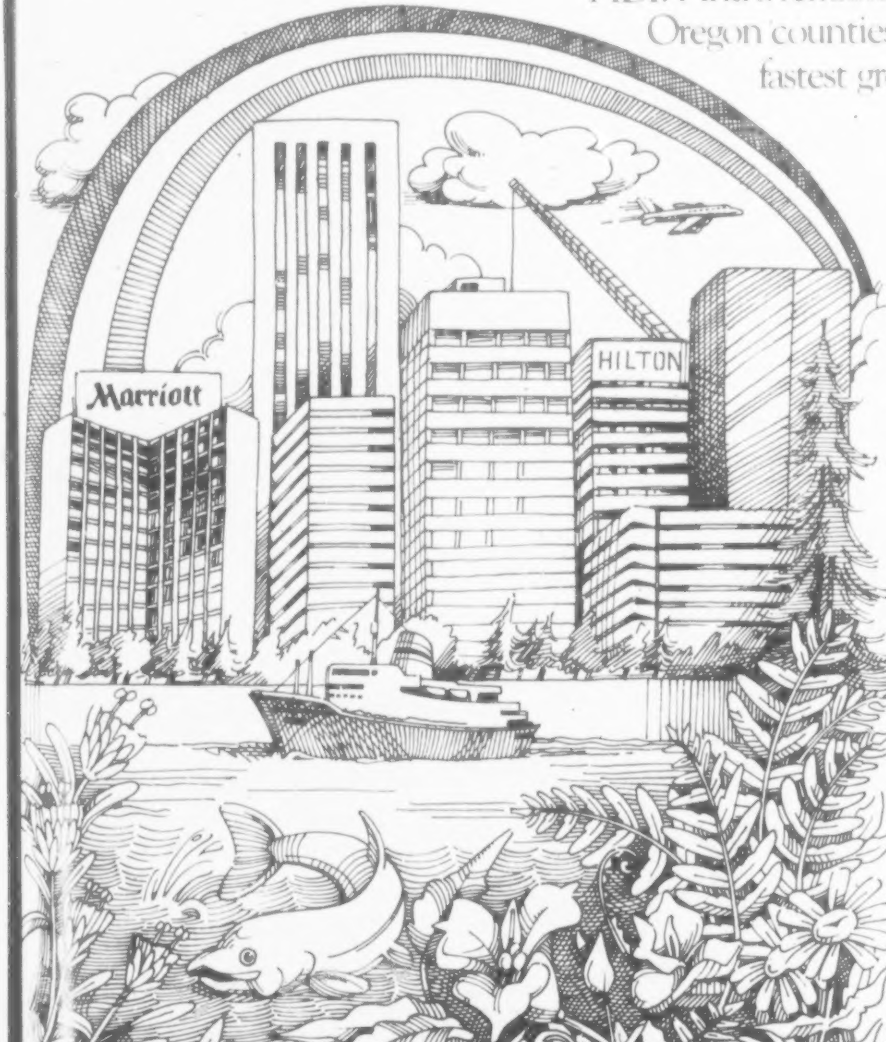

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ORE. (cont.)
ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Harney	7.9	.0036	31.2	10.0	17.5	18.1	25.2	2.9	37,767	10,929	4,632	545	1,074	8,955	6
Hood River	15.3	.0069	33.8	8.8	13.6	17.3	31.0	5.8	62,101	19,702	5,345	3,012	3,690	12,330	6
Jackson	128.1	.0578	32.2	11.7	15.6	16.4	29.2	48.4	622,894	117,887	47,622	71,296	32,853	135,664	13,8
Jefferson	11.1	.0050	28.8	9.6	17.9	16.7	22.3	3.5	36,889	11,434	3,698	1,854	564	5,966	2,5
Josephine	56.8	.0257	34.6	8.2	13.4	15.6	34.0	22.2	275,802	54,669	21,060	20,150	14,936	77,834	11,0
Klamath	60.1	.0271	29.9	12.7	16.6	16.9	24.7	22.2	270,495	60,170	18,251	40,814	14,023	59,641	10,2
Lake	6.8	.0031	32.8	8.5	14.9	18.5	28.3	2.7	30,066	6,500	2,410	341	544	9,463	1,9
Lincoln	31.4	.0141	38.1	8.7	12.6	15.8	37.5	12.8	156,367	39,420	23,203	7,697	3,870	28,909	7,4
Linn	88.0	.0397	30.0	11.7	17.2	16.1	25.4	31.2	346,611	62,759	32,347	55,744	17,081	86,344	9,8
Malheur	26.4	.0120	30.1	11.0	14.2	15.8	27.2	8.8	132,289	33,357	11,290	5,547	4,544	30,699	6,49
Morrow	6.8	.0031	33.5	8.1	13.9	16.5	31.4	2.7	12,435	2,678	1,332	34	332	1,948	94
Sherman	2.1	.0010	36.1	7.1	15.2	17.8	33.6	.9	9,260	540	2,405	34	260		9
Tillamook	19.7	.0089	34.6	9.2	14.0	16.0	33.4	7.6	72,860	17,622	9,807	2,572	2,484	16,059	2,23
Umatilla	55.7	.0251	31.7	11.3	14.5	16.4	28.8	20.5	268,447	61,965	23,865	11,144	11,633	63,667	13,78
Union	24.6	.0111	30.3	14.7	15.1	14.8	28.2	9.2	87,216	20,818	8,369	790	5,122	18,109	7,78
Wallowa	7.2	.0033	35.6	8.1	14.1	18.1	32.7	2.8	24,501	4,826	2,231	1,097	396	6,909	1,58
Wasco	21.4	.0096	33.4	9.2	15.1	17.5	30.0	7.7	102,274	16,724	9,073	3,508	4,854	29,206	7,52
Wheeler	1.9	.0009	34.2	9.7	14.8	17.2	31.7	.9	3,253	357	174	673	38	1,610	
Yamhill	51.6	.0232	31.2	12.2	14.0	15.5	29.1	18.2	195,661	49,632	14,853	6,810	4,586	54,133	15,11
TOTAL METRO COUNTIES	**1,514.1**	**.6833**	**30.6**	**13.5**	**17.3**	**16.2**	**26.2**	**564.9**	**7,189,401**	**1,191,745**	**705,150**	**1,330,683**	**421,909**	**1,477,591**	**201,163**
TOTAL STATE	**2,534.5**	**1.1438**	**30.8**	**12.9**	**16.7**	**16.2**	**26.8**	**939.7**	**11,509,342**	**2,155,611**	**1,101,219**	**1,675,243**	**624,636**	**2,434,666**	**401,645**

ORE.
ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
EUGENE - SPRINGFIELD	**1,868,625**	**17,270**	**5.2**	**15.5**	**34.2**	**24.4**	**.1246**
Lane	1,868,625	17,270	5.2	15.5	34.2	24.4	.1246
• Eugene	798,627	16,748	6.0	14.3	27.4	27.9	.0536
• Springfield	245,497	15,806	5.9	20.3	39.0	14.8	.0169
SUBURBAN TOTAL	824,501	18,173	4.3	15.1	38.6	24.2	.0541
PORTLAND	**9,533,120**	**19,320**	**4.8**	**12.7**	**31.4**	**31.9**	**.5872**
Clackamas	1,876,700	20,948	4.2	11.0	33.1	35.9	.1059
Multnomah	4,407,446	17,480	5.6	14.0	29.9	27.5	.2829
• Portland	3,003,670	16,054	6.1	14.9	28.4	24.7	.1906
Washington	1,874,952	21,808	3.9	11.4	33.2	38.7	.1216
Clark, Wash.	*1,374,022*	*20,042*	*4.3*	*11.7*	*32.5*	*33.7*	*.0768*
Vancouver	*417,591*	*18,380*	*5.1*	*12.9*	*30.0*	*30.3*	*.0249*
SUBURBAN TOTAL	6,529,450	20,927	4.2	11.5	33.0	35.9	.3964
SALEM	**1,544,272**	**15,999**	**6.1**	**15.6**	**30.9**	**22.5**	**.1019**
Marion	1,278,824	16,385	6.2	15.1	31.1	23.4	.0862
• Salem	648,658	15,908	6.2	14.7	28.5	24.4	.0479
Polk	265,448	14,479	5.9	17.5	30.0	18.1	.0157
SUBURBAN TOTAL	895,614	16,052	6.1	16.1	32.6	21.1	.0540
OTHER COUNTIES							
Baker	88,429	12,720	7.1	19.8	29.5	10.8	.0060
Benton	465,491	16,580	6.8	15.2	28.1	26.9	.0285
Clatsop	221,886	15,601	5.7	15.5	29.2	22.4	.0143
Columbia	206,909	15,814	5.0	17.5	36.9	16.6	.0127
Coos	409,464	16,301	5.6	16.9	35.7	19.6	.0276
Crook	83,772	15,235	6.5	18.1	34.9	16.1	.0050
Curry	120,565	17,288	5.5	13.6	32.9	24.6	.0071

ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Deschutes	394,904	16,830	5.2	14.4	31.1	24.9	.0280
Douglas	558,958	16,363	5.1	16.2	34.1	21.4	.0368
Gilliam	11,168	14,868	7.0	23.5	34.6	14.7	.0007
Grant	47,460	14,158	8.6	18.6	33.4	13.0	.0029
Harney	54,408	17,697	6.1	17.6	35.3	23.9	.0037
Hood River	104,700	15,617	7.5	15.8	30.0	22.4	.0068
Jackson	841,099	15,446	6.5	16.5	32.9	18.8	.0585
Jefferson	63,542	16,430	5.4	17.5	31.9	23.7	.0043
Josephine	308,005	11,901	7.7	19.6	26.4	11.2	.0239
Klamath	387,755	15,549	6.2	18.4	33.7	18.6	.0265
Lake	42,175	15,037	5.1	16.5	35.4	14.6	.0031
Lincoln	226,181	15,195	7.7	14.4	30.3	20.3	.0152
Linn	566,026	17,217	5.3	14.7	36.3	21.9	.0371
Malheur	147,492	14,069	7.4	18.9	28.4	18.6	.0114
Morrow	52,633	16,042	4.8	17.5	28.4	25.8	.0028
Sherman	13,760	14,200	8.8	16.1	34.8	12.6	.0009
Tillamook	118,712	13,547	6.4	20.1	28.5	14.9	.0078
Umatilla	366,855	16,088	6.0	16.4	32.5	21.5	.0255
Union	157,112	15,208	6.0	16.4	30.7	20.1	.0101
Wallowa	42,554	13,731	7.4	19.9	29.6	14.6	.0027
Wasco	139,455	16,945	5.5	16.0	36.6	20.7	.0097
Wheeler	7,684	7,968	21.0	21.0	5.4	2.2	.0006
Yamhill	332,672	15,828	6.3	15.9	29.9	22.5	.0215
TOTAL METRO COUNTIES	**11,571,995**	**18,317**	**5.2**	**13.7**	**31.7**	**29.0**	**.7369**
TOTAL STATE	**18,153,771**	**17,162**	**5.6**	**14.9**	**31.8**	**25.4**	**1.1786**

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PENNSYLVANIA

ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
ALLENTOWN - BETHLEHEM - EASTON	**627.1**	**.2829**	**34.0**	**11.8**	**14.7**	**17.8**	**30.7**	**226.4**	**2,537,429**	**606,363**	**194,826**	**342,065**	**111,325**	**436,749**	**70,222**
Carbon	51.5	.0233	37.6	9.5	12.7	17.6	35.5	19.1	148,426	39,999	7,438	7,312	5,990	34,555	3,953
Lehigh	265.4	.1197	34.0	11.6	15.2	18.1	30.2	97.5	1,357,439	280,347	111,884	251,870	67,556	212,592	30,079
• Allentown	100.9	.0455	36.1	12.8	13.7	16.5	34.8	39.6	537,359	100,259	49,403	88,499	24,322	101,596	10,941
Northampton	225.3	.1016	33.8	12.8	14.4	17.9	30.4	79.9	713,506	195,461	51,324	64,974	29,169	149,789	24,477
• Bethlehem	74.6	.0337	33.7	15.1	13.1	17.4	31.0	26.8	281,161	92,533	20,625	32,935	8,433	34,958	10,864
• Easton	28.3	.0128	32.8	16.9	13.8	14.5	32.6	10.6	109,428	48,803	5,833	4,429	7,624	4,775	3,457
Warren, N. J.	*84.9*	*.0383*	*32.8*	*11.4*	*14.5*	*16.8*	*30.0*	*29.9*	*318,058*	*90,556*	*24,180*	*17,909*	*8,610*	*39,813*	*11,713*
SUBURBAN TOTAL	423.3	.1909	33.7	10.7	15.0	18.5	29.6	149.4	1,609,481	364,768	125,965	216,202	70,946	295,420	44,960
ALTOONA	**134.4**	**.0607**	**34.2**	**10.9**	**13.7**	**16.1**	**32.5**	**48.9**	**557,271**	**127,618**	**38,600**	**96,952**	**27,330**	**102,756**	**15,677**
Blair	134.4	.0607	34.2	10.9	13.7	16.4	32.5	48.9	557,271	127,618	38,600	96,952	27,330	102,756	15,677
• Altoona	58.5	.0264	36.3	11.1	12.6	15.3	36.0	22.2	258,490	68,695	25,823	21,204	19,365	34,365	10,680
SUBURBAN TOTAL	75.9	.0343	33.0	10.8	14.5	17.4	29.7	26.7	298,781	58,923	12,777	75,748	7,965	68,391	4,997

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AIRLINES
AUTOMOTIVE
Motor oil
Mufflers
Batteries
Shocks
Tires
General accessories
Tune up parts
Engine parts
Specialized equipment

CHILDREN'S APPAREL
Infant/toddlers
Boys clothing
Girls clothing
Boys/girls shoes

COSMETICS
Facial or skin treatments
Color makeups
Perfume/cologne

DOMESTICS AND LINENS
FAST FOOD RESTAURANTS
GROCERY STORES
HOME FURNISHINGS
Furniture
Rugs/carpeting
Floor covering
Draperies/curtains

HOME IMPROVEMENTS
Construction items
Paint
Electrical supplies
Shop tools
Hardware accessories
Wallpaper
Insulation/weatherstripping

JEWELRY
Watches
Fine jewelry
Costume/fashion jewelry

LAWN AND GARDEN
Plants
Outdoor power tools
Fertilizer/chemicals

MAJOR HOUSEHOLD APPLIANCES

MATTRESSES/WATERBEDS
MEN'S APPAREL
Suits
Sport coats
Dress slacks
Top coat/rainwear
Shoes
Active sportswear
Dress shirts
Basic furnishings
Casual pants/jeans
Casual shirt/top
Sweaters

PHOTOGRAPHIC EQUIPMENT
35mm camera
Pocket camera
Photographic accessories
Film
Film processing

SIT DOWN RESTAURANTS
SMALL ELECTRIC APPLIANCES

SPORTING GOODS
Athletic shoes/footwear
Ski equipment/clothing
Hunting/fishing/camping equipment
Other sporting goods

STEREO AND TAPE EQUIPMENT
TELEVISION SETS
WOMEN'S APPAREL
Active sportswear
Sportswear separates
Tops and blouses
Dresses
Jeans
Pants
Shoes/boots
Lingerie and foundations
Coat/jacket
Fashion accessories
Hosiery
Sweaters
Loungewear/sleepwear

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PA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
ERIE	**268.3**	**.1211**	**30.4**	**12.6**	**14.4**	**16.5**	**26.8**	**89.2**	**1,029,817**	**180,822**	**78,008**	**157,156**	**51,100**	**213,555**	**34,6**
Erie	268.3	.1211	30.4	12.6	14.4	16.5	26.8	89.2	1,029,817	180,822	78,008	157,156	51,100	213,555	34,6
• Erie	125.0	.0564	31.5	12.6	14.1	15.6	29.5	44.5	394,220	94,142	33,095	25,370	28,856	80,948	16,7
SUBURBAN TOTAL	143.3	.0647	29.4	12.6	14.7	17.3	24.4	44.7	635,597	86,680	44,913	131,786	22,244	132,607	17,8
HARRISBURG	**435.6**	**.1967**	**32.0**	**12.8**	**15.3**	**17.6**	**27.8**	**159.7**	**1,992,826**	**446,841**	**163,352**	**241,764**	**78,179**	**344,762**	**62,2**
Cumberland	176.2	.0795	30.7	14.3	16.1	18.3	24.7	61.9	921,319	183,181	70,872	114,224	43,474	151,593	28,0

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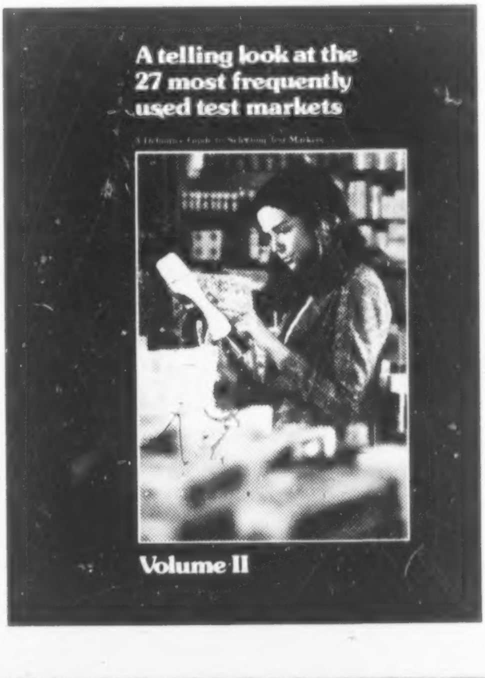

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ESTIMATES

POPULATION—12/31/79 | RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Dauphin	224.3	.1013	33.3	11.8	14.7	17.2	30.3	85.5	982,486	242,046	87,424	125,471	32,022	164,493	32,020
• Harrisburg	56.2	.0254	33.9	13.1	13.9	13.8	34.7	24.0	223,906	34,463	23,475	32,399	6,148	52,166	12,638
Perry	35.1	.0159	31.1	11.3	15.4	16.8	27.2	12.3	89,021	21,614	5,056	2,069	2,683	28,676	2,130
SUBURBAN TOTAL	379.4	.1713	31.8	12.7	15.5	18.2	26.8	135.7	1,768,920	412,378	139,877	209,365	72,031	292,596	49,594
JOHNSTOWN	**267.3**	**.1206**	**33.7**	**11.3**	**12.2**	**16.8**	**31.6**	**94.6**	**963,641**	**208,572**	**59,418**	**153,657**	**43,283**	**216,606**	**25,055**
Cambria	186.8	.0843	33.5	11.7	11.9	16.7	31.5	65.1	730,358	156,066	42,622	138,932	32,876	144,554	19,049
• Johnstown	38.9	.0176	37.7	11.1	11.4	16.2	36.7	15.6	165,110	33,296	10,370	19,506	10,559	53,639	5,039
Somerset	80.5	.0363	34.0	10.3	13.2	17.0	31.8	29.5	233,283	52,506	16,796	14,725	10,407	72,052	6,006
SUBURBAN TOTAL	228.4	.1030	33.1	11.3	12.5	16.9	30.7	79.0	798,531	175,276	49,048	134,151	32,724	162,967	20,016
LANCASTER	**354.1**	**.1599**	**30.4**	**12.7**	**15.6**	**16.5**	**26.4**	**124.4**	**1,400,718**	**292,299**	**101,767**	**156,781**	**75,555**	**259,752**	**36,111**
Lancaster	354.1	.1599	30.4	12.7	15.6	16.5	26.4	124.4	1,400,718	292,299	101,767	156,781	75,555	259,752	36,111
• Lancaster	57.4	.0259	31.7	15.6	13.7	14.5	31.1	22.7	256,995	46,106	21,773	36,38[illegible]	22,150	27,403	5,461
SUBURBAN TOTAL	296.7	.1340	30.2	12.1	16.2	16.8	25.4	101.7	1,143,723	246,193	79,994	120,345	53,405	232,349	30,650
NORTHEAST PENNSYLVANIA	**634.5**	**.2863**	**36.8**	**11.5**	**13.1**	**16.9**	**35.1**	**231.0**	**2,316,232**	**554,160**	**185,333**	**338,939**	**92,535**	**396,256**	**71,529**
Lackawanna	236.1	.1065	36.9	11.7	12.8	16.8	35.3	86.7	827,243	198,291	59,533	130,372	31,488	142,843	26,514
• Scranton	91.7	.0414	37.8	12.4	11.9	15.6	37.3	35.1	416,507	78,016	24,826	82,008	21,293	84,861	12,916
Luzerne	337.0	.1521	37.5	11.1	13.1	17.1	35.8	122.6	1,170,397	287,847	90,828	161,238	53,901	199,867	36,845
• Hazleton	28.1	.0127	39.9	9.4	12.8	16.7	38.9	10.9	172,087	53,537	15,211	21,427	9,549	23,909	6,186
• Wilkes-Barre	54.4	.0246	38.6	13.1	11.8	15.9	38.0	20.3	188,449	57,663	16,875	24,220	12,753	6,656	6,965
Monroe	61.4	.0277	32.8	13.0	14.1	16.7	30.1	21.7	318,592	68,022	34,972	47,329	7,146	53,546	8,170
SUBURBAN TOTAL	460.3	.2076	36.2	11.2	13.5	17.5	34.0	164.7	1,539,189	364,924	128,421	211,284	48,940	280,530	45,462
PHILADELPHIA	**4,771.5**	**2.1533**	**31.7**	**12.5**	**15.5**	**17.6**	**27.2**	**1,642.8**	**17,376,046**	**3,775,115**	**1,513,495**	**2,252,753**	**757,708**	**3,088,502**	**493,739**
Bucks	475.9	.2147	29.3	11.6	16.9	19.7	20.6	152.5	2,157,009	443,384	160,365	314,848	83,233	483,966	44,190
Bristol Township	54.7	.0292	25.9	14.3	16.8	19.4	15.3	19.1	159,904	63,637	14,932		4,535	34,724	4,439
Chester	307.6	.1389	30.1	13.2	16.0	18.7	23.4	98.1	1,092,132	255,984	75,660	89,410	43,720	239,694	32,497
Delaware	567.2	.2560	32.8	12.6	14.5	18.0	28.7	193.0	2,159,799	482,238	162,235	363,987	78,532	366,839	62,699
Chester	45.1	.0204	31.4	14.5	14.3	15.0	29.9	16.2	94,399	23,930	8,675	1,448	3,148	22,090	2,284
Haverford Township	51.1	.0231	35.6	11.2	12.2	18.4	32.3	16.5	104,255	30,443	8,814	7,924	3,208	6,832	3,253
Upper Darby Township	83.4	.0376	34.8	12.5	15.4	15.8	33.9	31.0	298,029	86,314	22,453	26,973	6,785	35,553	14,124
Montgomery	627.6	.2832	33.3	11.2	15.1	18.9	28.6	215.2	3,040,538	597,432	240,227	404,395	150,607	581,895	75,676
Abington Township	55.4	.0250	35.0	10.9	13.4	18.7	31.2	18.7	256,113	51,974	14,578	63,960	12,018	56,575	4,141
Cheltenham Township	35.3	.0159	41.6	10.3	11.0	17.5	40.5	13.7	137,087	37,999	12,641	13,183	5,482	9,377	8,802
Lower Merion Township	56.6	.0255	39.2	12.6	11.3	17.7	37.2	21.2	428,162	73,542	41,395	39,383	30,067	93,873	12,196

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S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROU 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Druc ($00
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Philadelphia	1,753.9	.7915	32.9	12.9	15.4	16.0	30.7	648.9	4,784,392	1,149,728	534,259	455,756	237,468	615,239	186,9
• Philadelphia	1,753.9	.7915	32.9	12.9	15.4	16.0	30.7	648.9	4,784,392	1,149,728	534,259	455,756	237,468	615,239	186,9
Burlington, N. J.	*361.3*	*.1630*	*28.2*	*14.2*	*16.7*	*19.0*	*19.7*	*105.7*	*1,385,641*	*261,432*	*120,906*	*239,113*	*36,166*	*332,588*	*25,*
Willingboro Township	*48.5*	*.0219*	*26.2*	*7.1*	*20.7*	*22.6*	*9.1*	*12.8*	*87,696*	*32,859*	*2,521*	*32,424*	*1,386*	*1,585*	*3,*
Camden, N. J.	*474.1*	*.2140*	*31.3*	*11.5*	*14.9*	*17.6*	*26.8*	*162.6*	*1,897,243*	*430,772*	*162,381*	*237,660*	*105,857*	*313,004*	*51,*
Camden	*84.3*	*.0380*	*26.0*	*12.1*	*13.3*	*13.4*	*24.6*	*30.3*	*143,597*	*32,861*	*14,921*	*3,436*	*9,758*	*25,204*	*8,*
Cherry Hill Township	*71.0*	*.0320*	*30.4*	*7.8*	*15.2*	*23.0*	*20.0*	*21.7*	*521,725*	*96,435*	*46,498*	*93,003*	*35,291*	*120,727*	*8,*
Gloucester, N. J.	*203.9*	*.0920*	*29.8*	*12.2*	*15.9*	*18.0*	*23.7*	*66.8*	*859,292*	*154,145*	*57,462*	*147,584*	*22,125*	*155,277*	*14,8*
SUBURBAN TOTAL	3,017.6	1.3618	31.0	12.2	15.6	18.6	25.1	993.9	12,591,654	2,625,387	979,236	1,796,997	520,240	2,473,263	106,7
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***5,611.9***	***2.5325***	***31.5***	***12.6***	***15.6***	***17.6***	***27.0***	***1,931.3***	***20,691,302***	***4,504,735***	***1,774,594***	***2,720,855***	***931,336***	***3,606,300***	***596,5***
PITTSBURGH	**2,249.7**	**1.0153**	**34.1**	**11.6**	**14.4**	**17.9**	**30.7**	**806.7**	**8,767,860**	**1,869,904**	**714,378**	**1,459,029**	**378,202**	**1,796,644**	**252,3**
Allegheny	1,454.9	.6566	34.3	12.0	14.3	17.7	31.3	527.1	5,873,774	1,239,795	522,020	999,469	256,590	1,180,335	182,8
Penn Hills Township	60.5	.0273	31.8	9.5	15.7	20.7	23.9	19.3	193,458	71,656	11,174	18,268	5,366	45,214	6,5
• Pittsburgh	425.2	.1919	35.4	14.6	13.0	15.7	34.7	166.3	1,663,322	295,760	195,531	290,075	79,830	265,046	59,3
Beaver	204.2	.0921	33.1	11.1	14.3	18.7	28.6	71.2	704,817	167,869	48,879	149,112	24,504	116,920	20,4
Washington	215.1	.0971	33.9	11.4	13.6	17.7	30.8	76.7	821,212	181,494	46,715	102,428	36,183	195,507	14,99
Westmoreland	375.5	.1695	33.6	10.8	14.7	18.6	29.3	131.7	1,368,057	280,746	96,764	208,020	60,925	303,642	34,08
SUBURBAN TOTAL	1,824.5	.8234	33.8	11.0	14.6	18.4	29.8	639.9	7,104,538	1,574,144	518,847	1,168,954	298,372	1,531,598	103,03
READING	**306.5**	**.1383**	**34.9**	**11.6**	**14.5**	**17.8**	**32.0**	**116.9**	**1,217,034**	**243,849**	**97,984**	**186,261**	**44,892**	**234,406**	**21,821**
Berks	306.5	.1383	34.9	11.6	14.5	17.8	32.0	116.9	1,217,034	243,849	97,984	186,261	44,892	234,406	21,82
• Reading	80.3	.0362	38.4	11.7	12.9	15.3	38.1	34.2	287,091	41,342	21,239	24,807	12,746	55,171	4,804
SUBURBAN TOTAL	226.2	.1021	34.1	11.5	15.1	18.7	29.8	82.7	929,943	202,507	76,745	161,454	32,146	179,235	17,01
WILLIAMSPORT	**113.6**	**.0513**	**32.1**	**12.0**	**14.3**	**16.5**	**29.4**	**39.7**	**452,784**	**110,783**	**27,004**	**52,037**	**20,702**	**114,200**	**13,035**
Lycoming	113.6	.0513	32.1	12.0	14.3	16.5	29.4	39.7	452,784	110,783	27,004	52,037	20,702	114,200	13,035
• Williamsport	35.4	.0160	32.0	16.1	12.8	14.0	32.1	13.0	206,594	50,610	11,956	33,665	12,639	38,023	5,791
SUBURBAN TOTAL	78.2	.0353	32.2	10.2	14.9	17.6	28.2	26.7	246,190	60,173	15,048	18,372	8,063	76,177	7,240
YORK	**359.9**	**.1624**	**31.8**	**11.8**	**15.8**	**17.2**	**27.7**	**127.2**	**1,338,668**	**318,917**	**101,444**	**173,376**	**67,411**	**243,984**	**29,249**
Adams	63.8	.0288	29.8	14.0	15.1	15.8	26.4	20.7	184,420	47,441	19,860	9,071	9,656	35,023	3,762
York	296.1	.1336	32.2	11.3	16.0	17.5	28.0	106.5	1,154,248	271,476	81,584	164,305	57,755	208,961	25,467
• York	45.4	.0205	33.7	13.1	14.7	14.1	35.9	18.5	147,731	26,116	12,611	14,538	8,438	28,776	5,61
SUBURBAN TOTAL	314.5	.1419	31.5	11.6	16.1	17.6	26.8	108.7	1,190,937	292,801	88,833	158,838	58,973	215,208	23,634
OTHER COUNTIES															
Armstrong	77.4	.0350	34.0	10.7	13.3	17.2	31.5	27.5	234,395	64,737	17,465	19,740	11,039	54,875	8,007
Bedford	45.6	.0206	32.3	9.5	15.6	16.8	29.0	16.0	169,873	28,315	20,603	8,927	4,639	26,568	2,962
Bradford	59.8	.0270	30.6	10.5	15.5	15.7	27.5	19.7	207,233	44,441	8,775	16,683	5,754	61,579	7,407
Butler	145.0	.0655	30.3	12.8	15.2	16.9	26.0	46.3	509,716	104,386	38,043	54,176	20,592	116,157	12,845
Cameron	6.8	.0030	33.1	10.8	14.0	17.1	30.2	2.8	18,317	6,779	1,098	1,481	318	2,354	577
Centre	111.8	.0504	24.1	32.3	16.3	12.7	16.8	34.2	436,705	114,005	34,261	50,848	19,016	80,203	11,233
Clarion	42.9	.0193	29.7	16.6	13.8	15.0	27.7	13.8	153,405	35,997	10,407	7,907	5,218	35,646	3,689
Clearfield	81.8	.0369	33.4	9.9	13.8	16.2	31.7	28.6	362,412	72,823	13,944	28,227	11,232	88,595	8,706
Clinton	38.6	.0175	31.5	14.3	13.9	17.1	28.1	13.3	160,855	31,309	7,205	6,272	4,741	48,556	3,521
Columbia	61.3	.0276	32.7	14.5	13.7	16.1	30.8	21.4	217,736	51,719	11,164	27,550	5,595	37,319	6,98
Crawford	85.1	.0384	31.7	12.4	14.5	15.4	29.9	29.2	298,927	61,422	23,412	34,726	10,341	70,732	9,68
Elk	36.0	.0162	31.9	10.0	14.8	17.1	28.3	11.8	101,539	27,406	4,907	8,916	4,151	20,678	3,28
Fayette	155.6	.0702	34.4	10.5	12.5	16.7	32.6	54.6	628,226	145,065	34,388	119,988	20,863	123,248	14,96
Forest	5.3	.0024	37.6	7.9	14.3	15.3	37.4	1.8	14,096	3,733	1,780	363	219	2,794	
Franklin	108.2	.0488	31.4	12.1	15.7	17.2	27.1	37.2	374,588	87,800	26,918	40,941	10,312	78,086	14,66
Fulton	12.0	.0054	30.6	10.8	16.8	15.6	26.9	4.3	27,241	5,950	2,267	851	633	9,471	82
Greene	40.4	.0183	33.9	11.4	11.6	15.3	33.5	14.4	101,377	32,229	4,724	7,176	2,567	25,829	2,27
Huntingdon	38.4	.0173	31.5	12.9	15.1	16.4	28.4	13.1	113,570	29,967	7,190	6,576	2,017	28,092	3,149
Indiana	88.1	.0398	28.4	19.2	12.9	14.6	26.8	27.8	313,350	67,616	21,561	40,579	11,338	88,647	5,864
Jefferson	47.6	.0214	34.8	9.6	13.0	16.1	33.7	12.1	162,747	33,357	9,753	11,254	5,257	39,568	6,27
Juniata	18.5	.0084	31.5	10.9	15.4	16.5	28.1	6.3	44,303	10,195	2,070	1,689	1,690	13,886	68
Lawrence	105.8	.0477	33.2	12.2	13.3	17.5	30.1	35.9	375,858	104,492	21,349	42,499	11,819	89,811	14,66
Lebanon	107.8	.0487	32.1	11.7	15.3	17.3	28.3	35.2	425,193	94,138	24,283	61,766	17,001	93,677	9,45
McKean	52.4	.0236	34.3	9.8	13.5	16.0	33.1	19.0	159,091	38,837	9,283	13,198	4,472	42,405	6,4
Mercer	126.4	.0571	32.0	13.0	13.7	17.0	28.9	41.9	487,521	106,182	34,370	61,962	18,165	136,518	11,95

The Intelligencer
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Bucks County Courier Times
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Montgomery
Chester
Del.
Phila.
Burlington
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Gloucester

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In Philadelphia, The Bulletin delivers the "at home" reader. And the "at home" reader delivers the sales.

The 1979 Belden Study of Shoppers Who Read Philadelphia Newspapers is providing "landmark" findings for advertisers searching for a quality audience.

It compares daily "at home" readers versus "out of home" readers.

With these results:

"At home" readers spend 26% more time with their newspapers.

"At home" readers are more involved with their newspapers — take specific action like clipping an ad or coupon. (84% versus 70%)

"At home" readers make more purchases. (79% versus 65%)

"At home" readers "shop the ads" more often. (46% versus 30%)

"At home" readers make more trips to advertiser stores. (73% versus 58%)

58% of all shoppers who read a Philadelphia newspaper at home read The Bulletin.

That's in the 8-County Metropolitan Area (SMSA) — where The Bulletin's circulation lead over the Inquirer is 108,820. And 90% of Bulletin readers read The Bulletin at home.

The Bulletin delivers the "at home" reader and the "at home" reader delivers the sales.

That's "House Power." And in Philadelphia, only The Bulletin has it.

"Keep on delivering shoppers, Bulletin. That's why you're Number One."

The Bulletin

Morning, Evening, Weekend, Sunday

Nearly everybody reads The Bulletin

Member Million Market Newspapers, Inc.

PA. (cont.)
ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/Furnish/Appliance ($000)	Automotive ($000)	Drug ($000)
Mifflin	45.0	.0203	32.4	10.6	15.8	16.8	29.1	16.0	161,054	36,558	10,486	16,552	4,615	28,660	5,578
Montour	16.9	.0077	34.4	10.8	14.1	16.3	32.9	5.0	47,622	9,460	5,473	1,784	2,052	14,049	2,183
Northumberland	100.6	.0454	36.5	9.8	13.6	16.7	34.9	37.6	310,107	63,328	19,107	26,795	9,525	58,235	13,257
Pike	14.9	.0067	39.4	7.7	13.3	15.7	38.9	6.1	38,065	4,943	8,769	1,130	2,045	3,517	255
Potter	17.3	.0078	32.1	10.2	13.9	15.4	30.6	6.1	38,172	16,677	1,573	475	1,628	4,367	1,790
Schuylkill	157.7	.0712	38.7	9.6	12.2	17.6	36.8	58.6	448,508	117,653	25,691	63,789	15,548	79,013	16,804
Snyder	32.1	.0145	29.5	15.3	15.9	[illegible]	25.6	10.0	114,384	16,901	9,923	13,566	2,878	28,483	2,583
Sullivan	5.5	.0025	35.6	9.9	12.0	15.5	35.0	2.0	9,782	3,377	1,354	706	227	1,938	176
☐ Susquehanna	37.8	.0171	31.9	9.9	15.3	15.6	29.7	13.1	68,058	23,892	6,910	1,250	2,527	21,735	2,106
Tioga	41.9	.0189	30.0	14.3	14.7	14.9	27.7	13.5	115,129	26,320	7,699	7,889	3,330	29,279	3,733
Union	32.2	.0145	29.3	18.8	16.8	15.9	24.5	9.7	105,023	30,038	9,527	6,660	3,488	19,649	5,312
Venango	63.1	.0285	32.5	10.7	14.6	17.0	29.4	21.2	188,270	46,816	11,213	21,741	6,334	42,485	4,933
Warren	45.9	.0207	33.2	10.2	15.2	16.9	30.3	15.3	396,849	25,906	8,622	10,157	3,315	31,134	4,264
Wayne	37.1	.0167	35.7	8.8	13.0	16.1	34.6	12.7	114,254	32,784	6,240	8,822	2,285	16,658	4,644
Wyoming	24.6	.0111	29.8	11.0	15.6	15.2	26.7	8.6	87,407	28,242	3,750	5,722	2,021	16,547	2,961
TOTAL METRO COUNTIES	**9,436.1**	**4.2586**	**33.0**	**12.1**	**14.9**	**17.5**	**29.5**	**3,355.6**	**35,578,150**	**7,822,230**	**2,917,590**	**4,969,754**	**1,577,991**	**6,629,225**	**1,024,361**
TOTAL STATE	**11,869.5**	**5.3116**	**32.8**	**12.2**	**14.7**	**17.3**	**29.5**	**4,151.2**	**43,851,050**	**9,684,133**	**3,438,237**	**5,829,837**	**1,846,271**	**8,418,533**	**1,262,971**

PA.
ESTIMATES

EFFECTIVE BUYING INCOME 1979

% of Hslds. by EBI Group: (A) $8,000–$9,999; (B) $10,000–$14,999; (C) $15,000–$24,999; (D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
ALLENTOWN - BETHLEHEM - EASTON	**4,901,696**	**19,599**	**4.6**	**13.2**	**34.6**	**31.2**	**.2939**
Carbon	301,152	14,780	6.1	20.8	34.6	14.4	.0190
Lehigh	2,241,879	20,459	4.5	12.3	33.9	34.2	.1390
• Allentown	794,997	17,763	5.9	14.4	33.2	26.3	.0518
Northampton	1,715,359	19,776	4.5	12.7	35.0	31.4	.0975
• Bethlehem	599,741	20,022	4.3	13.0	32.1	33.8	.0348
• Easton	181,935	15,045	6.5	16.4	30.1	20.1	.0119
Warren, N. J.	*643,306*	*19,892*	*4.5*	*12.6*	*34.9*	*31.8*	*.0384*
SUBURBAN TOTAL	3,325,023	20,297	4.2	12.7	35.6	32.8	.1954
ALTOONA	**848,013**	**15,653**	**6.3**	**17.2**	**33.2**	**19.4**	**.0571**
Blair	848,013	15,653	6.3	17.2	33.2	19.4	.0571
• Altoona	364,616	14,640	6.9	17.9	30.7	17.8	.0253
SUBURBAN TOTAL	483,397	16,440	5.8	16.8	35.3	20.6	.0318
ERIE	**1,730,177**	**17,744**	**4.6**	**15.2**	**36.4**	**24.4**	**.1125**
Erie	1,730,177	17,744	4.6	15.2	36.4	24.4	.1125
• Erie	798,963	16,495	5.2	16.2	35.2	20.7	.0493
SUBURBAN TOTAL	931,214	18,937	4.0	14.3	37.7	28.1	.0632
HARRISBURG	**3,667,704**	**20,584**	**4.3**	**13.0**	**30.8**	**36.7**	**.2199**
Cumberland	1,614,027	23,445	3.4	10.6	30.2	45.1	.0968
Dauphin	1,852,667	19,601	4.5	13.7	30.7	33.6	.1106
• Harrisburg	405,615	14,246	6.9	17.8	26.9	20.5	.0252
Perry	201,010	15,031	7.1	20.5	34.8	15.3	.0125
SUBURBAN TOTAL	3,262,089	[illegible]	2.8	12.2	31.6	39.5	.1947
JOHNSTOWN	**1,877,661**	**18,069**	**5.6**	**14.0**	**32.3**	**27.3**	**.1146**
Cambria	1,328,526	18,760	5.3	13.1	33.0	28.8	.0824
• Johnstown	265,143	15,640	6.3	14.5	32.9	19.3	.0173
Somerset	549,135	16,505	6.2	15.9	30.6	24.4	.0322
SUBURBAN TOTAL	1,612,518	18,553	5.4	13.9	32.2	28.9	.0973
LANCASTER	**2,663,312**	**19,508**	**4.4**	**14.5**	**34.5**	**31.1**	**.1616**
Lancaster	2,663,312	19,508	4.4	14.5	34.5	31.1	.1616
• Lancaster	379,297	14,838	6.3	18.4	31.1	18.4	.0256
SUBURBAN TOTAL	2,284,015	20,534	4.0	13.5	35.3	33.9	.1360
NORTHEAST PENNSYLVANIA	**4,034,531**	**15,657**	**6.2**	**18.1**	**33.2**	**19.3**	**.2603**
Lackawanna	1,505,680	15,456	6.2	18.9	33.1	18.9	.0959
• Scranton	596,725	14,715	6.7	19.3	31.1	17.7	.0408
Luzerne	2,129,728	15,607	6.3	17.8	33.2	19.1	.1358
• Hazleton	201,454	16,733	5.9	15.2	33.7	22.5	.0146
• Wilkes-Barre	341,496	14,740	6.6	18.4	29.9	19.1	.0218
Monroe	399,123	16,791	5.3	16.0	35.1	21.9	.0286
SUBURBAN TOTAL	2,894,856	15,903	6.0	17.9	34.1	19.5	.1831
PHILADELPHIA	**37,585,628**	**20,386**	**4.3**	**12.6**	**31.4**	**35.5**	**2.1791**
Bucks	3,804,184	23,372	[illegible]	9.9	34.0	43.8	.2334
Bristol Township	469,449	23,741	2.1	9.5	36.7	44.6	.0258
Chester	2,523,203	21,976	3.6	11.8	32.0	40.5	[illegible]
Delaware	4,753,272	22,197	3.6	11.0	32.3	40.7	[illegible]
Chester	265,581	14,834	6.2	16.7	31.2	18.2	.0155
Haverford Township	427,129	23,040	3.4	10.8	32.9	43.2	.0213
Upper Darby Township	693,058	20,610	4.1	13.3	34.9	34.8	.0390
Montgomery	6,186,073	24,260	3.0	10.1	29.1	47.8	.3505
Abington Township	548,651	24,589	2.7	8.8	30.6	48.7	.0306

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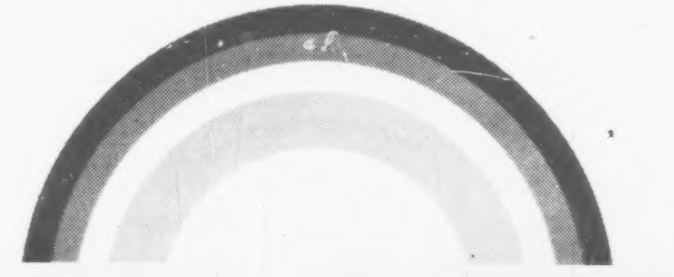
but, quite frankly, our newspapers dominate Pennsylvania's 3rd EBI market. No other media can make that claim. So even though we can't promise gold, we can promise results. For solid proof, call Bob Richelderfer (215) 820-6634 or Story & Kelly-Smith for our latest Beldon CMS.



CALL-CHRONICLE NEWSPAPERS

Allentown
Bethlehem
Easton, Pa.

Uni-Buy circulation lead widens† . . .
1978
126,991 lead (25%)
1979
168,648 lead (36%)
1980
197,536 lead (43%)
Philadelphia Inquirer
Solomon To Head Phila. Police
Denounce Soviets, U.S. tells U.N.
The Bulletin
Sports
New police chief: Solomon
Daily News
No-Lose Flyers Stretch it to 35
Solomon Top Cop

You've got to break some old habits to get to today's Philadelphians.

Nothing is changing faster these days than the Philadelphia scene. Gone with the past is the "tradition" of choosing a single evening paper. The Uni-Buy — The Inquirer and Daily News — is your smart buy today. With 43% more gross daily circulation, the Uni-Buy is way ahead of The Bulletin. And the lead keeps growing.

No wonder the Uni-Buy today is carrying 191% more full-run national automotive display advertising and 38% more financial advertising than the old-fashioned "evening choice."*

Nobody outnumbers us.

Philadelphia Inquirer & Daily News

Ask your Knight-Ridder representative for the fact-filled booklet, "The Uni-Buy That Buys Philadelphia."

*Source: Media Records 1979, full-run. †ABC Publishers' Statements for 6 mos. ending 3/31 each year, computations by PNI Research Dept.

ALTOONA
DELIVERS
—AT SURPRISINGLY
LOW COST!

Reach over 36,000 homes in a market where food sales are usually 10-15% above state average (automobiles, too!) Check these projected figures:

- $600,000,000 Total Sales
- $132,000,000 Food Sales
- $110,000,000 Auto Sales

You'll really like our budget-pleasing line rate! Call Ed Singel for details. (814) 946-7501

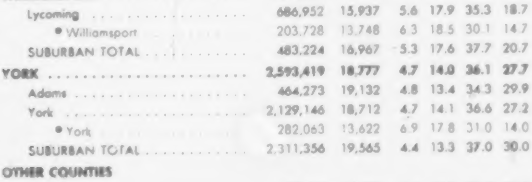
Altoona Mirror

PA. (cont.)
ESTIMATES

SS EFFECTIVE BUYING INCOME 1979

% of Hslds. by EBI Group:
(A) $8,000–$9,999
(B) $10,000–$14,999
(C) $15,000–$24,999
(D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Cheltenham Township	519,380	29,952	3.1	8.9	18.0	58.8	.0239
Lower Merion Township	941,145	34,238	2.2	7.9	16.8	64.8	.0487
Philadelphia	12,576,477	17,171	5.6	14.7	30.2	26.7	.7085
• Philadelphia	12,576,477	17,171	5.6	14.7	30.2	26.7	.7085
Burlington, N. J.	*2,615,140*	*21,508*	*3.7*	*12.7*	*34.4*	*37.9*	*.1602*
Willingboro Township	*304,958*	*22,794*	*1.8*	*7.7*	*45.4*	*39.6*	*.0168*
Camden, N. J.	*3,737,673*	*21,174*	*4.2*	*12.1*	*30.7*	*38.0*	*.2223*
Camden	*477,252*	*14,043*	*7.1*	*18.2*	*29.3*	*17.2*	*.0273*
Cherry Hill Township	*736,481*	*31,680*	*1.6*	*5.5*	*18.1*	*69.7*	*.0468*
Gloucester, N. J.	*1,389,606*	*19,788*	*4.1*	*13.0*	*38.0*	*30.1*	*.0904*
SUBURBAN TOTAL	25,009,151	22,365	3.5	11.2	32.2	41.3	1.4706
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***44,498,877***	***20,484***	***4.3***	***12.6***	***31.4***	***35.8***	***2.5805***
PITTSBURGH	**16,718,077**	**18,569**	**4.6**	**13.6**	**34.5**	**28.4**	**1.0156**
Allegheny	11,364,556	18,856	4.6	13.3	32.9	30.3	.6808
Penn Hills Township	425,986	21,232	3.1	12.2	41.3	33.7	.0252
• Pittsburgh	3,046,289	15,293	6.1	15.9	29.6	21.4	.1887
Beaver	1,454,542	19,344	3.9	12.8	38.4	28.4	.0871
Washington	1,382,527	17,0[illegible]1	4.7	14.5	37.0	21.5	.0898
Westmoreland	2,516,452	18,050	4.7	14.8	37.9	24.5	.1579
SUBURBAN TOTAL	13,671,788	19,316	4.2	13.0	35.9	30.1	.8269
READING	**2,479,994**	**19,786**	**4.7**	**13.4**	**33.6**	**31.6**	**.1455**
Berks	2,479,994	19,786	4.7	13.4	33.6	31.6	.1455
• Reading	581,025	15,308	6.5	16.7	31.3	19.8	.0349
SUBURBAN TOTAL	1,898,969	21,449	3.9	12.0	34.6	36.5	.1106
WILLIAMSPORT	**686,952**	**15,937**	**5.6**	**17.9**	**35.3**	**18.7**	**.0468**
Lycoming	686,952	15,937	5.6	17.9	35.3	18.7	.0468
• Williamsport	203,728	13,748	6.3	18.5	30.1	14.7	.0165
SUBURBAN TOTAL	483,224	16,967	5.3	17.6	37.7	20.7	.0303
YORK	**2,593,419**	**18,777**	**4.7**	**14.0**	**36.1**	**27.7**	**.1578**
Adams	464,273	19,132	4.8	13.4	34.3	29.9	.0264
York	2,129,146	18,712	4.7	14.1	36.6	27.2	.1314
• York	282,063	13,622	6.9	17.8	31.0	14.0	.0178
SUBURBAN TOTAL	2,311,356	19,565	4.4	13.3	37.0	30.0	.1400
OTHER COUNTIES							
Armstrong	457,765	15,479	5.5	18.0	35.3	16.8	.0292
Bedford	255,971	14,193	6.2	18.9	31.6	15.2	.0177
Bradford	329,091	15,197	6.1	18.9	34.2	16.6	.0226
Butler	873,588	18,037	3.9	14.1	39.3	23.6	.0574
Cameron	47,458	16,039	8.3	20.5	36.5	17.0	.0028
Centre	636,121	15,216	6.4	17.8	30.6	20.2	.0444
Clarion	244,614	15,834	5.8	15.6	33.7	19.4	.0165
Clearfield	505,488	16,318	5.8	14.7	31.7	22.8	.0354
Clinton	222,010	15,431	6.1	19.8	36.4	15.7	.0157
Columbia	360,112	15,251	6.1	20.5	35.4	15.7	.0240
Crawford	463,608	14,605	6.0	20.4	33.9	14.4	.0322
Elk	202,125	16,011	5.3	20.8	37.7	17.0	.0130
Fayette	845,695	14,144	7.1	16.1	31.2	15.9	.0613
Forest	31,725	17,075	6.2	14.7	34.9	21.5	.0020
Franklin	599,460	14,887	6.5	22.3	34.9	14.5	.0410
Fulton	61,560	12,498	7.9	23.1	28.9	9.8	.0039
Greene	214,430	13,461	6.8	15.2	30.9	14.4	.0136
Huntingdon	204,055	13,860	7.0	20.5	30.3	15.0	.0137
Indiana	589,283	18,285	5.4	13.6	30.1	30.0	.0366
Jefferson	277,449	14,831	5.7	17.3	32.2	17.2	.0184
Juniata	99,208	14,596	7.0	20.7	34.1	14.1	.0062
Lawrence	632,896	16,620	4.8	15.9	37.4	19.6	.0418
Lebanon	673,368	17,560	5.3	17.0	38.4	22.4	.0449
McKean	302,705	14,761	6.3	19.9	34.9	13.9	.0195
Mercer	739,902	16,957	4.7	15.2	40.1	19.1	.0506
Mifflin	240,098	13,751	6.6	22.4	33.0	11.5	.0171
Montour	95,208	17,316	5.2	17.2	35.0	22.6	.0060
Northumberland	567,735	14,022	6.4	20.5	32.5	13.3	.0370
Pike	96,486	13,887	7.5	19.3	29.4	16.1	.0056
Potter	91,857	13,527	6.5	22.0	31.3	12.4	.0057
Schuylkill	893,380	14,165	6.8	19.4	32.8	13.9	.0570
Snyder	186,669	17,060	5.6	16.5	36.4	21.9	.0125
Sullivan	33,925	13,948	5.4	19.2	25.7	20.0	.0018
☐ Susquehanna	195,705	13,347	7.7	22.3	31.2	11.4	.0125
Tioga	218,051	14,449	6.1	20.9	[illegible]	15.5	.0144
Union	187,383	16,322	5.6	18.5	[illegible]	22.5	[illegible]
Venango	376,585	15,982	5.4	17.3	35.6	18.7	.0237
Warren	286,283	17,078	4.9	16.1	36.5	22.0	.0264
Wayne	196,125	13,638	7.7	20.5	31.2	13.7	.013
Wyoming	119,093	12,960	8.1	22.8	31.2	9.4	.0089
TOTAL METRO COUNTIES	**71,597,144**	**19,031**	**4.7**	**13.7**	**32.8**	**30.7**	**4.2659**
TOTAL STATE	**85,055,709**	**18,265**	**4.9**	**14.5**	**33.0**	**28.3**	**5.1719**



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The Providence Journal-Bulletin

Source: Households—ABC 1979 estimate and PJB research dept. 1979 estimate; Circulation—ABC 4/1/79; S&MM 1979 Survey of Buying Power; PJB research dept., Urban Decision Systems 1980 estimates

PRIMARY
RETAIL
MARKET

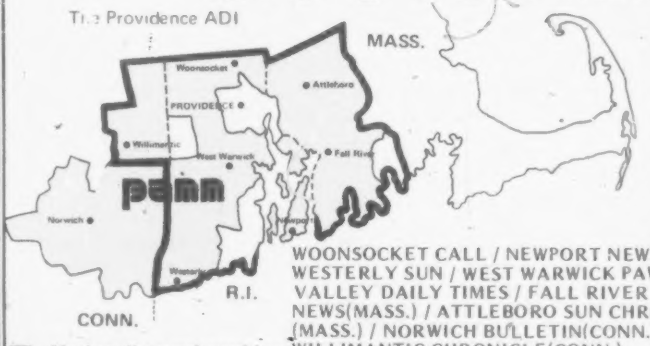
Total Circulation—ABC 4/1/79
Journal and Bulletin 214,535
Sunday Journal 222,016

RHODE ISLAND

R.I. ESTIMATES

METRO AREA / County / City	POPULATION—12/31/79: Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1979: Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
PROVIDENCE - WARWICK - PAWTUCKET	**849.2**	**.3832**	**32.4**	**13.2**	**14.4**	**16.6**	**29.7**	**297.7**	**2,817,974**	**652,069**	**234,638**	**330,311**	**106,231**	**464,470**	**91,826**
Bristol	46.5	.0210	32.2	11.9	14.4	18.7	27.3	15.2	101,042	28,808	8,209	1,345	3,685	22,679	4,622
Kent	152.3	.0687	31.4	11.4	15.5	18.5	25.9	50.9	680,077	140,525	53,967	166,879	14,273	103,735	16,944
• Warwick	89.1	.0402	32.5	10.6	14.2	19.2	27.2	29.3	496,258	86,691	38,912	163,014	10,159	63,459	8,718
Providence	561.5	.2534	33.8	12.9	13.9	16.2	32.2	204.0	1,732,886	411,663	142,388	144,853	76,628	288,940	61,278
Cranston	75.1	.0339	36.2	11.1	13.2	18.1	33.3	25.5	180,934	44,987	19,409	9,974	11,823	21,482	10,412
East Providence	50.1	.0226	33.2	11.1	14.9	16.7	30.6	17.6	169,416	42,152	11,137	8,314	9,416	57,026	7,195
• Pawtucket	71.1	.0321	35.6	11.4	13.2	16.1	34.6	26.8	251,037	52,251	12,124	22,465	8,980	50,407	9,233
• Providence	160.4	.0724	33.6	16.6	13.8	13.7	34.4	62.8	497,419	84,725	41,829	44,485	28,223	80,372	15,070
Woonsocket	45.9	.0207	33.4	12.2	13.8	15.4	32.4	17.3	133,908	31,565	11,762	9,566	6,784	23,532	5,589
Washington	88.9	.0401	26.6	18.9	15.7	14.7	22.1	27.6	303,969	71,073	30,074	17,234	11,645	49,116	8,982
SUBURBAN TOTAL	528.6	.2385	31.7	12.9	14.7	17.1	28.2	178.8	1,573,260	428,402	141,773	100,347	58,869	270,232	58,803
OTHER COUNTIES															
Newport	83.9	.0379	27.6	17.1	15.3	15.6	23.1	26.6	240,092	50,977	32,331	15,101	5,503	38,573	8,991
TOTAL METRO COUNTIES	**849.2**	**.3832**	**32.4**	**13.2**	**14.4**	**16.6**	**29.7**	**297.7**	**2,817,974**	**652,069**	**234,638**	**330,311**	**106,231**	**464,470**	**91,826**
TOTAL STATE	**933.1**	**.4211**	**32.0**	**13.6**	**14.5**	**16.5**	**29.1**	**324.3**	**3,058,066**	**703,046**	**266,969**	**345,412**	**111,734**	**503,043**	**100,817**

It takes 2 buys to dominate the Providence ADI



. . .PANN (the Providence Area Newspaper Network) and the Providence Journal-Bulletin Together they dominate the ADI with 65.8%.

- The PANN market is comprised of 56 contiguous townships accounting for 52% of the ADI households.
- The PANN Newspaper Network (8 strong daily newspapers) covers 25.8% of the ADI households with 134,733 ADI circulation; plus a total circulation of 176,309.

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PROVIDENCE AREA NEWSPAPER NETWORK

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R.I.
ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
PROVIDENCE - WARWICK -							
PAWTUCKET	**6,032,293**	**17,940**	**5.0**	**14.7**	**32.9**	**27.0**	**.3584**
Bristol	325,430	18,282	4.8	16.2	34.1	27.9	.0177
Kent	1,123,985	20,551	3.8	12.6	36.3	33.5	.0715
• Warwick	669,794	21,160	3.8	11.7	35.7	35.9	.0455
Providence	3,943,822	17,057	5.4	15.1	31.8	24.8	.2311
Cranston	602,647	20,444	4.3	13.7	32.6	35.5	.0315
East Providence	354,489	18,802	4.7	14.7	36.6	27.5	.0219
• Pawtucket	469,836	16,176	5.7	15.7	32.7	21.3	.0294
• Providence	1,113,345	14,036	6.6	16.4	27.6	19.3	.0657
Woonsocket	280,655	14,812	5.7	17.1	32.3	17.1	.0173
Washington	639,056	18,938	4.9	15.2	32.1	30.5	.0381
SUBURBAN TOTAL	3,779,318	18,864	4.6	14.5	34.1	29.1	.2178
OTHER COUNTIES							
Newport	575,997	15,207	6.3	19.4	30.9	19.9	.0334
TOTAL METRO COUNTIES	**6,032,293**	**17,940**	**5.0**	**14.7**	**32.9**	**27.0**	**.3584**
TOTAL STATE	**6,608,290**	**17,699**	**5.1**	**15.1**	**32.6**	**26.4**	**.3918**

SOUTH CAROLINA

S.C.
ESTIMATES

POPULATION—12/31/79 | RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
△ **ANDERSON**	**122.8**	**.0554**	**31.2**	**11.7**	**16.8**	**17.3**	**26.3**	**44.5**	**505,037**	**121,215**	**28,152**	**67,570**	**28,247**	**111,468**	**14,607**
Anderson	122.8	.0554	31.2	11.7	16.8	17.3	26.3	44.5	505,037	121,215	28,152	67,570	28,247	111,468	14,607
• Anderson	33.4	.0151	32.9	12.3	13.6	16.8	30.3	12.5	301,747	51,411	18,854	57,210	16,356	67,522	7,661
SUBURBAN TOTAL	89.4	.0403	30.7	11.4	18.0	17.5	24.8	32.0	203,290	69,804	9,298	10,360	11,891	43,946	6,946
CHARLESTON - NORTH CHARLESTON	**398.2**	**.1797**	**25.5**	**16.4**	**17.5**	**15.7**	**17.7**	**124.0**	**1,354,735**	**312,335**	**111,609**	**190,986**	**67,843**	**255,416**	**36,460**
Berkeley	82.8	.0374	24.9	12.1	19.0	15.9	15.0	23.8	118,371	52,120	5,983	6,066	4,258	13,634	3,837
Charleston	262.4	.1184	25.5	18.8	17.0	15.6	18.2	83.9	1,096,703	217,096	99,558	173,375	56,994	206,772	28,199
• Charleston	57.0	.0257	29.5	16.0	13.6	15.7	26.8	20.9	419,804	78,168	44,680	62,249	25,173	75,010	10,308
• North Charleston	65.2	.0294	23.8	34.0	20.9	12.9	10.2	16.3	280,824	48,004	25,241	41,288	21,666	49,890	3,519
Dorchester	53.0	.0239	26.7	11.2	17.2	16.4	19.3	16.3	139,661	43,119	6,068	11,545	6,591	35,010	4,424
SUBURBAN TOTAL	276.0	.1246	25.8	12.3	17.5	16.4	17.5	86.8	654,107	186,163	41,688	87,449	21,004	130,516	22,633
COLUMBIA	**388.2**	**.1752**	**26.3**	**19.0**	**17.2**	**15.8**	**19.2**	**117.9**	**1,484,835**	**319,640**	**119,008**	**218,291**	**70,559**	**300,448**	**42,175**
Lexington	135.5	.0611	28.3	12.5	19.8	17.4	19.3	44.8	392,179	120,065	33,332	31,227	11,755	77,930	8,462
Richland	252.7	.1141	25.0	22.4	15.8	15.0	19.1	73.1	1,092,656	199,573	85,676	187,064	58,804	222,518	33,713
• Columbia	114.3	.0516	24.3	32.4	13.4	12.2	21.1	32.1	532,576	62,362	43,258	93,343	39,157	133,031	20,911
SUBURBAN TOTAL	273.9	.1236	27.4	13.4	18.7	17.4	18.4	85.8	952,259	257,278	75,750	124,948	31,402	167,417	21,264
GREENVILLE - SPARTANBURG	**546.8**	**.2468**	**29.9**	**13.9**	**17.4**	**17.2**	**24.0**	**188.8**	**2,155,406**	**492,344**	**172,291**	**274,998**	**99,940**	**422,423**	**75,297**
Greenville	275.7	.1244	29.9	13.2	17.9	17.4	23.5	95.5	1,156,223	250,113	88,241	176,604	53,189	215,473	36,899
• Greenville	56.4	.0255	31.1	15.7	14.3	16.7	27.8	20.6	523,407	71,139	42,176	112,763	35,196	95,673	18,363
Pickens	72.6	.0328	27.8	19.8	16.5	15.7	22.4	23.7	232,423	66,947	21,752	11,708	10,474	49,707	9,849
Spartanburg	198.5	.0896	30.7	12.8	17.0	17.3	25.4	69.6	766,760	175,284	62,298	86,686	36,277	157,243	28,549
• Spartanburg	46.9	.0212	31.3	14.4	14.9	16.4	28.1	16.9	473,605	101,694	45,188	51,624	20,206	102,753	20,890
SUBURBAN TOTAL	443.5	.2001	29.7	13.6	17.9	17.3	23.2	151.3	1,158,394	319,511	84,927	110,611	44,538	223,997	36,044
OTHER COUNTIES															
Abbeville	22.3	.0101	31.4	13.6	14.2	16.0	28.9	7.9	38,067	16,374	1,761	2,427	1,579	6,125	2,173
☐ Aiken	100.7	.0454	29.6	11.4	16.9	18.1	22.7	34.0	305,916	89,966	16,334	30,768	10,193	58,883	11,658
Allendale	10.3	.0047	28.9	12.4	13.5	14.6	27.2	3.3	20,396	6,461	1,407	449	805	2,745	1,185
Bamberg	16.9	.0076	24.6	17.4	11.9	12.9	24.3	5.0	34,619	11,648	1,440	4,517	1,263	4,100	1,218
Barnwell	19.5	.0088	28.6	11.6	13.8	15.5	25.6	6.3	50,337	18,760	1,587	2,087	2,838	12,652	1,253
Beaufort	59.4	.0268	22.3	28.4	14.6	10.7	13.6	16.1	213,235	50,202	17,074	19,732	17,975	30,275	6,162
Calhoun	11.7	.0053	29.3	11.1	13.4	13.7	28.6	3.6	16,381	4,837	541	138	853	4,917	843
Cherokee	43.7	.0197	30.0	12.5	16.4	16.5	25.3	15.0	129,976	35,457	9,395	7,623	3,868	22,393	4,771
Chester	31.5	.0142	30.5	11.6	14.6	15.8	27.6	10.4	74,250	22,598	4,991	4,624	3,037	14,822	3,966
Chesterfield	35.2	.0159	29.1	12.2	16.2	15.6	24.8	11.4	96,867	31,568	4,062	6,957	3,883	19,810	5,499
Clarendon	28.9	.0131	26.7	12.2	13.1	14.4	24.8	8.3	72,077	21,737	4,173	5,078	1,333	11,281	2,519

TEST MARKETING

The News and Courier / THE EVENING POST

in CHARLESTON, S.C. cuts the risks

Nielsen Data Market
*Charleston, S.C.

*Indicates cities in which the company maintains permanent distribution, merchandising and auditing services.

S.C. (cont.)

S&MM ESTIMATES

POPULATION—12/31/79 | RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Colleton	30.7	.0138	29.6	11.3	13.9	15.5	27.1	9.9	64,288	20,926	3,900	6,946	2,872	6,062	3,035
Darlington	58.1	.0262	28.0	12.5	15.8	16.0	23.0	18.5	149,857	42,410	10,704	12,309	5,010	22,492	6,994
Dillon	30.1	.0136	26.1	12.2	13.7	14.6	23.3	8.8	87,202	25,491	2,277	5,961	3,711	12,606	3,225
Edgefield	16.7	.0076	28.7	12.5	14.4	15.8	25.1	5.2	39,015	7,856	497	889	2,194	18,165	1,238
Fairfield	20.3	.0091	28.3	12.0	13.5	14.7	26.2	5.9	43,926	17,338	1,628	2,461	813	7,527	1,661
Florence	102.1	.0461	27.9	12.0	16.6	16.3	22.0	32.9	424,146	87,616	22,940	62,246	22,691	83,020	10,231
Georgetown	40.9	.0185	25.9	11.5	13.6	15.3	22.4	12.1	146,132	34,460	13,143	9,838	5,274	33,015	5,075
Greenwood	53.7	.0242	31.4	11.8	16.2	17.6	26.5	18.9	207,716	48,992	12,169	22,099	11,282	32,557	6,585
Hampton	17.3	.0078	28.3	11.8	13.5	14.5	26.5	5.8	56,289	18,345	1,413	5,407	2,927	8,912	1,649
Horry	94.3	.0426	27.6	12.5	15.6	16.3	22.1	30.7	513,003	91,017	65,611	71,455	22,507	96,667	17,027
Jasper	14.9	.0067	28.5	10.3	13.7	14.8	26.3	4.6	41,836	8,257	4,280	230	774	4,909	219
Kershaw	35.4	.0160	29.3	11.9	15.6	16.6	24.5	11.8	106,623	30,930	5,859	10,778	4,776	22,964	2,249
Lancaster	48.5	.0219	29.1	12.6	17.2	16.7	23.2	15.8	147,041	41,127	7,175	15,591	8,087	27,908	6,442
Laurens	52.4	.0236	30.8	12.8	16.1	16.3	27.0	16.7	117,593	32,133	7,458	13,732	3,679	26,555	3,990
Lee	18.0	.0082	26.9	11.6	12.8	14.9	24.7	5.1	24,792	9,333	2,331	1,687	764	4,746	289
McCormick	7.9	.0036	26.5	13.0	13.9	13.4	24.7	2.4	9,423	5,411	368	270	197	901	533
Marion	33.3	.0150	27.9	12.2	13.3	15.5	25.0	10.7	83,844	28,708	2,880	7,224	4,630	15,836	3,682
Marlboro	28.7	.0130	28.0	12.0	14.3	15.0	24.9	9.2	68,118	23,455	3,728	5,559	2,335	16,578	2,717
Newberry	31.5	.0142	33.1	12.3	13.8	15.7	31.7	10.9	100,067	25,093	4,000	7,451	4,916	27,588	3,993
Oconee	46.7	.0211	30.5	11.8	18.1	16.5	25.3	17.0	142,308	40,896	6,209	9,742	7,454	27,686	7,018
Orangeburg	80.2	.0361	27.4	14.0	14.1	14.9	24.3	24.6	248,881	54,563	15,370	24,724	9,414	51,910	7,850
Saluda	15.0	.0067	31.3	10.9	14.4	15.9	28.8	4.7	26,058	9,893	743	1,096	772	5,102	1,405
Sumter	84.1	.0380	25.2	15.3	16.4	15.6	18.3	25.2	278,025	59,265	16,032	24,628	14,935	65,632	7,211
Union	32.7	.0147	31.6	11.5	16.1	16.7	27.8	11.4	70,029	22,434	3,437	4,514	1,937	9,652	3,720
Williamsburg	36.7	.0166	25.3	12.1	12.6	14.7	23.1	10.4	75,279	19,376	2,540	4,449	4,545	21,567	2,381
York	101.6	.0456	28.5	14.6	16.0	16.4	23.2	33.0	331,765	85,787	30,814	38,010	12,596	66,006	11,865
TOTAL METRO COUNTIES	**1,556.7**	**.7025**	**28.0**	**15.5**	**17.3**	**16.5**	**21.3**	**509.2**	**5,805,929**	**1,335,500**	**447,394**	**782,613**	**276,782**	**1,148,638**	**180,197**
TOTAL STATE	**2,967.9**	**1.3394**	**28.0**	**14.4**	**16.2**	**16.1**	**22.6**	**958.7**	**10,155,390**	**2,446,254**	**741,331**	**1,205,541**	**475,308**	**1,994,321**	**332,070**

S.C.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
△ **ANDERSON**	**793,100**	**16,254**	**5.7**	**17.7**	**32.3**	**22.2**	**.0527**
Anderson	793,100	16,254	5.7	17.7	32.3	22.2	.0527
● Anderson	232,572	15,513	6.6	16.6	27.9	23.7	.0204
SUBURBAN TOTAL	560,528	16,525	5.4	18.1	33.9	21.6	.0323
CHARLESTON - NORTH CHARLESTON	**2,302,424**	**15,113**	**5.9**	**17.2**	**28.5**	**21.9**	**.1529**
Berkeley	390,193	14,568	5.2	19.2	29.2	19.0	.0236
Charleston	1,662,216	15,632	5.9	16.2	28.1	23.9	.1121
● Charleston	374,723	13,968	6.2	15.3	23.8	23.2	.0309
● North Charleston	436,502	14,561	7.0	18.9	29.9	18.4	.0289
Dorchester	250,015	13,771	6.8	19.5	29.5	25.6	.0172
SUBURBAN TOTAL	1,491,199	15,456	5.6	17.3	29.5	22.1	.0931

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
COLUMBIA	**2,545,816**	**17,820**	**5.5**	**15.5**	**29.4**	**29.5**	**.1639**
Lexington	868,009	18,082	5.3	15.5	32.1	27.9	.0524
Richland	1,677,807	17,642	5.5	15.6	27.8	30.3	.1115
● Columbia	758,311	14,943	6.6	17.0	25.1	24.7	.0517
SUBURBAN TOTAL	1,787,505	18,801	5.0	15.0	31.1	31.2	.1122
GREENVILLE - SPARTANBURG	**3,659,282**	**17,117**	**5.7**	**16.3**	**30.2**	**26.7**	**.2351**
Greenville	1,970,576	18,453	5.2	14.7	29.8	30.9	.1248
● Greenville	445,859	16,982	6.2	13.4	24.9	31.1	.0366
Pickens	398,529	14,751	7.0	19.8	33.1	15.9	.0267
Spartanburg	1,290,177	16,388	5.9	17.2	30.1	24.6	.0836
● Spartanburg	348,230	16,421	6.2	15.5	23.6	30.3	.0310
SUBURBAN TOTAL	2,865,193	17,196	5.5	16.7	31.9	25.7	.1675

In South Carolina, Metro Greenville is the No. 1:

- ☐ Food Market
- ☐ Automotive Market
- ☐ Home Furnishings Market
- ☐ Building Supply Market
- ☐ Drugstore Market
- ☐ Market for Effective Buying Income
- ☐ Apparel/Accessories Market
- ☐ White-collar Employment Market
- ☐ Market for Population
- ☐ Market for Households
- ☐ Market for Total Retail Sales
- ☑ ALL OF THE ABOVE

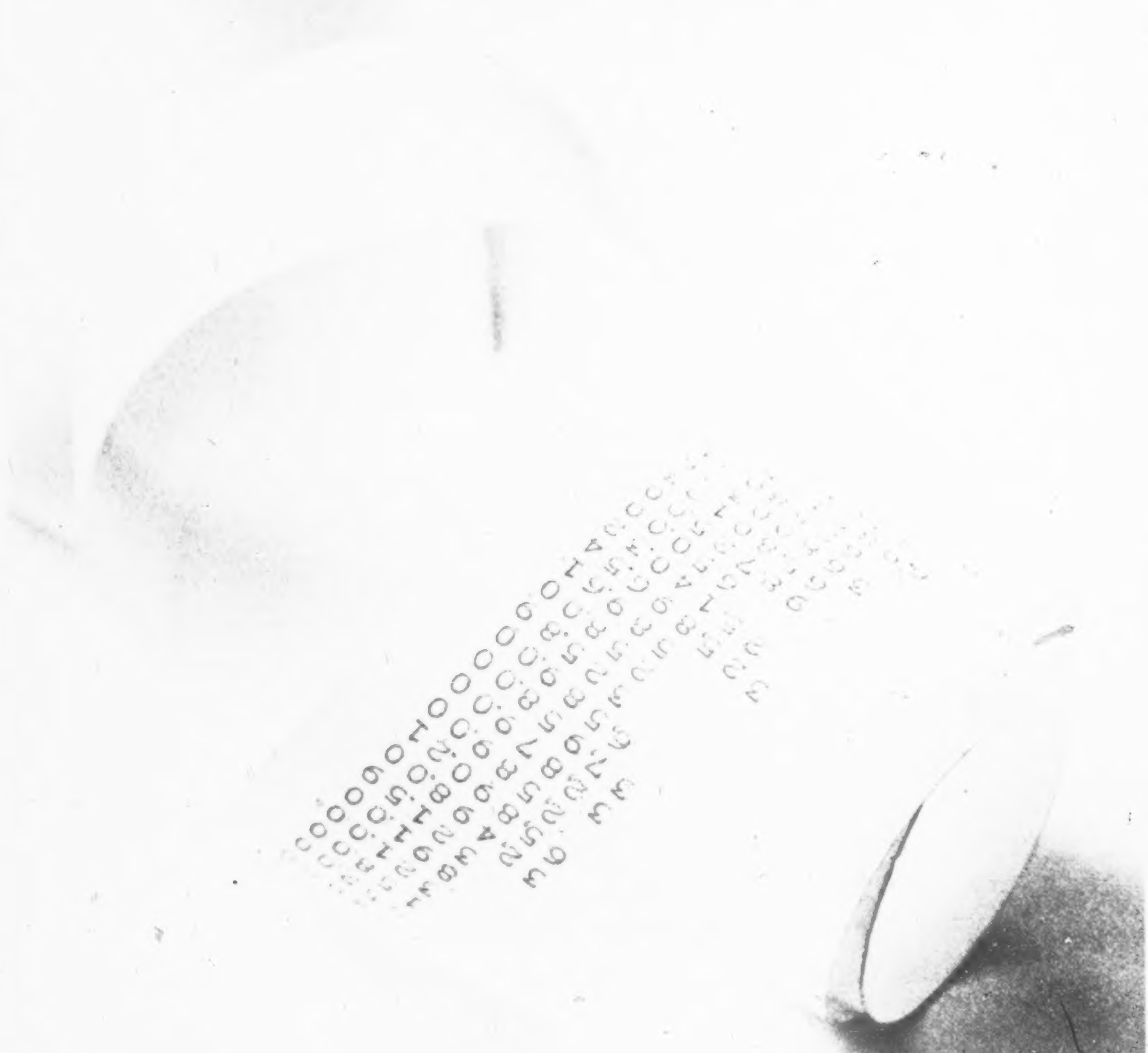
Metro Greenville is the first and only $2 billion market for total retail sales in South Carolina.
Reach it efficiently with

The Greenville News and **GREENVILLE PIEDMONT**

Multimedia Inc. Newspapers

Sources: © S&MM 1979 Survey of Buying Power. © S&MM 1979 Survey of Buying Power Forecaster's Handbook. Further reproduction prohibited. S.C. Employment Security Commission, 1979. Metro Greenville is the Greenville/Spartanburg SMSA. Contact your nearest Sawyer-Ferguson-Walker office or call Greenville, S.C., 803/298-4342.

The only numbers worth counting are the numbers that count.



So, when you're buying South Carolina, all you need to remember is this: we deliver more papers every day than anybody in South Carolina (152,972), to an audience with the highest per household income in South Carolina ($21,593), for the lowest cost-per-thousand in South Carolina ($8.89). Are there really any other numbers worth counting?

The Columbia State & Record
The Myrtle Beach Sun News

Sources: ABC Publisher's Statements 3-31-80 and © 1980 S&MM Survey of Buying Power

Represented by Story & Kelly-Smith, Inc

S.C. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
OTHER COUNTIES							
Abbeville	129,516	14,903	6.3	18.6	29.4	20.2	.0074
☐ Aiken	697,299	18,709	4.8	14.1	28.4	32.2	.0408
Allendale	42,899	10,098	7.1	15.3	23.2	11.7	.0030
Bamberg	67,213	11,209	8.7	18.5	24.3	11.9	.0047
Barnwell	106,942	15,342	6.8	13.4	28.3	22.7	.0068
Beaufort	364,104	14,794	6.8	18.3	26.3	22.9	.0239
Calhoun	54,940	12,294	6.9	14.9	21.4	21.2	.0032
Cherokee	259,434	15,623	6.6	17.9	32.7	19.5	.0164
Chester	178,451	15,400	6.4	16.3	28.8	22.4	.0108
Chesterfield	190,369	14,493	7.1	18.3	28.5	19.5	.0124
Clarendon	107,335	9,568	8.3	16.7	19.1	12.4	.0083
Colleton	132,236	11,026	8.2	18.0	23.4	12.7	.0091
Darlington	310,288	14,161	6.8	16.3	26.4	20.9	.0198
Dillon	136,718	12,311	7.8	16.3	23.9	17.7	.0099
Edgefield	95,935	14,960	6.0	15.0	22.7	27.2	.0058
Fairfield	101,157	14,404	6.9	15.5	24.1	24.1	.0064
Florence	619,449	15,947	6.2	15.5	26.8	26.0	.0428
Georgetown	233,932	16,096	6.0	14.3	25.0	28.1	.0159
Greenwood	367,232	17,683	4.9	16.1	31.4	27.6	.0232
Hampton	83,544	11,502	7.8	18.4	24.3	13.4	
Horry	570,654	14,878	6.9	16.7	26.1	23.6	
Jasper	56,673	9,943	7.1	17.3	22.6	9.8	
Kershaw	224,119	17,098	5.1	13.7	28.8	27.5	
Lancaster	249,613	15,244	6.9	18.9	35.7	15.2	
Laurens	313,509	17,101	5.5	16.5	31.5	25.7	
Lee	85,695	11,770	7.1	13.5	20.3	22.0	
McCormick	29,705	9,710	8.7	16.6	23.9	8.4	
Marion	142,075	10,385	8.1	16.8	23.0	11.5	
Marlboro	129,516	12,054	8.1	18.1	26.5	13.3	
Newberry	174,070	14,431	6.9	16.8	30.8	17.2	
Oconee	259,670	14,331	7.2	20.5	34.9	12.5	
Orangeburg	389,036	12,257	7.8	15.9	23.4	18.6	
Saluda	83,538	15,458	6.3	15.0	30.0	21.5	
Sumter	443,298	14,196	7.3	17.8	26.4	20.8	
Union	168,072	13,970	7.6	20.0	34.3	11.4	
Williamsburg	132,634	10,010	8.4	18.1	21.0	10.9	
York	646,516	18,045	5.5	15.5	30.8	28.4	
TOTAL METRO COUNTIES	**9,997,921**	**16,777**	**5.6**	**16.3**	**29.8**	**26.1**	
TOTAL STATE	**17,680,008**	**15,689**	**6.2**	**16.5**	**28.7**	**23.5**	

SOUTH DAKOTA

S.D.
S&MM ESTIMATES

POPULATION—12/31/79 | **RETAIL SALES BY STORE GROU**
1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)
RAPID CITY	**96.0**	**.0433**	**25.8**	**16.2**	**16.2**	**15.9**	**19.2**	**31.8**	**491,890**	**91,428**	**48,215**	**53,849**	**27,146**	**101,252**
Meade	21.4	.0097	26.3	18.0	16.5	17.9	17.7	6.0	48,031	14,809	2,227	1,851	565	8,675
Pennington	74.6	.0336	25.7	15.7	16.2	15.3	19.6	25.8	443,859	76,619	45,988	51,998	26,581	92,577
● Rapid City	53.6	.0242	25.4	16.8	14.9	15.7	20.0	18.6	420,522	73,030	42,116	51,857	26,543	92,446
SUBURBAN TOTAL	42.4	.0191	26.3	15.5	18.0	16.2	18.0	13.2	71,368	18,398	6,099	1,992	603	8,806
SIOUX FALLS	**105.5**	**.0476**	**29.5**	**13.5**	**15.7**	**16.2**	**25.2**	**35.8**	**677,340**	**92,753**	**55,821**	**85,178**	**27,144**	**135,021**
Minnehaha	105.5	.0476	29.5	13.5	15.7	15.2	25.2	35.8	677,340	92,753	55,821	85,178	27,144	135,021
● Sioux Falls	76.3	.0344	29.5	14.6	15.7	16.6	24.7	26.6	558,560	75,446	50,811	83,130	26,180	90,473
SUBURBAN TOTAL	29.2	.0132	29.7	10.4	15.9	15.2	26.4	9.2	118,780	17,307	5,010	2,048	964	44,548
OTHER COUNTIES														
Aurora	4.1	.0019	35.5	7.3	11.9	17.4	33.2	1.4	4,857	863	400	110	161	197
Beadle	19.0	.0086	32.6	11.6	13.8	16.8	30.0	7.1	81,039	14,878	5,021	5,593	2,861	23,356
Bennett	3.0	.0013	27.4	11.1	13.4	15.4	24.4	1.0	9,849	1,783	702	47	168	4,072
Bon Homme	8.3	.0038	34.1	15.9	11.0	14.4	34.5	3.0	21,797	4,662	2,023	283	1,249	3,917
Brookings	22.4	.0101	24.3	30.4	12.0	11.7	23.4	7.1	95,795	21,046	10,013	3,042	3,259	16,241
Brown	38.1	.0172	28.7	17.2	14.2	14.8	26.3	13.4	204,383	40,615	19,686	25,131	11,348	45,592
Brule	5.8	.0026	32.9	8.6	13.4	16.9	30.3	1.8	35,298	4,093	3,288	521	461	6,902
Buffalo	1.9	.0008	24.3	11.7	17.0	12.9	18.9	.7	189	43	29			
Butte	9.0	.0041	33.1	10.0	12.7	16.6	31.0	3.3	35,765	9,187	2,245	2,206	325	6,279
Campbell	2.5	.0011	34.8	7.4	14.8	19.0	30.7	.8	3,085	1,094	457	46	29	693
Charles Mix	10.5	.0048	33.1	8.0	13.1	15.5	31.9	3.7	22,390	6,281	2,104	831	513	3,769
Clark	5.7	.0025	39.9	7.2	11.0	16.9	38.7	2.3	10,053	1,353	1,302		224	3,418
Clay	14.1	.0064	23.6	35.9	12.6	10.9	19.5	4.5	34,627	8,641	4,358	1,121	1,281	5,740
Codington	20.6	.0093	32.1	11.0	13.7	15.0	31.1	7.5	112,661	18,143	9,048	12,295	5,942	27,392
Corson	4.9	.0022	26.0	9.2	14.1	14.9	22.5	1.3	6,653	1,337	578	345	98	100
Custer	5.8	.0026	34.7	9.1	15.2	15.7	33.8	2.2	18,143	4,003	3,706	99	74	4,000
Davison	18.2	.0082	31.3	13.5	12.9	14.7	30.6	6.6	110,814	25,068	8,811	10,378	3,000	19,637
Day	8.4	.0038	38.6	7.8	10.6	15.8	38.0	3.2	17,879	3,860	1,627	463	382	6,315
Deuel	5.2	.0024	38.5	7.7	11.3	16.6	37.3	1.8	6,164	922	1,149	220	107	1,563
Dewey	6.5	.0029	25.3	10.0	14.2	14.7	21.6	2.0	9,638	3,962	780	626	60	1,371
Douglas	4.4	.0020	35.3	8.0	12.6	15.8	34.4	1.4	10,685	2,559	465	266	310	2,913
Edmunds	5.2	.0023	36.3	7.0	12.4	16.4	35.0	1.7	12,337	3,263	873	107	231	4,229
Fall River	9.5	.0043	42.1	7.1	10.2	16.0	41.6	3.5	36,216	7,656	3,706	1,095	1,592	7,378
Faulk	3.3	.0015	36.4	7.0	12.4	18.0	33.6	1.1	5,078	628	508	64	27	1,069
Grant	9.9	.0045	34.5	9.0	12.4	14.8	34.5	3.3	26,880	3,832	2,299	495	1,421	5,550
Gregory	6.3	.0028	37.7	8.0	12.1	15.6	37.2	2.4	19,185	5,069	1,079	1,064	455	3,450
Haakon	2.9	.0013	29.7	9.0	13.8	14.9	27.8	1.0	11,495	1,793	1,186	204	700	5,236
Hamlin	5.5	.0025	39.6	7.3	10.5	15.0	39.6	2.1	9,989	2,476	622		53	97
Hand	5.3	.0024	35.0	7.0	13.0	18.3	31.7	1.8	19,961	6,102	738	684	214	3,499
Hanson	3.5	.0016	33.7	7.7	12.7	15.6	32.8	1.2	3,146	436	398	44	354	50
Harding	2.0	.0009	32.8	9.1	13.9	15.1	31.9	.6	3,147	120	156	87	28	470
Hughes	15.4	.0069	29.3	10.4	16.1	16.4	24.5	5.3	74,270	20,734	6,178	1,758	3,203	14,157
Hutchinson	9.2	.0042	39.5	7.8	11.4	16.3	38.7	3.3	28,432	5,448	1,553	362	335	2,815

D. (cont.)

ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

TRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
Hyde	2.0	0009	36.7	7.9	10.8	16.7	35.1	.8	3,010	927	85		118	183	
Jackson	3.3	0015	27.8	10.6	14.6	14.4	25.2	1.2	11,612	987	595	87	36	918	
Jerauld	3.0	0014	36.9	7.5	11.5	14.7	37.3	1.1	4,679	1,332	322	165		271	123
Jones	1.5	0006	32.7	9.9	14.6	16.5	30.1	6	12,125	1,998	298	74	28	3,740	286
Kingsbury	7.1	0032	40.3	7.1	10.1	16.2	39.5	2.5	15,155	3,926	1,199	745	877	2,786	501
Lake	10.6	0048	31.7	16.4	11.4	14.4	31.8	3.9	39,569	7,899	3,318	2,083	817	12,502	925
Lawrence	17.4	0079	28.1	18.6	12.4	14.7	26.8	6.1	65,554	17,705	8,680	2,159	1,680	11,419	1,423
Lincoln	14.6	0066	35.8	8.3	12.5	15.9	34.9	5.3	26,620	5,187	3,175	328	793	4,022	1,630
Lyman	3.9	0017	30.3	8.3	14.5	15.7	27.5	1.4	10,166	3,829	528			582	88
McCook	6.8	0031	38.3	7.7	11.0	15.1	38.2	2.4	16,072	1,802	1,211	187	29	2,540	136
McPherson	4.4	0020	38.7	7.4	10.7	19.2	35.6	1.6	6,942	1,934	381	66	178	743	454
Marshall	5.6	0025	37.3	7.4	12.9	15.8	36.7	2.2	13,828	2,365	1,536	421	722	4,028	439
Mellette	2.3	0010	28.5	10.4	15.2	16.3	23.8	7	1,523	169	67	153	195		104
Miner	3.9	0018	40.6	7.9	9.3	15.5	40.3	1.4	7,884	1,622	885	85	372	1,026	250
Moody	7.5	0034	36.3	8.8	11.3	14.9	36.4	2.5	19,828	2,915	1,022	133	85	9,460	614
Perkins	4.7	0021	36.0	8.6	12.1	17.4	33.8	1.8	16,171	4,307	1,032	705	595	1,278	324
Potter	3.9	0018	33.1	8.1	13.3	16.2	31.2	1.3	11,194	3,265	951	805	391	2,041	820
Roberts	11.0	0050	34.9	8.0	11.8	14.8	35.1	3.6	25,346	3,820	2,615	2,394	529	3,055	682
Sanborn	3.1	0014	38.8	7.2	9.7	17.0	37.3	1.1	2,980	727	327	87	53	98	
Shannon	8.6	0038	20.4	11.7	13.9	12.9	15.4	2.1	5,828	2,671	449				
Spink	9.8	0045	35.7	9.1	13.1	16.6	34.1	3.4	24,639	4,852	2,603	687	445	5,306	1,074
Stanley	2.4	0011	28.9	11.1	15.5	15.4	25.1	6	5,608	2,673	676			1,351	
Sully	2.3	0010	32.0	7.1	14.9	19.0	26.5	9	10,084	1,120	197		125	4,699	88
Todd	7.4	0033	21.5	12.0	14.3	13.7	16.1	1.9	12,122	3,974	639	588	28		
Tripp	8.0	0036	32.3	9.0	13.1	16.9	29.6	2.9	33,070	6,555	1,400	1,682	2,824	5,940	403
Turner	9.7	0044	40.9	7.4	10.7	16.9	39.8	3.7	20,627	4,279	1,325	1,019	585	5,571	958
Union	11.4	0052	34.7	9.4	12.5	16.1	33.5	4.2	16,648	2,337	2,239	206	880	1,436	276
Walworth	7.6	.0034	33.7	8.3	13.9	16.4	31.9	2.5	37,021	4,798	2,330	1,405	747	11,638	1,475
Yankton	18.1	.0082	31.0	14.9	14.1	14.8	29.6	5.8	87,398	19,060	6,858	8,662	3,616	10,588	3,317
Ziebach	2.6	.0011	24.2	11.3	13.3	16.2	19.2	9	2,323	372	259	87			151
TOTAL METRO COUNTIES	**201.5**	**.0909**	**27.7**	**14.8**	**15.9**	**16.1**	**22.4**	**67.6**	**1,169,230**	**184,181**	**104,036**	**139,027**	**54,290**	**236,273**	**51,555**
TOTAL STATE	**702.4**	**.3170**	**30.5**	**13.0**	**13.7**	**15.5**	**28.3**	**241.4**	**2,836,756**	**535,668**	**248,326**	**233,727**	**111,503**	**574,961**	**109,473**

S.D.

ESTIMATES

EFFECTIVE BUYING INCOME 1979

% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
RAPID CITY	**639,873**	**17,070**	**5.5**	**16.9**	**32.6**	**25.0**	**.0452**
Meade	144,541	18,850	3.7	15.5	32.9	31.8	.0082
Pennington	495,332	16,666	5.9	17.2	32.5	23.5	0370
• Rapid City	360,816	17,171	5.8	15.6	32.6	25.1	0302
SUBURBAN TOTAL	279,057	16,933	5.0	18.7	32.9	24.8	0150
SIOUX FALLS	**825,734**	**21,286**	**4.4**	**11.3**	**27.7**	**38.7**	**.0579**
Minnehaha	825,734	21,286	4.4	11.3	27.7	38.7	0579
• Sioux Falls	653,082	22,521	4.2	10.0	25.7	42.8	0459
SUBURBAN TOTAL	172,652	18,323	4.9	15.0	33.4	27.0	0120
OTHER COUNTIES							
Aurora	23,104	12,865	9.3	19.8	21.6	20.6	.0012
Beadle	136,224	16,793	6.0	12.7	28.2	26.6	.0087
Bennett	18,655	14,368	7.2	15.3	23.8	23.8	.0012
Bon Homme	54,656	13,842	8.2	16.9	25.4	20.8	0031
Brookings	147,992	16,307	6.4	16.4	27.1	27.0	.0099
Brown	265,339	16,543	5.5	16.7	28.8	26.2	.0185
Brule	30,025	13,576	7.8	18.9	25.0	20.0	.0027
Buffalo	7,296	7,069	7.7	16.4	17.9	4.1	0004
Butte	54,305	14,296	6.3	16.4	30.0	17.5	0037
Campbell	21,381	16,765	7.3	14.5	22.7	34.7	.0009
Charles Mix	64,792	13,534	6.3	15.6	25.3	20.0	0038
Clark	35,546	12,684	9.7	20.1	26.7	13.8	0019
Clay	79,797	13,832	7.4	17.6	26.4	19.4	0050
Codington	136,480	15,686	6.6	15.9	30.1	22.2	0098
Corson	18,243	11,264	8.2	19.5	24.2	11.5	0013
Custer	41,854	16,176	6.2	15.3	28.8	24.3	0024
Davison	127,641	16,143	6.5	16.2	27.2	26.4	0093
Day	46,445	11,634	8.0	16.8	24.7	14.1	0028
Deuel	34,485	13,161	6.3	15.7	17.5	27.0	0018
Dewey	46,812	17,100	5.1	15.4	26.7	30.1	0023
Douglas	23,938	14,065	8.5	16.4	29.6	17.3	0015
Edmunds	25,969	12,309	8.1	22.1	26.9	12.1	0017
Fall River	63,367	14,288	8.6	15.6	28.5	19.1	0041
Faulk	23,718	15,410	8.3	15.5	26.6	24.8	0012
Grant	64,743	15,857	6.6	15.0	25.5	26.6	0038
Gregory	35,123	11,654	6.9	16.2	26.2	13.0	0022
Haakon	18,809	16,730	4.7	15.9	32.2	24.1	0013
Hamlin	29,942	12,000	9.1	18.8	25.4	13.4	.0017

ESTIMATES

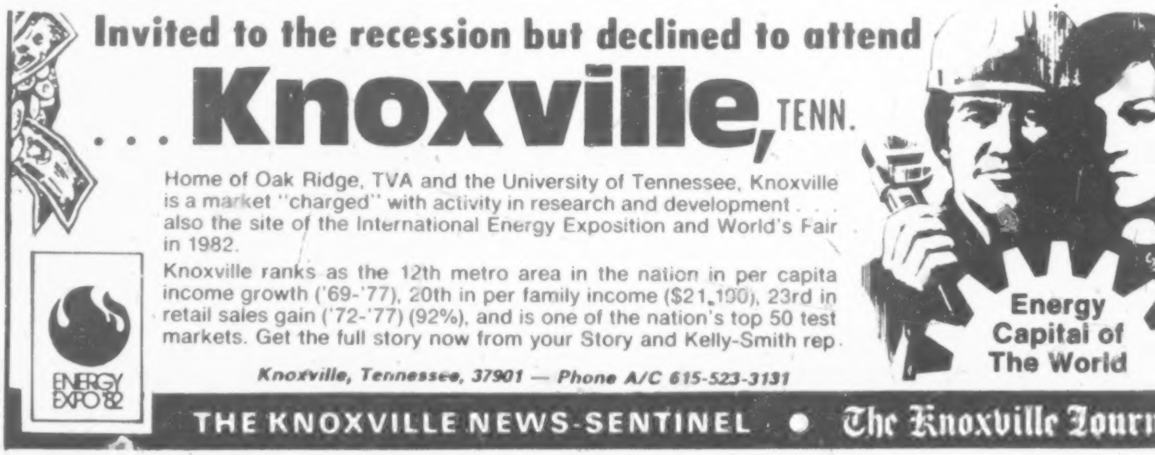
EFFECTIVE BUYING INCOME 1979

% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
Hand	36,218	13,831	7.1	17.2	22.5	23.4	.0023
Hanson	15,479	9,797	11.3	22.5	18.0	8.5	.0009
Harding	10,437	13,407	5.3	21.2	20.8	22.0	.0006
Hughes	114,828	19,737	5.3	13.9	31 [illegible]	35.0	.0073
Hutchinson	55,431	12,421	7.3	16.6	22.4	19.6	.0037
Hyde	10,617	9,081	10.2	16.9	19.1	9.7	.0006
Jackson	10,306	6,839	8.9	19.6	11.4	4.3	.0011
Jerauld	13,896	10,488	7.5	18.7	24.2	8.9	0008
Jones	8,914	14,263	3.3	16.9	35.8	11.8	0009
Kingsbury	49,096	16,023	6.5	15.1	27.9	25.8	.0026
Lake	78,558	16,384	6.4	16.7	25.7	28.7	0047
Lawrence	101,571	15,096	5.8	15.4	35.7	14.7	0069
Lincoln	91,524	14,798	7.0	17.0	28.9	20.4	.0051
Lyman	26,532	15,861	6.6	17.2	28.8	23.4	0015
McCook	37,440	11,943	8.2	20.4	22.0	15.8	0023
McPherson	21,925	10,987	9.0	21.4	20.1	13.1	.0014
Marshall	30,503	11,290	9.2	22.2	21.2	11.8	0018
Mellette	9,955	10,556	8.6	17.0	23.1	12.0	.0005
Miner	21,766	12,393	6.6	20.2	24.6	14.3	.0012
Moody	37,546	12,585	9.7	20.4	27.0	12.9	.0025
Perkins	31,840	15,288	7.2	15.4	27.7	23.3	.0021
Potter	28,016	16,868	5.5	13.0	27.0	28.7	.0016
Roberts	51,102	11,177	9.9	21.1	22.7	11.2	0033
Sanborn	18,352	13,927	6.3	17.7	26.7	19.4	0010
Shannon	37,395	12,375	7.2	16.3	19.6	22.0	0022
Spink	57,410	13,869	8.5	19.2	29.0	16.8	0035
Stanley	11,286	15,857	6.8	24.8	32.6	20.5	0007
Sully	15,878	13,037	7.7	23.8	21.3	21.1	.0011
Todd	34,434	13,360	8.9	17.4	18.8	27.0	0020
Tripp	55,633	15,304	7.6	14.9	26.0	24.8	0037
Turner	65,716	13,687	6.9	16.0	24.5	21.4	0035
Union	85,519	15,[illegible]10	7.3	16.1	24.7	25.6	0043
Walworth	46,095	16,011	5.6	17.4	30.0	23.6	.0033
Yankton	122,471	17,213	7.0	15.0	25.1	29.8	0084
Ziebach	11,004	7,725	13.1	11.4	11.6	14.3	0006
TOTAL METRO COUNTIES	**1,465,607**	**19,064**	**4.9**	**13.9**	**30.0**	**32.3**	**.1031**
TOTAL STATE	**4,596,981**	**15,683**	**6.4**	**16.0**	**27.5**	**24.6**	**.3013**

TENNESSEE

TENN. ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GR 1979					
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)
CHATTANOOGA	**409.0**	**.1846**	**30.4**	**12.2**	**16.8**	**17.0**	**25.2**	**156.2**	**1,586,963**	**347,512**	**113,145**	**223,172**	**68,369**	**335,216**
Hamilton	275.1	.1242	30.9	12.2	16.3	17.1	26.3	110.9	1,244,303	225,939	98,045	193,364	56,449	285,903
• Chattanooga	165.7	.0748	32.0	11.7	14.6	15.9	29.7	67.8	873,170	126,587	66,469	122,598	36,503	264,435
Marion	22.9	.0103	29.7	11.8	16.0	16.0	25.5	7.7	62,687	20,961	2,303	4,319	4,385	10,604
Sequatchie	7.7	.0035	29.0	11.7	17.8	14.7	24.6	2.4	15,088	6,979	533	848	448	2,128
Catoosa, Ga.	*37.2*	*.0168*	*28.9*	*12.0*	*19.9*	*17.7*	*20.1*	*12.8*	*106,893*	*32,044*	*5,437*	*20,868*	*2,384*	*11,747*
Dade, Ga.	*12.0*	*.0054*	*27.2*	*15.3*	*17.7*	*14.9*	*21.3*	*4.0*	*33,446*	*11,459*	*1,393*	*881*	*1,660*	*3,132*
Walker, Ga.	*54.1*	*.0244*	*30.1*	*11.8*	*17.5*	*16.7*	*24.8*	*18.4*	*124,546*	*50,130*	*5,434*	*2,892*	*3,043*	*21,702*
SUBURBAN TOTAL	243.3	.1098	29.5	12.5	18.5	17.7	22.2	88.4	713,793	220,925	46,676	100,574	31,866	70,781
CLARKSVILLE - HOPKINSVILLE	**159.6**	**.0720**	**23.9**	**23.1**	**14.1**	**13.6**	**18.8**	**46.7**	**531,812**	**95,069**	**36,268**	**77,072**	**29,026**	**142,749**
Montgomery	84.6	.0382	24.3	22.6	14.7	14.6	18.4	25.3	308,164	51,131	22,856	47,043	17,331	89,786
• Clarksville	57.8	.0261	23.8	28.3	15.7	13.9	15.4	16.6	299,935	48,319	22,607	46,614	14,827	88,909
Christian, Ky.	*75.0*	*.0338*	*23.6*	*23.6*	*13.4*	*12.5*	*19.3*	*21.4*	*223,648*	*43,938*	*13,412*	*30,029*	*11,695*	*52,963*
• *Hopkinsville*	*27.2*	*.0123*	*28.7*	*9.7*	*14.6*	*15.1*	*25.6*	*9.7*	*166,983*	*37,137*	*10,135*	*8,747*	*11,046*	*45,647*
SUBURBAN TOTAL	74.6	.0336	23.4	23.9	12.6	12.8	19.1	20.4	64,894	9,613	3,526	21,711	3,153	8,193
△ **JACKSON**	**73.5**	**.0332**	**31.2**	**13.2**	**13.9**	**15.1**	**29.6**	**25.5**	**339,643**	**68,000**	**22,284**	**63,551**	**13,675**	**72,683**
Madison	73.5	.0332	31.2	13.2	13.9	15.1	29.6	25.5	339,643	68,000	22,284	63,551	13,675	72,683
• Jackson	45.1	.0204	31.8	14.8	13.2	14.3	31.5	16.3	330,235	65,922	21,393	63,490	13,226	72,683
SUBURBAN TOTAL	28.4	.0128	30.3	10.7	14.9	16.4	26.6	9.2	9,408	2,078	891	61	449	
JOHNSON CITY - KINGSPORT - BRISTOL	**417.3**	**.1883**	**31.3**	**13.0**	**17.2**	**17.1**	**26.5**	**145.8**	**1,571,283**	**342,794**	**99,196**	**217,638**	**66,840**	**366,251**
Carter	48.3	.0218	31.5	13.2	16.7	16.8	27.4	17.1	106,162	31,054	7,673	15,059	4,357	18,019
Hawkins	39.1	.0177	30.8	11.2	18.3	16.3	26.0	13.2	65,812	25,992	3,621	3,633	2,421	13,008
Sullivan	139.4	.0629	30.9	12.0	18.7	18.5	23.7	49.2	661,984	132,992	45,782	122,116	26,422	172,126
• Bristol	29.2	.0132	33.3	13.1	15.0	17.4	30.0	10.9	222,126	47,164	15,211	30,117	8,244	79,928
• Kingsport	32.7	.0148	33.7	10.6	15.4	20.5	27.5	12.2	371,480	70,273	27,378	84,054	16,160	74,156
Unicoi	16.4	.0074	32.6	11.0	15.8	17.7	28.6	5.8	30,112	10,882	1,610	1,909	2,005	6,785
Washington	85.5	.0386	30.3	15.9	16.3	16.1	26.2	29.0	343,314	66,554	21,693	44,000	16,179	87,569
• Johnson City	42.6	.0192	31.7	17.1	13.0	16.4	29.3	14.5	310,126	59,953	19,786	43,727	11,705	84,540
Bristol, Va.	*20.7*	*.0093*	*35.3*	*14.0*	*12.6*	*16.2*	*34.1*	*7.9*	*195,214*	*30,641*	*11,083*	*25,054*	*9,760*	*34,350*
Bristol	*20.7*	*.0093*	*35.3*	*14.0*	*12.6*	*16.2*	*34.1*	*7.9*	*195,214*	*30,641*	*11,083*	*25,054*	*9,760*	*34,350*
Scott, Va.	*25.0*	*.0113*	*33.1*	*12.4*	*16.0*	*16.3*	*30.7*	*8.8*	*52,007*	*17,768*	*1,396*	*1,711*	*2,317*	*15,578*
Washington, Va.	*42.9*	*.0193*	*31.8*	*12.9*	*16.9*	*16.6*	*28.0*	*14.8*	*116,678*	*26,911*	*6,338*	*4,156*	*3,379*	*18,816*
SUBURBAN TOTAL	312.8	.1411	30.8	12.7	18.1	16.9	25.6	108.2	667,551	165,404	36,821	59,740	30,731	127,627
KNOXVILLE	**460.4**	**.2080**	**30.9**	**14.3**	**16.2**	**16.9**	**26.4**	**162.3**	**1,954,785**	**386,096**	**136,955**	**323,653**	**96,256**	**416,042**
Anderson	65.9	.0298	31.7	10.5	16.3	19.1	25.5	23.1	261,107	61,272	12,218	46,516	8,769	69,849
Blount	76.1	.0344	31.7	12.3	17.1	16.6	27.8	27.2	278,710	57,140	16,068	38,376	10,497	77,948
Knox	306.5	.1384	30.5	15.7	16.0	16.5	26.3	108.2	1,402,025	262,023	108,217	238,321	76,486	264,741
• Knoxville	188.8	.0852	30.7	18.6	14.1	15.6	28.3	68.4	1,187,795	193,871	96,456	228,237	67,312	231,661
Union	11.9	.0054	30.3	11.5	18.3	15.1	26.2	3.8	12,943	5,661	452	440	504	3,504
SUBURBAN TOTAL	271.6	.1228	31.0	11.4	17.7	17.7	25.1	93.9	766,990	192,225	40,499	95,416	28,944	184,381
MEMPHIS	**904.7**	**.4083**	**27.9**	**13.8**	**16.5**	**15.9**	**22.4**	**300.4**	**3,437,255**	**783,485**	**252,343**	**468,228**	**172,269**	**738,926**
Shelby	768.8	.3470	28.1	14.2	16.3	16.1	22.6	259.1	3,066,165	678,625	236,156	436,383	162,544	647,246
• Memphis	675.1	.3047	28.8	13.1	16.2	16.4	23.5	232.8	2,850,275	624,669	221,381	423,878	154,981	597,150
Tipton	32.5	.0147	28.8	11.3	15.1	14.2	26.5	10.5	68,898	18,833	2,615	7,735	2,071	16,605
Crittenden, Ark.	*49.4*	*.0223*	*27.0*	*12.1*	*16.4*	*14.6*	*22.3*	*15.1*	*187,735*	*41,481*	*7,806*	*11,712*	*4,333*	*50,150*
De Soto, Miss.	*54.0*	*.0243*	*26.3*	*11.3*	*19.7*	*14.5*	*18.4*	*15.7*	*114,457*	*44,546*	*5,766*	*12,398*	*3,321*	*24,925*
SUBURBAN TOTAL	229.6	.1036	25.6	16.0	17.3	14.3	19.4	67.6	586,980	158,816	30,960	44,350	17,288	141,776
NASHVILLE-DAVIDSON	**803.0**	**.3624**	**29.8**	**13.6**	**17.2**	**16.5**	**24.6**	**284.2**	**3,590,435**	**728,805**	**301,864**	**478,224**	**172,063**	**898,617**
Cheatham	19.0	.0086	29.9	10.6	17.6	16.0	25.1	6.0	34,563	14,297	1,776	884	253	7,263
Davidson	459.5	.2074	29.8	14.7	17.1	16.8	24.2	166.2	2,493,332	445,952	232,536	415,153	133,390	620,396
• Nashville-Davidson	459.5	.2074	29.8	14.7	17.1	16.8	24.2	166.2	2,493,332	445,952	232,536	415,153	133,390	620,396
Dickson	29.1	.0131	32.1	10.3	15.4	15.8	29.8	10.5	101,129	32,982	5,157	7,028	5,237	19,441



Invited to the recession but declined to attend

. . . Knoxville, TENN.

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TENN. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Robertson	33.4	.0150	32.9	9.8	14.4	16.4	30.6	11.7	106,109	21,681	4,436	6,904	3,314	41,707	3,996
Rutherford	79.5	.0359	27.0	18.0	16.1	15.3	21.9	25.7	293,547	67,766	24,741	24,778	11,727	59,926	5,980
Sumner	78.9	.0356	29.9	9.9	19.0	16.6	23.7	27.8	238,987	70,667	13,308	9,593	6,128	55,742	9,523
Williamson	53.2	.0240	30.5	10.3	17.6	17.1	24.9	17.7	188,320	44,420	10,688	6,735	5,014	60,080	7,124
Wilson	50.4	.0228	31.0	10.6	17.5	16.0	26.9	18.6	134,448	30,840	9,222	7,149	7,000	34,062	4,535
SUBURBAN TOTAL	343.5	.1550	29.9	12.0	17.0	16.2	25.2	118.0	1,097,103	282,853	69,328	63,071	38,673	278,221	35,455
OTHER COUNTIES															
Bedford	26.5	.0119	32.7	11.0	15.4	16.3	30.2	9.8	73,899	19,142	4,263	5,803	5,593	17,858	2,342
Benton	13.1	.0059	35.1	9.8	15.2	15.8	34.3	4.9	40,147	10,448	1,531	1,217	1,952	12,196	1,323
Bledsoe	8.6	.0039	29.8	11.4	15.2	15.0	27.1	2.9	15,443	3,633	647	642	798	5,153	453
Bradley	63.8	.0288	28.5	13.5	18.7	16.3	21.5	22.0	282,013	65,708	18,097	36,049	10,110	81,906	6,559
Campbell	33.5	.0151	31.9	10.2	14.2	15.2	30.3	11.7	101,865	26,725	8,888	5,167	2,952	23,374	3,277
Cannon	9.7	.0043	34.2	10.5	15.4	16.1	32.8	3.6	21,517	7,882	395	1,263	1,039	7,259	786
Carroll	27.6	.0125	34.6	11.7	14.1	15.4	34.2	10.3	72,446	16,572	3,030	6,230	3,794	18,654	2,090
Chester	12.2	.0055	31.4	16.7	13.7	13.7	31.4	4.2	33,600	9,581	1,959	769	1,290	11,193	881
Claiborne	27.6	.0124	31.4	12.9	15.0	15.2	29.3	9.3	50,379	12,690	1,982	2,523	3,650	7,297	2,405

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TENN. (cont.)

S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GRO
1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)
Clay	7.2	.0033	33.9	10.9	15.1	15.5	32.9	2.5	9,211	3,518	588	454	307	446
Cocke	28.7	.0129	29.8	12.1	17.5	16.2	24.7	9.5	82,205	24,895	4,471	7,446	2,593	14,194
Coffee	36.3	.0164	31.1	10.0	17.9	18.6	24.4	12.6	145,731	31,833	15,259	14,448	7,351	31,386
Crockett	14.5	.0066	34.1	10.5	13.7	14.1	34.7	5.3	30,436	9,654	685	598	1,154	9,915
Cumberland	27.2	.0122	30.3	11.2	15.2	15.2	27.7	9.2	89,579	20,736	5,898	6,072	2,022	17,688
Decatur	9.8	.0044	34.9	10.8	15.0	15.4	34.5	3.7	27,250	7,209	1,106	1,689	1,821	8,212
De Kalb	12.9	.0059	34.3	10.4	15.4	15.9	32.9	4.9	42,102	12,923	1,458	1,040	2,452	16,265
Dyer	34.0	.0153	32.9	11.0	14.6	15.0	31.9	12.2	123,185	25,994	6,841	8,495	4,930	38,336
Fayette	25.0	.0113	26.6	11.0	12.4	12.5	27.1	7.0	32,143	14,511	1,529	2,259	953	5,344
Fentress	14.3	.0065	29.9	11.0	15.1	14.4	27.8	4.4	32,958	11,613	667	2,910	1,458	2,958
Franklin	30.5	.0137	30.8	12.8	14.9	16.6	27.1	10.2	82,949	20,412	3,934	5,048	3,743	14,584
Gibson	47.7	.0216	34.5	10.5	14.0	15.8	33.5	17.7	132,497	32,290	5,177	12,944	4,988	36,013
Giles	23.7	.0107	34.6	10.6	14.3	15.4	34.0	8.7	72,367	17,767	3,911	2,654	4,659	11,876
Grainger	17.1	.0077	30.6	12.4	18.1	15.3	26.7	5.9	20,917	9,138	912	300	657	5,113
Greene	52.2	.0235	31.2	12.6	17.5	17.6	25.7	18.2	147,958	37,549	10,593	16,449	5,131	22,678
Grundy	12.8	.0058	28.6	11.1	15.5	13.9	26.1	4.2	30,665	9,226	1,857	815	703	3,577
Hamblen	46.1	.0208	29.7	12.2	19.5	17.9	21.7	15.9	200,162	44,944	11,348	32,768	6,121	41,642
Hancock	6.9	.0031	32.3	11.9	13.7	16.9	29.4	2.2	8,292	3,959	51	364	632	479
Hardeman	22.6	.0102	30.1	11.0	13.1	13.8	29.7	6.6	59,160	17,159	1,899	6,976	1,440	12,511
Hardin	21.4	.0096	32.9	10.5	15.5	16.1	30.6	7.5	65,876	18,669	4,612	7,659	2,818	11,446
Haywood	22.4	.0101	30.1	10.6	11.9	13.6	30.6	6.9	49,612	13,945	4,047	5,479	3,472	11,681
Henderson	20.4	.0092	32.9	10.9	15.1	16.1	30.8	7.5	59,285	19,053	2,520	3,888	2,847	13,728
Henry	27.2	.0123	37.3	9.3	13.4	15.5	36.8	10.7	87,122	17,706	6,524	10,951	3,322	16,563
Hickman	14.8	.0067	33.4	11.5	15.1	16.7	30.8	5.2	21,950	8,823	927	490	846	5,519
Houston	6.4	.002[illegible]	32.8	10.2	15.1	14.8	31.8	2.3	9,511	4,877	718	190	141	530
Humphreys	15.2	.0069	32.3	[illegible]	16.0	16.6	29.0	5.5	52,865	13,242	3,362	5,513	2,316	14,516
Jackson	8.9	.0040	35.8	10.6	13.7	15.4	35.5	3.4	26,051	12,054	958	571	1,039	7,852
Jefferson	29.8	.0135	30.4	14.8	17.8	16.2	25.6	10.3	67,935	27,168	3,357	3,713	2,598	10,870
Johnson	14.1	.0063	32.0	11.5	15.9	15.7	29.5	4.9	27,611	9,866	949	2,407	1,055	5,623
Lake	7.3	.0033	30.3	10.8	13.7	14.5	29.1	2.4	16,150	6,158	1,489	458	409	1,405
Lauderdale	23.2	.0104	32.0	10.4	13.3	13.6	32.5	7.9	52,896	15,566	1,768	4,324	2,110	13,286
Lawrence	34.9	.0158	32.3	9.9	15.5	16.2	29.6	12.3	101,606	24,260	3,275	8,590	5,756	31,199
Lewis	9.0	.0040	30.4	10.5	14.8	14.9	28.2	3.4	18,593	5,551	527	804	1,162	4,745
Lincoln	24.8	.0112	33.4	10.4	15.0	16.8	30.8	8.9	67,935	19,636	3,288	2,322	2,362	16,270
Loudon	27.4	.0124	32.9	11.3	15.1	17.6	29.3	9.9	73,424	20,196	2,830	2,705	2,521	18,673
McMinn	40.3	.0182	31.5	11.6	17.0	16.6	27.3	14.2	113,707	22,718	6,890	10,703	5,571	18,324
McNairy	21.8	.0098	33.6	10.6	15.2	15.6	32.3	7.9	56,893	12,061	3,124	1,309	2,702	16,997
Macon	14.9	.0067	34.8	10.3	15.3	16.3	33.4	5.6	44,294	19,650	1,206	1,114	1,481	4,686
Marshall	18.2	.0083	34.6	10.5	14.1	16.4	33.1	6.9	66,815	17,369	1,952	2,054	2,177	21,433
Maury	48.2	.0217	32.1	10.9	15.5	16.8	28.7	16.8	170,148	52,563	11,799	14,497	7,624	25,300
Meigs	7.1	.0032	29.1	12.7	16.7	14.5	25.7	2.5	10,578	5,397	745	661	791	923
Monroe	27.1	.0122	30.0	12.9	16.2	15.3	26.6	9.2	78,636	19,497	7,225	5,385	4,146	18,775
Moore	4.0	.0018	34.4	10.1	14.1	17.4	31.8	1.6	3,676	1,700	26	51	80	68
Morgan	16.3	.0074	29.8	11.7	15.2	15.2	26.9	5.0	15,874	7,816	303	289	392	2,238
Obion	34.5	.0156	34.3	10.8	15.0	15.2	33.8	13.5	116,559	23,377	8,034	10,443	3,980	31,819
Overton	17.3	.0078	32.3	11.0	16.3	15.7	29.9	6.9	34,729	12,383	677	2,244	1,858	4,685
Perry	5.9	.0026	37.4	9.4	13.7	16.3	36.3	2.3	10,266	3,487	481	181	389	2,991
Pickett	4.2	.0019	33.3	10.6	14.2	15.4	32.2	1.5	6,615	1,875	617	182	94	942
Polk	12.9	.0058	30.8	11.1	15.9	16.5	26.8	4.6	20,285	6,825	1,655	595	739	3,238
Putnam	43.9	.0199	28.7	20.2	15.3	14.6	25.7	15.2	173,739	33,702	15,833	18,317	6,571	29,189
Rhea	22.4	.0101	29.6	12.4	16.2	14.1	27.2	8.1	61,195	18,982	2,326	3,180	1,755	13,594
Roane	46.3	.0209	31.9	10.2	15.7	18.7	26.4	16.3	125,387	33,518	7,300	4,463	5,191	38,034
Scott	17.5	.0079	28.6	10.9	14.4	14.1	26.7	5.6	42,287	14,922	2,052	3,239	1,059	7,871
Sevier	37.5	.0169	31.4	10.6	18.0	16.8	26.7	13.4	149,341	31,656	32,355	8,758	7,116	15,148
Smith	14.1	.0063	35.2	10.2	14.9	15.8	34.4	5.3	41,126	7,779	1,856	2,861	6,503	9,618
Stewart	9.5	.0043	36.2	10.8	12.8	17.0	34.4	3.3	16,755	4,433	938	1,004	142	4,080
Trousdale	5.4	.0024	33.8	11.5	14.1	16.4	32.0	1.9	30,015	7,951	406	919	527	12,737
Van Buren	4.1	.0019	30.1	13.4	15.8	15.6	26.7	1.4	4,408	1,693	184	192	89	414
Warren	31.8	.0143	31.4	11.3	17.0	16.3	27.5	11.5	97,072	26,536	4,971	7,914	4,590	19,527
Wayne	12.9	.0058	31.3	11.8	16.4	14.8	29.1	4.6	23,831	8,689	644	794	324	5,802
Weakley	31.0	.0140	31.4	20.9	12.7	13.1	32.3	11.2	81,145	19,020	4,685	6,718	5,617	17,873
White	19.7	.0089	33.0	11.1	16.0	16.1	30.7	7.0	62,942	17,236	1,857	695	1,494	28,162
TOTAL METRO COUNTIES	**2,857.2**	**1.2899**	**29.[illegible]**	**13.9**	**16.6**	**16.5**	**24.5**	**1,002.2**	**11,857,552**	**2,452,843**	**903,990**	**1,741,837**	**576,606**	**2,737,121**
TOTAL STATE	**4,425.3**	**1.9972**	**30.3**	**13.1**	**16.1**	**16.3**	**26.2**	**1,553.4**	**16,375,368**	**3,650,259**	**1,184,258**	**2,095,005**	**768,675**	**3,753,60[illegible]**

TENN.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME
1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over: A	B	C	D	Buying Power Index
CHATTANOOGA	**2,686,616**	**15,385**	**6.1**	**17.3**	**31.6**	**19.8**	**.1736**
Hamilton	1,921,301	15,273	6.2	16.8	30.7	20.3	.1264
• Chattanooga	1,018,370	12,698	7.3	17.7	26.[illegible]	15.7	.0759
Marion	125,014	14,594	6.1	16.6	29.6	18.9	.0080
Sequatchie	41,131	15,854	6.3	16.5	29.9	23.0	.0026
Catoosa, Ga.	*217,548*	*16,084*	*5.4*	*19.9*	*37.0*	*17.5*	*.0136*
Dade, Ga.	*64,365*	*14,646*	*5.8*	*19.3*	*33.[illegible]*	*15.6*	*.0041*

S&MM ESTIMATES

EFFECTIVE BUYING INCOM
1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over: A	B	C	D
Walker, Ga.	*317,257*	*15,880*	*5.6*	*18.0*	*35.4*	*18.3*
SUBURBAN TOTAL	1,668,246	17,277	5.1	16.9	36.0	22.8
CLARKSVILLE - HOPKINSVILLE	**890,410**	**14,059**	**7.1**	**18.1**	**28.6**	**17.9**
Montgomery	480,853	14,814	6.5	18.4	30.5	18.8
• Clarksville	355,533	15,422	6.5	16.8	30.5	[illegible]
Christian, Ky.	*409,557*	*13,089*	*7.7*	*17.6*	*26.3*	*16.9*
• Hopkinsville	172,855	14,496	7.0	14.6	25.8	22.9

EFFECTIVE BUYING INCOME 1979

ETRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
SUBURBAN TOTAL	362,022	13,028	7.6	20.6	28.4	13.0	.0202
JACKSON	**473,448**	**15,530**	**6.2**	**14.7**	**25.1**	**26.3**	**.0328**
Madison	473,448	15,530	6.2	14.7	25.1	26.3	.0328
● Jackson	313,383	15,631	6.7	14.4	24.0	27.7	.0249
SUBURBAN TOTAL	160,065	15,364	5.3	15.3	26.9	24.0	.0079
OHNSON CITY - KINGSPORT - RISTOL	**2,330,108**	**13,913**	**7.1**	**18.4**	**29.1**	**16.9**	**.1633**
Carter	225,994	11,525	9.1	23.4	25.6	9.0	.0150
Hawkins	212,491	14,830	6.1	16.0	30.7	18.7	.0124
Sullivan	831,385	15,377	6.7	18.5	32.7	18.7	.0607
● Bristol	178,449	13,588	8.0	20.8	26.6	18.0	.0157
● Kingsport	248,970	17,906	5.4	13.7	29.6	29.7	.0232
Unicoi	71,151	10,648	9.3	20.8	24.3	8.0	.0047
Washington	533,003	15,250	6.5	16.7	27.6	23.3	.0359
● Johnson City	278,779	14,609	7.1	16.0	24.6	24.2	.0229
Bristol, Va	*97,523*	*9,399*	*8.4*	*18.7*	*20.7*	*8.1*	*.0115*
Bristol	*97,523*	*9,399*	*8.4*	*18.7*	*20.7*	*8.1*	*.0115*
Scott, Va	*117,719*	*11,911*	*7.0*	*17.4*	*28.8*	*10.5*	*.0078*
Washington, Va	*240,842*	*14,167*	*6.9*	*18.3*	*28.6*	*18.2*	*.0153*
SUBURBAN TOTAL	1,623,910	13,510	7.2	19.2	29.8	14.4	.1015
KNOXVILLE	**3,112,853**	**16,619**	**6.0**	**15.0**	**29.0**	**26.0**	**.2040**
Anderson	413,895	16,429	5.5	14.9	31.8	23.3	.0276
Blount	488,168	16,510	5.9	15.2	32.4	22.6	.0314
Knox	2,163,459	16,985	6.0	14.8	27.7	28.1	.1419
● Knoxville	1,326,480	16,850	6.5	15.3	26.7	25.8	.0982
Union	47,331	11,000	7.4	22.0	24.5	7.8	.0031
SUBURBAN TOTAL	1,786,373	17,094	5.5	14.8	30.7	26.3	.1058
MEMPHIS	**6,007,079**	**17,095**	**5.7**	**14.5**	**27.3**	**28.7**	**.3833**
Shelby	5,338,061	17,643	5.6	14.5	27.8	29.9	.3379
● Memphis	4,691,204	17,339	5.7	14.7	28.2	28.8	.3022
Tipton	137,028	11,291	7.4	19.0	23.9	11.8	.0095
Crittenden, Ark	*252,905*	*12,510*	*5.9*	*12.3*	*22.4*	*21.7*	*.0186*
De Soto, Miss	*279,085*	*16,470*	*6.2*	*13.0*	*28.1*	*26.0*	*.0173*
SUBURBAN TOTAL	1,315,875	16,169	5.5	13.7	25.2	28.0	.0811
NASHVILLE-DAVIDSON	**5,889,490**	**17,917**	**5.5**	**14.9**	**29.1**	**29.7**	**.3757**
Cheatham	98,146	15,330	5.5	19.9	36.1	15.3	.0059
Davidson	3,755,414	19,554	5.0	13.8	29.0	34.3	.2418
● Nashville-Davidson	3,755,414	19,554	5.0	13.8	29.0	34.3	.2418
Dickson	157,811	13,195	7.6	18.9	29.1	14.4	.0109
Robertson	188,749	13,783	6.1	17.3	27.0	18.8	.0124
Rutherford	462,901	15,462	6.7	16.8	29.8	21.6	.0313
Sumner	542,814	17,456	5.7	15.1	29.6	27.8	.0320
Williamson	345,581	16,274	6.4	16.4	26.7	27.1	.0217
Wilson	338,074	16,400	6.2	15.0	30.0	24.1	.0197
SUBURBAN TOTAL	2,134,076	15,752	6.3	16.4	29.3	23.0	.1339
OTHER COUNTIES							
Bedford	151,995	13,458	7.5	18.8	28.4	15.9	.0096
Benton	75,995	13,435	6.7	17.8	27.8	17.0	.0047
Bledsoe	38,174	10,775	9.1	22.4	23.4	7.9	.0026
Bradley	365,790	15,200	6.4	18.7	33.1	17.6	.0266
Campbell	141,274	9,408	8.9	16.8	21.5	9.1	.0108
Cannon	56,011	13,692	7.1	15.4	27.8	18.6	.0033
Carroll	154,133	13,344	5.9	18.6	29.0	14.8	.0096
Chester	58,087	10,513	8.0	16.6	23.5	11.7	.0040
Claiborne	129,527	10,584	7.8	17.9	20.0	14.4	.0082
Clay	28,503	8,657	11.0	16.4	19.8	6.5	.0019
Cocke	119,454	11,269	8.4	21.3	25.7	8.4	.0090
Coffee	210,033	14,722	7.6	16.0	28.7	20.5	.0147
Crockett	62,332	9,874	7.9	19.9	21.5	8.1	.0043
Cumberland	128,448	11,992	8.4	19.4	26.2	12.8	.0095
Decatur	46,357	10,587	8.9	19.6	24.9	7.8	.0031
De Kalb	73,250	12,650	7.7	17.8	28.1	14.2	.0049
Dyer	179,352	12,577	7.0	18.1	27.1	13.8	.0128
Fayette	75,787	7,876	8.7	15.9	17.5	7.2	.0057
Fentress	46,872	8,631	9.5	18.0	18.6	6.9	.0039
Franklin	141,488	11,845	8.7	19.2	27.6	10.8	.0099
Gibson	244,289	11,830	7.3	19.8	26.9	10.7	.0163
Giles	121,817	11,891	8.3	20.9	26.7	11.1	.0084
Grainger	77,264	10,982	8.9	19.3	25.1	9.4	.0046
Greene	283,314	13,699	7.3	19.0	28.2	17.0	.0184
Grundy	43,474	8,979	9.1	22.2	18.2	5.0	.0037
Hamblen	271,540	15,232	7.2	19.5	31.9	19.1	.0191
Hancock	16,541	4,870	8.3	13.5	11.0	2.4	.0014
Hardeman	113,140	13,072	6.5	15.9	23.2	20.8	.0075
Hardin	97,715	10,529	7.5	17.4	23.9	10.4	.0071
Haywood	92,131	9,716	8.0	13.5	21.9	13.5	.0065
Henderson	89,255	10,308	8.5	19.2	23.7	8.3	.0066
Henry	157,689	11,859	7.5	18.1	24.3	14.7	.0104
Hickman	58,340	9,868	10.0	23.1	21.4	4.9	.0038
Houston	26,726	9,523	8.3	20.8	20.0	7.3	.0017
Humphreys	95,996	15,105	5.3	12.4	26.8	23.4	.0061
Jackson	41,819	9,143	8.9	14.9	22.6	9.0	.0030
Jefferson	165,526	14,108	7.5	19.9	30.4	16.2	.0102
Johnson	55,620	9,941	8.4	21.4	22.1	6.3	.0038
Lake	30,579	9,154	11.5	15.3	19.9	10.2	.0022
Lauderdale	94,813	8,723	8.4	14.3	19.6	10.8	.0068
Lawrence	185,456	13,067	6.7	18.4	27.7	15.3	.0123
Lewis	40,872	10,553	10.3	22.3	25.5	4.9	.0027
Lincoln	121,003	11,028	8.3	15.1	26.1	12.2	.0083
Loudon	148,188	13,623	6.9	20.1	30.9	13.4	.0095
McMinn	214,994	13,351	7.5	19.5	30.2	13.4	.0141
McNairy	84,536	8,773	9.2	20.0	18.4	6.0	.0065
Macon	77,531	11,208	7.7	18.6	22.4	13.6	.0052
Marshall	100,734	12,650	7.4	20.2	29.1	11.2	.0070
Maury	263,634	13,634	7.0	18.0	28.3	17.0	.0184
Meigs	36,525	12,067	10.2	19.9	24.0	14.2	.0020
Monroe	109,911	10,455	8.8	21.9	23.1	6.9	.0086
Moore	22,561	13,640	4.6	22.4	32.9	10.0	.0012
Morgan	60,967	10,285	8.3	20.2	22.5	8.5	.0039
Obion	205,989	12,923	7.0	18.4	25.8	16.7	.0135
Overton	72,950	9,682	8.1	18.3	23.0	7.4	.0049
Perry	25,298	8,861	8.0	17.2	22.7	6.5	.0016
Pickett	15,149	8,525	9.2	21.9	16.9	4.9	.0011
Polk	53,797	10,906	9.3	24.8	24.4	5.4	.0036
Putnam	244,344	12,408	7.5	19.6	23.2	16.9	.0174
Rhea	112,388	11,873	8.8	18.8	25.6	12.9	.0076
Roane	288,373	16,059	6.2	15.5	29.8	23.5	.0173
Scott	75,229	10,119	9.4	17.3	20.4	12.8	.0053
Sevier	225,851	14,683	6.8	18.6	30.6	18.2	.0154
Smith	77,566	11,873	8.9	19.8	23.4	14.9	.0051
Stewart	30,933	8,236	9.2	19.6	20.0	2.2	.0023
Trousdale	31,874	12,297	7.9	16.7	22.5	19.6	.0024
Van Buren	17,636	11,284	8.2	25.1	21.5	8.8	.0010
Warren	171,152	12,845	7.9	19.4	27.2	14.9	.0114
Wayne	58,508	11,534	7.8	22.4	25.3	8.9	.0037
Weakley	168,428	12,119	7.3	16.8	25.4	14.7	.0107
White	96,924	11,863	8.9	21.7	25.9	11.1	.0070
TOTAL METRO COUNTIES	**19,3 3,203**	**16,587**	**5.9**	**15.6**	**28.9**	**26.1**	**1.2584**
TOTAL STATE	**27,292,954**	**14,833**	**6.6**	**16.7**	**27.8**	**21.6**	**1.7961**

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TEXAS GROUP

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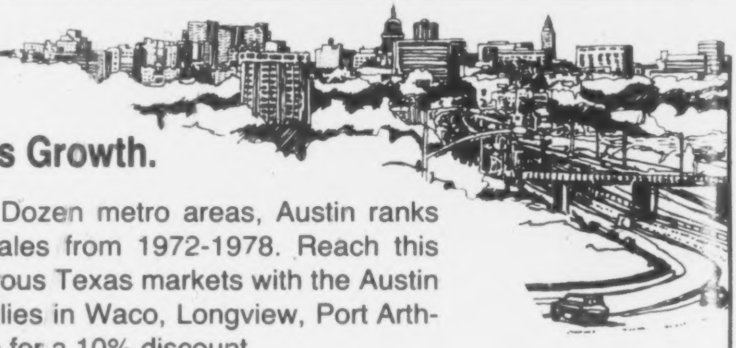
TEXAS

TEXAS
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79 Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1979 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ABILENE	**134.7**	**.0608**	**30.0**	**15.2**	**14.3**	**15.3**	**27.5**	**49.7**	**628,405**	**123,031**	**42,246**	**64,136**	**28,822**	**163,911**	**12,780**
Callahan	10.7	.0048	43.4	7.1	10.6	14.9	43.4	4.2	23,525	8,188	1,132	665	135	6,054	884
Jones	16.4	.0074	40.8	8.2	11.4	14.7	41.0	7.0	53,721	12,759	1,775	3,033	1,362	16,032	1,589
Taylor	107.6	.0486	28.0	17.0	15.3	15.5	23.8	38.5	551,159	102,084	39,339	60,438	27,325	141,825	10,307
• Abilene	97.9	.0442	27.4	17.4	14.9	15.9	22.8	34.8	523,196	98,940	36,355	59,427	27,265	135,127	10,287
SUBURBAN TOTAL	36.8	.0166	39.0	9.2	13.1	13.8	39.9	14.9	105,209	24,091	5,891	4,709	1,557	28,784	2,493
AMARILLO	**161.9**	**.0731**	**29.0**	**14.0**	**17.0**	**17.4**	**22.4**	**60.7**	**1,023,999**	**199,971**	**91,883**	**114,083**	**59,493**	**251,744**	**21,314**
Potter	92.2	.0416	30.1	13.1	14.8	15.8	27.0	35.6	685,112	107,051	72,201	91,084	40,785	151,993	15,866
• Amarillo	151.3	.0683	29.5	12.5	16.0	17.0	24.2	56.0	1,023,860	207,038	87,750	112,428	62,953	256,650	20,955
Randall	69.7	.0315	27.9	15.2	19.9	19.4	16.4	25.1	338,887	92,920	19,682	22,999	18,708	99,751	5,448
SUBURBAN TOTAL	10.6	.0048	25.3	35.6	30.2	23.7	3.1	4.7	139	7,067	4,133	1,655	3,460	4,906	359
AUSTIN	**506.1**	**.2283**	**25.6**	**21.2**	**16.5**	**13.9**	**20.6**	**166.3**	**2,299,393**	**492,757**	**244,921**	**299,904**	**112,299**	**431,098**	**52,654**
Hays	37.8	.0170	23.4	31.9	12.2	11.0	19.6	10.6	112,356	26,223	16,332	5,924	3,491	19,739	1,731
Travis	407.5	.1839	25.3	21.8	17.6	14.1	18.7	134.5	2,009,025	412,983	213,989	288,837	104,968	366,852	46,696
• Austin	335.3	.1513	24.9	23.0	17.7	13.4	18.5	113.3	1,954,571	395,271	207,314	288,837	100,447	364,695	46,215
Williamson	60.8	.0274	32.8	10.8	12.1	13.7	33.5	21.2	178,012	53,551	14,600	5,143	3,840	44,507	4,227
SUBURBAN TOTAL	170.8	.0770	27.4	17.8	14.1	14.8	24.5	53.0	344,822	97,486	37,607	11,067	11,852	66,403	6,439
BEAUMONT - PORT ARTHUR - ORANGE	**366.8**	**.1656**	**30.3**	**12.5**	**15.4**	**18.0**	**24.7**	**132.2**	**1,731,403**	**384,952**	**131,100**	**211,898**	**88,876**	**390,024**	**46,222**



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Source: Advertising Age, Dec. 19, 1979.
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(Business Week, May 26th)

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TEXAS (cont.) S&MM ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Hardin	39.3	.0178	30.4	10.4	15.8	16.5	26.2	13.1	161,255	40,169	4,939	4,185	1,751	49,279	5,520
Jefferson	246.8	.1114	30.9	13.0	14.4	18.2	25.9	89.8	1,256,295	263,444	109,027	183,927	72,610	271,526	31,836
• Beaumont	115.5	.0521	30.6	14.1	14.8	17.1	26.4	43.1	786,726	130,569	73,208	145,646	53,614	172,721	14,805
• Port Arthur	55.0	.0248	33.3	12.0	12.0	17.8	30.2	20.5	277,965	65,057	20,911	25,685	10,793	72,521	9,016
Orange	80.7	.0364	28.6	12.1	18.1	18.3	20.2	29.3	313,853	81,339	17,134	23,786	14,515	69,219	8,866
• Orange	29.0	.0131	28.6	13.6	17.8	15.9	22.7	10.7	187,025	52,875	12,742	16,074	10,253	52,640	4,301
SUBURBAN TOTAL	167.3	.0756	29.6	11.4	16.7	19.1	22.0	57.9	479,687	136,451	24,239	24,493	14,216	92,142	18,100
BROWNSVILLE - HARLINGEN - SAN BENITO	**190.2**	**.0858**	**23.5**	**11.5**	**12.6**	**14.1**	**20.9**	**54.8**	**690,732**	**181,411**	**53,914**	**125,611**	**54,723**	**103,520**	**12,704**
Cameron	190.2	.0858	23.5	11.5	12.6	14.1	20.9	54.8	690,732	181,411	53,914	125,611	54,723	103,520	12,704
• Brownsville	80.8	.0365	22.7	10.8	12.4	14.6	19.4	22.5	371,625	94,599	26,411	83,258	40,309	42,895	7,169
• Harlingen	46.5	.0210	25.3	10.9	13.1	14.3	23.1	14.6	218,770	46,126	19,692	38,218	10,356	46,462	3,452
• San Benito	17.4	.0079	22.5	11.2	12.6	12.4	20.9	5.0	45,413	21,146	1,854	1,122	2,348	9,908	1,427
SUBURBAN TOTAL	45.5	.0204	23.7	13.6	12.7	13.5	21.2	12.7	54,924	19,540	5,957	3,013	1,710	4,255	656
BRYAN - COLLEGE STATION	**82.1**	**.0370**	**24.5**	**25.0**	**16.7**	**12.1**	**19.3**	**28.0**	**343,896**	**54,424**	**32,453**	**45,638**	**13,676**	**72,080**	**23,710**
Brazos	82.1	.0370	24.5	25.0	16.7	12.1	19.3	28.0	343,896	54,424	32,453	45,638	13,676	72,080	23,710
• Bryan	46.4	.0209	27.9	13.5	16.5	14.6	23.7	17.0	226,003	36,692	14,223	28,183	12,403	64,472	4,053
• College Station	30.0	.0135	22.8	46.0	16.8	8.4	10.2	8.6	117,460	17,456	18,230	17,308	1,263	7,608	19,657
SUBURBAN TOTAL	5.7	.0026	30.9	8.5	18.0	10.6	32.0	2.4	433	276		147	10		
CORPUS CHRISTI	**303.9**	**.1372**	**26.6**	**13.3**	**15.6**	**16.5**	**20.2**	**97.1**	**1,384,691**	**351,391**	**108,673**	**180,530**	**62,417**	**325,981**	**33,76**

CORPUS CHRISTI

Sparkling City by the Sea

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We'll put the wind in your sales!

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Sources: ABC Publisher's Statement 9/30/79
1979 S&MM Survey of Buying Power®

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TEXAS (cont.) S&MM ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Nueces	250.6	.1131	26.5	13.6	15.8	16.6	20.0	80.5	1,194,424	278,169	100,702	174,694	59,576	274,197	29,331
• Corpus Christi	214.1	.0966	26.8	13.5	16.1	16.7	20.0	69.7	1,116,380	248,674	95,568	171,288	58,598	260,909	27,073
San Patricio	53.3	.0241	26.8	11.7	14.8	16.4	21.5	16.6	190,267	73,222	7,971	5,836	2,841	51,784	4,430
SUBURBAN TOTAL	89.8	.0406	26.1	12.7	14.6	16.0	21.0	27.4	268,311	102,717	13,105	9,242	3,819	65,072	6,688
DALLAS - FORT WORTH	**2,798.0**	**1.2627**	**28.9**	**13.8**	**19.0**	**17.0**	**21.5**	**989.3**	**13,699,830**	**2,430,232**	**1,268,016**	**1,800,653**	**713,171**	**3,371,710**	**545,968**
Collin	119.0	.0537	28.4	11.6	20.1	14.3	22.5	42.5	366,835	100,240	25,972	17,158	11,233	86,453	30,298
Dallas	1,524.5	.6880	28.6	13.6	20.1	17.3	19.9	537.9	7,994,292	1,362,755	761,968	1,062,361	480,097	1,867,963	296,692
• Dallas	861.5	.3888	29.5	14.0	18.5	16.9	23.0	320.9	4,950,715	784,722	546,336	654,034	306,024	1,055,592	146,209
Garland	150.7	.0680	26.8	11.8	24.6	18.2	11.6	47.4	429,555	124,584	32,987	31,820	20,477	111,059	15,090
Grand Prairie	65.3	.0295	26.8	15.2	21.0	16.4	16.4	21.9	162,613	42,804	27,192	1,586	5,676	36,074	20,191
Irving	115.3	.0520	26.7	14.2	24.3	17.8	12.0	37.4	559,599	98,376	42,151	98,650	21,200	190,099	15,240
Mesquite	70.2	.0317	26.2	10.6	26.3	17.6	9.3	20.7	398,444	36,312	22,775	153,588	15,483	47,651	31,915
Richardson	77.1	.0348	27.5	8.3	23.7	22.3	10.0	23.5	449,155	72,020	36,158	63,222	32,749	85,486	41,356
Denton	106.8	.0482	25.2	23.2	16.5	13.5	20.5	37.0	430,233	116,510	40,467	47,081	21,080	104,449	12,447
Ellis	54.9	.0248	32.3	11.2	14.4	14.6	31.5	19.8	179,202	58,280	9,536	13,997	4,484	48,944	6,154
Hood	13.1	.0059	38.0	8.7	11.9	15.6	37.6	5.2	66,513	9,718	4,155	3,449	1,182	32,138	1,538
Johnson	60.7	.0274	32.1	10.9	15.8	16.3	29.2	23.7	217,996	64,797	13.942	13,179	6,897	65,348	9,165
Kaufman	37.6	.0170	33.6	11.6	14.0	14.6	33.5	12.9	141,705	40,024	8,698	7,906	3,574	38,941	3,502
Parker	37.5	.0169	32.3	13.0	16.2	16.7	28.9	12.8	155,337	42,380	7,496	9,872	1,106	58,308	2,436
Rockwall	10.8	.0049	33.1	9.8	15.6	16.5	30.6	4.1	45,625	6,757	4,364	56	2,349	16,011	407
Tarrant	810.2	.3656	29.1	14.1	18.4	17.7	21.5	285.1	4,032,290	605,404	388,439	621,738	179,828	1,033,218	180,707
Arlington	137.1	.0619	26.5	18.9	21.8	17.6	13.8	47.2	947,029	134,264	80,515	171,493	26,775	321,360	16,20[illegible]
• Fort Worth	377.8	.1705	30.4	14.4	16.6	16.3	26.0	139.7	1,938,526	270,118	225,556	304,356	104,604	482,204	90,428
Wise	22.9	.0103	34.2	9.8	15.4	15.8	33.0	8.3	69,802	23,367	2,979	3,856	1,341	19,937	2,626
SUBURBAN TOTAL	1,558.7	.7034	28.3	13.6	20.0	17.1	19.5	528.7	6,810,589	1,375,392	496,124	842,263	302,543	1,833,914	309,331
EL PASO	**453.0**	**.2044**	**24.3**	**15.0**	**15.6**	**16.3**	**16.6**	**134.4**	**1,743,707**	**362,767**	**151,062**	**281,269**	**125,934**	**355,964**	**58,451**
El Paso	453.0	.2044	24.3	15.0	15.6	16.3	16.6	134.4	1,743,707	362,767	151,062	281,269	125,934	355,964	58,451
• El Paso	407.9	.1841	24.9	13.2	15.4	16.8	17.6	124.7	1,700,641	348,896	145,091	280,698	125,558	345,584	58,031
SUBURBAN TOTAL	45.1	.0203	22.1	31.4	17.0	11.4	8.3	9.7	43,066	13,871	5,971	571	376	10,380	420
GALVESTON - TEXAS CITY	**206.1**	**.0930**	**30.1**	**11.8**	**16.7**	**18.1**	**23.8**	**71.9**	**841,130**	**235,641**	**70,460**	**76,594**	**23,784**	**190,832**	**23,673**
Galveston	206.1	.0930	30.1	11.8	16.7	18.1	23.8	71.9	841,130	235,641	70,460	76,594	23,784	190,832	23,673
• Galveston	65.3	.0295	32.7	12.7	14.5	16.3	30.5	25.0	343,426	77,563	37,426	45,788	14,465	62,236	7,788
• Texas City	45.3	.0204	28.9	12.2	16.5	19.9	20.0	15.0	203,352	47,411	12,175	18,316	5,363	62,159	7,662
SUBURBAN TOTAL	95.5	.0431	29.3	11.0	18.1	18.6	21.0	31.9	294,352	110,667	20,859	12,490	3,955	66,437	8,223

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#1980 S&MM Survey of Buying Power El Paso Retail Trade Zone (RTZ)

Gannett Newspaper Advertising Sales Story & Kelly-Smith representing:

The El Paso Times & Herald-Post

New Mexico
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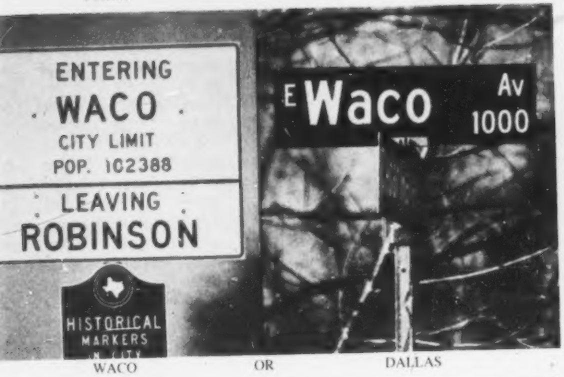
ENTERING
TYLER
CITY LIMIT
POP. 70446
S Tyler St 200

TYLER OR DALLAS

LONGVIEW
CITY LIMIT
POP. 51953
TORICAL
RKERS
CITY
Longview St 5400
STOP

LONGVIEW OR DALLAS


ENTERING
WACO
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POP. 102388
LEAVING
ROBINSON
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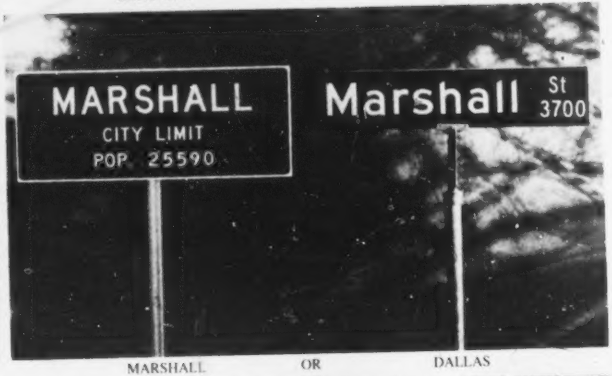
MARKERS
E Waco Av 1000

WACO OR DALLAS


MARSHALL
CITY LIMIT
POP. 25590
Marshall St 3700

MARSHALL OR DALLAS

ABILENE
CITY LIMIT
POP. 89653
Abilene St 3400

ABILENE OR DALLAS

BRYAN
CITY LIMIT
POP. 42484
Bryan St 5000

BRYAN OR DALLAS

When you buy Dallas, you'd better know the difference between Tyler, Texas and Tyler Street.

Buying a market you're not familiar with is at best, difficult. And with all the claims made by the competition about being number one everywhere in the state, it's hard not to believe them.

But remember this, when you buy the Morning News, you get almost a third of your reach outside the Dallas County Trade Area. In places like Tyler.

So if you want to reach the people of Dallas – like the ones that live on Tyler Street, you need the Dallas Times Herald. We'll deliver 21,000 more households in Dallas County than the competition. Because in the Times Herald, you get exactly what you pay for. Dallas. And more of it.

So go ahead and tell your media director you bought Tyler, Abilene, Marshall and Bryan. But only the ones with Dallas zip codes.

Dallas Times Herald
The newspaper Dallas can be proud of.

Represented nationally by Branham Newspaper Sales, Inc.

TEXAS (cont.)
ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
HOUSTON	**2,779.4**	**1.2545**	**27.9**	**13.2**	**18.8**	**17.4**	**19.2**	**975.5**	**14,501,111**	**3,008,823**	**1,216,215**	**2,112,646**	**659,430**	**3,536,536**	[illegible]
Brazoria	147.9	.0668	28.3	12.1	19.4	18.5	18.6	49.2	588,885	178,856	41,468	67,782	19,139	100,501	[illegible]
Fort Bend	101.4	.0458	26.5	12.1	16.9	15.4	20.2	28.7	309,341	85,742	11,846	14,318	22,838	85,394	[illegible]
Harris	2,360.5	1.0652	27.8	13.4	19.2	17.5	18.8	840.3	[illegible]	2,550,137	1,129,970	2,007,187	598,584	3,112,330	[illegible]
Baytown	54.3	.0245	29.8	12.5	16.8	17.5	23.8	19.8	375,458	75,164	25,724	58,325	9,207	120,198	[illegible]
● Houston	1,741.6	.7860	28.1	14.0	18.6	17.2	19.9	633.3	9,675,600	1,684,057	896,769	1,664,824	531,256	2,113,194	[illegible]
Pasadena	114.6	.0517	26.6	14.1	19.4	19.0	14.7	38.9	557,346	89,613	35,687	168,486	21,701	106,909	[illegible]
Liberty	42.8	.0194	30.8	10.4	14.1	16.4	27.8	15.3	188,605	57,106	12,153	8,617	2,568	53,207	[illegible]
Montgomery	109.8	.0496	29.4	9.4	15.8	17.7	23.4	36.5	[illegible]	127,556	13,618	13,012	11,865	104,238	[illegible]
Waller	17.0	.0077	26.4	23.5	11.5	12.3	27.8	5.5	[illegible]	9,426	7,160	1,730	4,436	80,866	[illegible]
SUBURBAN TOTAL	1,037.8	.4685	27.6	11.7	19.3	17.7	18.1	342.2	4,875,511	1,324,766	319,446	447,822	128,174	1,423,342	[illegible]
HOUSTON - GALVESTON CONSOLIDATED AREA	***2,985.5***	***1.3475***	***28.0***	***13.1***	***18.7***	***17.5***	***19.5***	***1,047.4***	***15,342,241***	***3,244,464***	***1,286,675***	***2,189,240***	***683,214***	***3,727,368***	[illegible]
KILLEEN - TEMPLE	[illegible]	**.0949**	**22.9**	**27.4**	**13.8**	**11.6**	**16.2**	**65.4**	[illegible]	**142,219**	**53,890**	**74,622**	**30,198**	**173,901**	**12,210**
Bell	166.2	.0750	23.0	25.9	14.1	12.0	16.4	53.6	587,984	118,353	49,803	68,882	24,389	161,530	10,500
● Killeen	50.8	.0229	21.4	30.2	14.7	11.7	8.2	19.3	270,434	39,943	24,055	21,339	10,550	101,276	[illegible]
● Temple	42.5	.0192	30.4	10.3	13.0	15.2	28.8	16.1	259,732	56,798	21,763	46,005	13,267	51,419	[illegible]
Coryell	44.0	.0199	22.5	33.5	12.7	10.2	15.2	11.8	76,983	23,866	4,087	5,740	5,809	12,371	1,710
SUBURBAN TOTAL	116.9	.0528	22.6	32.5	13.8	10.3	15.0	30.0	134,801	45,478	8,072	7,278	6,381	21,206	3,226
LAREDO	**89.4**	**.0403**	**23.5**	**13.0**	**13.4**	**13.9**	**19.8**	**25.3**	**453,599**	**101,828**	**25,509**	**82,947**	**34,166**	**53,637**	**12,499**
Webb	89.4	.0403	23.5	13.0	13.4	13.9	19.8	25.3	453,599	101,828	25,509	82,947	34,166	53,637	12,499
● Laredo	86.1	.0389	23.3	12.8	13.0	14.1	19.8	24.3	449,517	100,868	25,126	82,947	33,493	52,584	12,499
SUBURBAN TOTAL	3.3	.0014	26.1	17.0	24.1	9.0	19.5	1.0	4,082	960	383		673	1,053	
LONGVIEW - MARSHALL	**136.8**	**.0617**	**31.6**	**12.1**	**14.7**	**16.0**	[illegible]	**48.3**	**753,254**	**172,599**	**51,930**	**84,468**	**45,286**	**163,021**	**20,442**
Gregg	89.6	.0404	31.2	12.1	15.2	16.4	27.8	32.0	593,684	132,534	42,707	69,054	32,026	129,507	16,733
● Longview	55.7	.0251	30.8	12.0	14.8	18.0	25.7	19.9	453,604	103,283	35,848	56,367	26,366	92,518	12,917
Harrison	47.2	.0213	32.4	12.0	13.5	15.1	31.4	16.3	159,570	40,065	9,223	15,414	13,260	33,514	3,709
● Marshall	26.1	.0118	33.3	13.8	12.5	15.0	32.9	9.7	144,402	36,472	8,324	14,231	13,097	31,062	3,557
SUBURBAN TOTAL	55.0	.0248	31.7	11.3	15.5	14.4	30.4	18.7	155,248	32,844	7,758	13,870	5,823	39,441	3,968
LUBBOCK	**205.2**	**.0926**	**24.9**	**20.2**	**16.4**	**14.8**	**18.6**	**71.7**	**1,134,430**	**212,869**	**92,589**	**137,353**	**69,603**	**306,519**	**18,988**
Lubbock	205.2	.0926	24.9	20.2	16.4	14.8	18.6	71.7	1,134,430	212,869	92,589	137,353	69,603	306,519	18,988
● Lubbock	170.5	.0769	24.8	21.2	16.6	14.7	18.2	60.3	1,051,478	202,084	90,232	136,530	67,740	268,744	17,140
SUBURBAN TOTAL	34.7	.0157	25.5	16.1	15.5	15.1	20.2	11.4	82,952	10,785	2,357	823	1,863	37,775	1,846
McALLEN - PHARR - EDINBURG	**244.7**	**.1105**	**22.9**	**13.0**	**12.7**	**14.0**	**19.4**	**66.2**	**948,803**	**241,858**	**56,981**	**153,745**	**46,988**	**159,029**	**24,746**
Hidalgo	244.7	.1105	22.9	13.0	12.7	14.0	19.4	66.2	948,803	241,858	56,981	153,745	46,988	159,029	24,746
● Edinburg	22.9	.0103	23.5	15.1	13.5	13.6	19.8	6.6	86,176	23,674	7,767	3,509	5,950	17,670	2,881
● McAllen	56.9	.0257	24.8	11.8	13.7	14.6	21.3	16.9	504,779	107,814	30,807	99,235	27,144	83,481	12,348
● Pharr	20.2	.0091	22.1	12.6	12.6	14.2	17.9	5.3	118,935	20,748	7,135	31,843	2,474	13,928	2,682
SUBURBAN TOTAL	144.7	.0654	22.2	[illegible]	12.2	13.7	18.9	37.4	238,913	89,622	11,272	19,158	11,420	43,950	6,835
MIDLAND	**76.7**	**.0346**	**29.6**	**9.8**	**16.0**	**21.4**	**19.9**	**26.8**	**432,152**	**91,249**	**27,720**	**35,076**	**26,437**	**117,470**	**8,258**
Midland	76.7	.0346	29.6	9.8	16.0	21.4	19.9	26.8	432,152	91,249	27,720	35,076	26,437	117,470	8,258
● Midland	68.1	.0307	29.5	10.2	16.0	21.7	19.4	23.9	425,722	89,172	27,219	35,066	26,392	117,146	8,258
SUBURBAN TOTAL	8.6	.0039	30.5	6.7	16.2	18.9	23.8	2.9	6,430	2,077	501	10	45	324	
ODESSA	**111.3**	**.0503**	**28.1**	**12.1**	**17.5**	**19.5**	**18.4**	**38.7**	**676,675**	**143,351**	**61,268**	**100,991**	**29,292**	**162,046**	**8,470**
Ector	111.3	.0503	28.1	12.1	17.5	19.5	18.4	38.7	676,675	143,351	61,268	100,991	29,292	162,046	8,470
● Odessa	97.0	.0438	27.9	12.4	17.7	18.8	18.7	33.7	665,852	141,728	60,211	100,991	28,733	161,770	8,470
SUBURBAN TOTAL	14.3	.0065	29.1	10.6	14.7	24.5	16.8	5.0	10,823	1,623	1,057		559	276	
SAN ANGELO	**78.8**	**.0356**	**29.7**	**15.2**	**14.7**	**15.4**	**26.9**	**29.5**	**408,176**	**86,197**	**31,525**	**48,745**	**18,820**	**113,674**	**5,456**
Tom Green	78.8	.0356	29.7	15.2	14.7	15.4	26.9	29.5	408,176	86,197	31,525	48,745	18,820	113,674	5,456
● San Angelo	69.7	.0315	29.2	15.6	14.7	15.4	26.2	26.3	407,377	86,026	31,431	48,701	18,765	113,396	5,456
SUBURBAN TOTAL	9.1	.0041	33.8	12.1	15.1	15.6	32.6	3.2	799	171	94	44	55	278	
SAN ANTONIO	**1,048.0**	**.4730**	**27.0**	**14.4**	**15.5**	**16.0**	**21.6**	**332.2**	**3,967,566**	**885,499**	**359,985**	**643,501**	**191,328**	**809,699**	**78,086**

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Chronicle Co-op is big in Houston

You get more when you co-op with The Houston Chronicle: more reach, more services, more placement options than with any other newspaper in Houston.

Big on reach:
With a readership of 685,000 adults daily and 951,000 Sunday, The Chronicle brings your advertising message to more people — and that translates to more customers per advertising dollar.

Big on services:
The Chronicle offers you up-to-date market research, custom designs in art and layout, manufacturer and dealer meetings, and special co-op invoicing to meet manufacturer billing requirements — services not generally offered by smaller newspapers.

Big on placement options:
Chronicle co-op programs offer you more choices for placing your ad — standard ROP sections, special advertising sections, pre-prints, zoned sections, our locally produced rotogravure magazine, Sunday Comics, or TV Chronilog. You pick the environment that fits your market.

It's easy to co-op with The Chronicle. Just call Jim McElgunn, our co-op advertising co-ordinator, at (713) 220-7650. We'll be happy to help you set up a program.

Source: Belden Continuing Market Study, 1980.

Houston Chronicle

TEXAS (cont.)
S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Bexar	974.4	[illegible]	[illegible]	[illegible]	15.6	16.0	21.0	306.7	3,684,684	795,051	336,850	631,633	178,814	741,808	454
• San Antonio	[illegible]	.3799	27.8	12.4	15.0	[illegible]	23.0	271.8	3,364,501	673,348	308,671	587,866	162,845	721,440	[illegible]
Comal	33.3	.0150	32.7	11.1	13.5	16.2	[illegible]	11.7	141,359	51,528	9,057	6,308	2,674	29,610	432
Guadalupe	40.3	.0182	30.1	13.3	14.2	14.9	28.1	[illegible]	141,523	38,920	14,078	5,560	9,840	38,281	200
SUBURBAN TOTAL	206.2	.0931	24.6	22.8	17.5	15.4	15.9	60.4	403,065	212,151	51,314	55,635	28,483	88,259	[illegible]
SHERMAN - DENISON	**85.3**	**.0385**	**33.1**	**12.4**	**15.4**	**15.7**	**31.3**	**33.5**	**381,014**	**87,019**	**24,551**	**54,949**	**14,883**	**86,006**	**11,459**
Grayson	85.3	.0385	33.1	12.4	15.4	15.7	31.3	33.5	381,014	87,019	24,551	54,949	14,883	86,006	11,459
• Denison	22.9	.0103	32.9	11.7	15.3	15.5	31.4	9.3	131,505	39,820	7,878	12,356	3,984	26,988	[illegible]
• Sherman	27.3	.0123	31.8	14.8	15.2	16.0	29.1	10.6	203,552	32,121	14,835	41,756	10,308	46,433	[illegible]
SUBURBAN TOTAL	35.1	.0159	34.1	11.0	15.5	15.6	33.0	13.6	45,957	15,078	1,838	837	591	12,585	345
TEXARKANA	**119.3**	**.0538**	**31.4**	**11.6**	**15.2**	**15.7**	**28.9**	**44.2**	**494,150**	**128,936**	**34,077**	**61,119**	**17,794**	**105,157**	**12,221**
Bowie	74.4	.0335	31.9	11.5	15.0	16.1	29.2	28.2	328,031	67,485	23,701	48,815	15,419	91,255	[illegible]
• Texarkana	39.8	.0180	33.7	12.3	13.1	14.9	33.4	16.1	256,615	41,251	18,835	47,718	13,835	80,760	[illegible]
Little River, Ark.	*11.4*	*.0051*	*30.0*	*11.6*	*15.2*	*14.5*	*27.9*	*4.0*	*29,505*	*9,623*	*636*	*3,113*	*609*	*9,073*	[illegible]
Miller, Ark.	*33.5*	*.0152*	*30.9*	*12.0*	*15.1*	*15.3*	*28.5*	*12.0*	*136,614*	*51,828*	*9,740*	*9,191*	*1,766*	*4,829*	[illegible]
• *Texarkana*	*21.1*	*.0095*	*31.4*	*12.2*	*15.3*	*15.0*	*29.5*	*7.9*	*124,351*	*49,174*	*8,277*	*8,594*	*1,607*	*4,346*	[illegible]
SUBURBAN TOTAL	58.4	.0263	30.2	11.0	16.6	16.5	25.5	20.2	113,184	38,511	6,965	4,807	2,352	20,051	2,879
TYLER	**115.6**	**.0521**	**31.3**	**11.9**	**14.8**	**16.2**	**28.3**	**42.3**	**630,716**	**135,725**	**41,507**	**94,891**	**41,312**	**115,607**	**15,289**
Smith	115.6	.0521	31.3	11.9	14.8	16.2	28.3	42.3	630,716	135,725	41,507	94,891	41,312	115,607	15,289
• Tyler	69.9	.0315	31.1	13.2	14.7	16.8	27.5	26.0	589,120	125,398	40,319	94,296	40,893	110,578	[illegible]
SUBURBAN TOTAL	45.7	.0206	31.5	9.9	15.3	15.3	29.4	16.3	41,596	10,327	1,188	595	419	5,029	547
△ **VICTORIA**	**64.9**	**.0293**	**28.0**	**12.2**	**16.3**	**16.9**	**21.6**	**20.7**	**374,835**	**72,093**	**27,097**	**51,514**	**19,622**	**95,407**	**8,974**
Victoria	64.9	.0293	28.0	12.2	16.3	16.9	21.6	20.7	374,835	72,093	27,097	51,514	19,622	95,407	8,974
• Victoria	51.6	.0233	27.7	12.5	16.7	17.4	20.3	16.6	373,177	71,460	26,683	51,343	19,619	95,375	[illegible]
SUBURBAN TOTAL	13.3	.0060	29.3	11.3	14.5	14.9	26.8	4.1	1,658	633	414	171	3	32	
WACO	**161.4**	**.0728**	**31.7**	**14.8**	**13.1**	**15.8**	**29.9**	**59.2**	**758,854**	**161,634**	**64,086**	**84,787**	**38,996**	**187,397**	**21,260**
McLennan	161.4	.0728	31.7	14.8	13.1	15.8	29.9	59.2	758,854	161,634	64,086	84,787	38,996	187,397	21,260
• Waco	104.3	.0471	31.7	16.6	12.1	15.6	30.4	38.7	614,168	105,570	53,752	79,774	30,968	151,821	[illegible]
SUBURBAN TOTAL	57.1	.0257	31.8	11.5	15.0	16.4	28.8	20.5	144,686	56,064	10,334	5,013	8,028	35,576	1,891
WICHITA FALLS	**128.6**	**.0581**	**29.8**	**15.2**	**15.4**	**16.6**	**25.4**	**46.9**	**620,297**	**122,130**	**44,738**	**81,035**	**36,449**	**149,267**	**13,860**
Clay	9.2	.0042	40.0	8.6	13.2	15.9	39.3	3.5	16,655	4,486	141	683	196	2,923	889
Wichita	119.4	.0539	29.2	15.8	15.7	16.6	24.2	43.4	603,642	117,644	44,597	80,352	36,253	146,344	12,971
• Wichita Falls	95.7	.0432	28.7	17.6	15.9	16.0	23.9	34.5	545,771	100,447	42,626	79,782	34,354	124,481	[illegible]
SUBURBAN TOTAL	32.9	.0149	33.3	8.3	14.5	18.1	29.4	12.4	74,526	21,683	2,112	1,253	2,095	24,786	2,601
OTHER COUNTIES															
Anderson	35.6	.0160	36.5	8.6	14.6	15.7	35.9	13.0	122,488	33,016	6,064	8,019	4,316	32,833	5,123
Andrews	12.5	.0057	28.8	10.9	15.0	20.1	20.5	4.2	50,903	11,950	3,339	2,398	2,231	14,743	1,154
Angelina	59.0	.0266	30.4	11.8	16.1	15.2	27.4	19.9	263,520	73,753	14,148	15,567	13,089	54,922	9,520
Aransas	12.2	.0055	35.0	8.0	12.3	15.4	34.6	4.5	51,177	18,577	3,175	1,241	1,161	6,714	1,858
Archer	6.5	.0029	37.5	9.4	12.6	16.9	35.8	2.5	16,893	5,210	739	106	62	5,474	218
Armstrong	2.4	.0011	41.1	8.0	13.4	15.6	40.8	1.0	3,099	914	97	369	69	538	51
Atascosa	20.5	.0093	29.8	11.0	12.8	14.4	28.9	6.4	60,773	16,664	3,848	4,287	1,097	11,581	1,257
Austin	16.6	.0075	42.0	8.4	11.5	14.1	42.5	6.3	49,338	14,879	2,794	2,843	1,989	11,101	1,363
Bailey	7.6	.0034	30.0	10.4	14.2	16.0	26.9	2.7	27,579	8,685	1,653	693	924	8,215	762
Bandera	6.5	.0029	43.7	7.2	10.3	15.5	43.5	2.8	11,337	3,284	471	64	169	2,651	
Bastrop	21.1	.0095	37.6	9.3	11.0	14.2	38.2	7.7	53,273	23,387	3,201	1,714	1,583	7,313	2,029
Baylor	4.8	.0022	45.6	7.1	11.5	15.2	45.5	2.0	15,983	3,960	912	349	178	4,235	671
Bee	23.5	.0106	25.2	16.9	14.9	13.4	22.0	7.3	79,444	17,076	4,731	4,187	2,876	21,493	1,462
Blanco	4.1	.0018	43.5	7.6	10.7	14.1	43.9	1.7	12,902	4,502	1,314		301	566	135
Borden	1.1	.0005	34.4	9.5	15.2	22.8	26.3	.5	368						207
Bosque	13.6	.0062	50.3	7.7	10.1	12.2	50.4	5.9	32,857	8,954	1,111	1,707	564	10,362	2,191
Brewster	8.0	.0036	24.2	26.0	13.2	11.7	22.1	2.6	32,786	8,005	1,967	997	468	5,501	1,509
Briscoe	2.6	.0012	34.9	8.4	14.2	14.9	35.0	.9	5,969	2,604	526	179		1,132	120
Brooks	7.6	.0034	28.6	10.8	15.4	15.4	24.7	2.3	29,246	7,627	2,127	1,323	1,314	8,360	82
Brown	31.7	.0143	37.7	12.0	12.1	13.0	39.3	12.2	140,582	33,382	7,362	15,250	4,762	35,742	4,404
Burleson	10.6	.0048	39.4	9.1	10.4	13.3	40.6	4.1	27,459	6,826	2,267	1,295	826	5,681	259
Burnet	17.1	.0077	45.0	7.3	10.5	13.4	45.5	6.8	55,473	12,603	1,929	4,762	2,129	11,497	1,927
Caldwell	22.7	.0103	27.2	16.3	10.5	12.2	29.6	6.7	62,770	15,350	3,144	2,382	1,261	21,837	1,287
Calhoun	18.1	.0082	27.0	12.0	16.6	18.6	18.2	5.7	70,833	21,309	4,144	3,139	3,189	14,389	2,109
Camp	8.9	.0040	37.2	8.7	11.1	15.2	37.0	3.2	29,766	7,335	1,256	928	2,005	8,814	1,290

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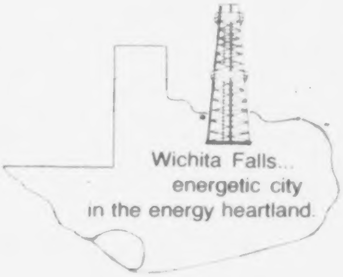
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AS (cont.)

ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

RO AREA ounty City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
arson	6.6	.0030	34.2	8.1	15.3	17.2	31.6	2.5	16,643	3,873	1,274		91	3,386	348
ass	27.1	.0123	34.9	9.7	12.7	14.8	35.1	9.7	92,861	30,948	5,522	6,046	2,468	19,277	2,490
astro	10.4	.0046	26.2	10.9	16.1	16.7	19.1	2.8	33,656	7,743	1,010	2,431	816	10,913	1,016
hambers	14.9	.0068	30.5	11.0	15.0	18.2	25.0	5.3	64,149	18,101	4,710	1,011	580	20,483	1,439
herokee	33.7	.0152	38.0	10.4	11.9	14.3	38.5	12.1	110,274	29,304	3,655	6,947	3,438	32,197	2,900
hildress	6.8	.0030	45.1	7.5	10.5	14.2	45.4	3.0	26,087	6,619	1,614	3,040	957	4,586	927
ochran	4.6	.0021	30.0	10.3	15.2	15.8	26.6	1.4	12,400	3,170	115	525	239	4,593	592
oke	3.1	.0014	42.9	7.8	9.5	17.2	41.9	1.3	13,460	1,593	481	102	34	8,730	114
oleman	10.6	.0048	47.9	6.9	9.6	13.7	48.1	4.5	31,531	10,156	1,710	972	162	6,624	1,519
ollingsworth	4.6	.0020	44.9	7.7	9.5	14.0	45.3	2.0	14,066	3,218	338	1,702	249	1,065	1,307
olorado	18.0	.0082	37.1	9.1	11.7	15.7	36.5	6.[illegible]	79,449	16,262	5,899	2,710	1,630	27,114	1,747
omanche	12.3	.0055	45.7	8.3	11.2	13.1	46.2	5.2	42,546	18,086	1,250	4,153	943	10,023	1,179
oncho	2.7	.0013	45.6	8.2	11.1	13.0	46.1	1.0	22,696	2,413	672	358		14,572	98
ooke	26.1	.0117	33.8	11.0	12.7	15.8	32.8	9.2	132,026	28,609	8,412	4,870	4,700	26,108	3,408
ottle	2.8	.0013	39.8	7.0	13.5	14.3	40.2	1.2	8,488	2,798	383	139	428	1,922	391
rane	4.5	.0020	30.4	10.2	16.0	18.1	24.6	1.6	11,448	3,259	1,260	427	75	2,192	328
rockett	4.5	.0020	30.1	10.6	15.3	16.8	25.7	1.6	21,707	6,174	711	670	650	2,904	625
rosby	8.0	.0036	32.2	9.0	14.5	15.7	30.3	2.9	15,683	4,499	448	1,095	642	4,820	849
ulberson	3.8	.0017	25.1	11.9	17.9	15.3	17.0	1.1	15,295	1,679	1,255	269	70	1,701	173
Dallam	6.3	.0029	31.9	9.7	14.7	15.3	30.1	2.1	43,062	8,621	2,557	1,222	433	11,473	823
Dawson	16.5	.0074	29.9	10.2	13.9	15.3	27.7	5.6	63,666	14,009	6,463	3,515	3,150	15,657	1,824
Deaf Smith	20.0	.0091	25.7	11.6	16.5	15.4	19.3	5.6	77,224	22,797	7,600	4,478	4,465	18,109	1,291
Delta	4.4	.0020	50.9	9.3	10.0	10.5	51.6	1.8	9,744	3,082	74	438	383	3,461	645
De Witt	19.1	.0086	40.9	8.8	10.2	14.4	41.3	7.2	58,730	15,546	2,818	4,191	987	12,339	2,812
Dickens	3.3	.0015	43.9	7.1	11.0	12.3	45.1	1.4	14,674	2,620	481	511	94	3,429	573
Dimmit	11.6	.0052	23.9	12.6	12.0	14.0	21.9	3.0	28,475	10,874	2,020	2,634	355	1,188	264
Donley	3.8	.0017	42.6	12.9	10.0	12.9	43.6	1.4	20,031	2,601	1,276	2,051	490	9,121	486
Duval	12.5	.0057	29.6	10.3	12.5	15.1	28.1	3.8	21,460	9,485	1,521	235	309	3,305	488
Eastland	18.6	.0083	44.6	11.7	10.0	12.9	45.3	7.7	52,307	13,236	3,361	3,952	1,635	9,143	2,773
Edwards	2.3	.0010	33.0	10.1	12.2	16.1	31.4	1.0	3,007	1,599	145	63			74
Erath	20.6	.0093	38.7	17.3	10.6	12.2	40.7	8.2	92,405	19,680	6,093	9,227	2,298	23,336	5,947
Falls	16.4	.0074	43.7	8.8	9.2	13.5	44.3	6.2	51,466	15,426	2,892	1,854	1,733	9,301	1,426
Fannin	23.2	.0105	44.6	8.5	11.3	14.2	44.9	9.4	88,821	20,627	2,296	4,124	1,786	39,109	1,948
Fayette	18.6	.0084	49.4	7.4	9.0	13.7	49.4	7.4	70,233	21,562	9,275	2,783	1,482	14,466	1,719
Fisher	6.3	.0028	42.2	7.2	10.7	15.1	42.1	2.6	12,893	3,768	841	955	377	3,556	715
Floyd	10.7	.0049	32.4	8.9	13.7	16.3	30.2	3.7	28,634	5,845	798	864	189	7,257	1,093
Foard	2.1	.0009	48.6	6.5	9.0	14.8	48.6	.8	4,557	1,858	47		40	887	
Franklin	6.8	.0030	42.6	8.2	11.3	14.7	42.7	2.7	15,162	2,621	683	760	1,281	2,924	447
Freestone	12.2	.0055	45.8	7.6	9.0	12.7	46.4	4.7	53,792	13,612	3,005	2,350	976	13,743	3,038
Frio	13.4	.0061	25.8	11.9	13.2	13.5	24.3	3.9	38,193	15,999	2,323	359	1,698	8,240	1,494
Gaines	11.3	.0051	28.8	10.5	15.9	17.2	23.0	3.8	32,257	11,981	1,926	418	366	6,734	1,267
Garza	5.3	.0024	31.7	9.2	13.5	15.0	30.5	1.9	16,377	6,136	1,244	935	269	1,932	509
Gillespie	12.2	.0055	41.2	7.8	11.3	15.4	41.0	4.5	52,522	11,788	4,817	4,191	2,769	8,882	1,435
Glasscock	1.1	.0005	31.0	7.7	15.2	17.3	26.6	.3	1,288	657	88				
Goliad	4.9	.0022	37.2	10.2	10.6	16.2	36.2	1.8	13,186	4,007	1,082	330	268	2,681	404
Gonzales	15.6	.0071	36.9	9.5	10.8	14.3	37.5	5.7	44,436	13,896	3,102	2,451	1,632	9,075	1,706
Gray	25.8	.0116	34.5	8.9	15.4	18.4	30.8	9.8	116,348	30,249	10,851	7,779	5,934	30,087	3,120
Grimes	12.4	.0056	38.3	9.3	10.4	12.9	40.0	4.5	33,281	9,494	2,654	1,558	614	5,026	825
Hale	36.2	.0164	29.2	10.7	14.7	15.8	25.7	11.8	156,197	42,492	7,711	14,355	8,822	36,902	5,766
Hall	5.5	.0024	39.7	8.6	11.8	13.6	40.6	2.1	15,686	3,836	794	827	346	4,428	981
Hamilton	7.7	.0035	52.1	6.6	8.0	13.3	53.4	3.4	24,412	5,207	1,288	868	2,114	4,387	1,133
Hansford	5.9	.0027	29.7	9.7	18.9	18.9	21.2	2.1	29,242	6,020	1,234	1,693	766	12,790	894
Hardeman	6.3	.0028	44.9	7.4	10.5	13.9	45.3	2.5	15,363	6,789	1,018	328	189	2,210	249
Hartley	3.1	.0014	32.6	8.8	15.0	18.6	27.7	.9	5,368	569	64		72	2,630	
Haskell	7.6	.0035	43.7	7.2	10.4	15.4	43.5	3.1	27,345	6,607	1,242	889	2,143	7,726	915
Hemphill	4.4	.0020	32.2	8.5	14.0	16.3	29.8	1.7	22,524	7,343	1,620	39	36	4,486	1,776
Henderson	34.4	.0155	35.5	10.3	12.6	14.6	35.9	12.7	124,489	28,403	5,681	10,753	2,466	28,906	2,759
Hill	23.0	.0104	43.3	9.5	10.4	13.6	43.9	9.1	80,620	26,858	4,445	2,363	2,110	14,662	3,821
Hockley	22.3	.0100	28.2	13.8	15.3	15.3	24.4	7.1	78,167	18,744	5,340	2,850	2,704	18,808	2,629
Hopkins	22.4	.0101	36.6	10.9	12.9	14.1	37.4	8.7	93,937	21,931	4,519	6,764	2,598	31,436	3,238
Houston	19.1	.0087	35.4	11.6	13.4	13.6	36.8	6.7	64,261	17,861	1,758	1,058	2,897	24,430	1,626
Howard	35.2	.0158	29.5	13.0	16.2	16.8	24.2	11.7	204,381	37,954	14,602	13,771	4,251	68,362	3,041
Hudspeth	2.7	.0013	27.2	10.1	14.3	17.4	21.5	1.0	3,576	856	421	151			35
Hunt	51.7	.0233	31.1	17.3	14.8	14.2	30.1	18.8	192,049	46,114	12,351	15,998	8,561	46,033	5,773
Hutchinson	27.0	.0122	34.7	9.4	13.2	20.0	29.7	10.2	90,997	28,689	6,365	3,407	3,447	22,617	3,011
Irion	1.2	.0005	38.8	9.3	12.5	13.3	40.1	.4	4,799	578	63				
Jack	7.2	.0033	40.7	8.0	13.4	15.8	40.2	2.8	23,064	4,631	1,382	333	480	6,911	1,110
Jackson	14.0	.0063	32.2	10.5	13.4	16.2	30.1	4.8	40,720	15,514	2,601	1,505	862	8,826	1,037
Jasper	28.6	.0129	32.7	9.8	14.2	15.8	31.0	9.6	126,158	37,892	4,295	9,439	4,184	42,324	4,568
Jeff Davis	1.4	.0006	33.1	10.2	14.0	16.3	31.1	.6	1,482	498	229				53
Jim Hogg	4.6	.0021	30.4	11.2	13.1	15.5	28.4	1.5	12,670	4,822	742	512	293	2,691	203
Jim Wells	34.7	.0156	27.6	12.0	14.9	16.0	23.0	10.2	147,444	45,066	9,154	7,902	6,132	40,935	3,745
Karnes	13.0	.0059	33.3	10.6	11.2	15.8	32.3	4.1	42,001	12,564	3,831	1,844	2,442	10,030	732
Kendall	8.9	.0040	37.4	8.4	13.1	16.0	36.7	3.6	30,455	10,017	3,141	827	149	6,486	683
Kenedy	.6	.0003	30.5	11.5	14.7	18.3	25.0	.2	805		78	486			
Kent	1.1	.0005	38.9	7.5	13.4	15.9	38.2	.4	1,887	175	23	34		796	
Kerr	25.1	.0113	42.5	7.8	11.1	14.4	42.8	9.5	105,884	27,873	6,195	7,895	5,456	15,568	1,803
Kimble	4.2	.0019	37.1	9.0	13.0	15.2	36.9	1.8	21,380	5,124	2,705	744	470	4,462	322
King	.4	.0002	34.8	10.3	13.5	17.3	32.5	.2	1,572		113	39			
Kinney	2.2	.0010	30.9	10.6	10.3	16.5	29.3	.7	3,733	1,913	179	54	39	110	43
Kleberg	33.4	.0150	23.5	25.7	15.4	12.3	16.9	9.8	128,023	43,730	10,696	3,351	6,625	27,824	1,758

TEXAS (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	D ($0
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Knox	5.5	.0025	43.0	6.7	10.1	15.1	43.0	2.2	14,870	5,235	923	306	108	1,330	[illegible]
Lamar	38.7	.0175	35.2	10.6	13.7	14.0	36.2	14.6	169,274	42,131	10,391	22,231	6,899	24,472	[illegible]
Lamb	17.5	.0079	33.5	8.8	13.2	15.8	32.2	6.2	53,490	16,029	2,227	3,104	1,674	13,831	[illegible]
Lampasas	12.4	.0056	33.0	12.4	9.9	13.5	34.5	4.4	40,849	10,010	2,522	3,226	1,687	10,161	[illegible]
La Salle	5.4	.0024	28.4	11.4	13.5	13.2	27.8	1.7	14,972	2,315	1,062	2,591	357	984	[illegible]
Lavaca	18.4	.0083	44.9	8.1	10.0	13.3	45.4	7.1	55,142	16,788	2,260	2,019	3,223	12,455	[illegible]
Lee	9.5	.0043	41.9	8.3	10.0	14.9	42.0	3.7	25,828	7,812	2,096	786	2,673	2,649	[illegible]
Leon	9.4	.0042	45.3	6.7	9.5	13.3	45.8	3.8	18,726	5,203	1,735	500	1,146	876	[illegible]
Limestone	18.5	.0083	42.6	9.2	11.4	13.6	43.3	6.5	63,628	29,437	2,345	1,093	1,266	10,976	[illegible]
Lipscomb	4.1	.0019	37.6	6.9	16.3	18.9	34.4	1.4	9,570	2,321	466	263	34	3,776	[illegible]
Live Oak	7.0	.0031	33.8	10.3	13.7	15.2	33.1	2.6	28,216	6,499	1,427	799	177	8,645	[illegible]
Llano	9.0	.0041	52.7	5.1	8.6	13.0	55.0	4.3	31,901	10,073	3,667	1,470	1,196	5,346	[illegible]
Loving	.2	.0001	53.2	2.5	16.0	20.0	60.0	.1	172		101				
Lynn	9.1	.0041	32.0	9.0	14.9	15.9	29.6	3.2	16,249	3,157	889	253	690	7,040	[illegible]
McCulloch	8.4	.0038	43.3	7.7	10.4	13.8	43.8	3.3	38,201	6,768	1,875	4,762	1,316	12,624	[illegible]
McMullen	.9	.0004	36.0	8.6	14.4	16.4	34.7	.3	539	185	44			71	
Madison	9.2	.0042	27.6	28.0	10.3	10.6	31.9	3.2	39,540	8,825	2,159	818	818	10,922	[illegible]
Marion	8.9	.0040	38.1	9.3	11.1	14.0	38.9	3.1	18,550	4,937	700	404	609	3,283	[illegible]
Martin	4.9	.0022	30.4	10.3	15.2	15.4	27.6	1.5	23,588	3,431	480	100	310	9,220	[illegible]
Mason	3.5	.0016	45.8	7.7	10.2	15.4	45.7	1.4	9,365	3,351	784	47	80	1,278	[illegible]
Matagorda	32.7	.0147	30.8	10.1	14.2	16.8	27.3	11.3	133,959	35,966	8,941	5,232	3,801	40,482	1,585
Maverick	23.7	.0116	23.1	12.1	13.5	14.7	18.6	6.3	87,871	23,636	3,584	11,830	6,072	5,900	3,740
Medina	21.9	.0099	30.5	11.3	13.3	15.8	28.3	6.7	60,265	19,889	3,945	1,895	1,121	16,649	1,351
Menard	2.6	.0012	42.4	8.1	11.3	14.6	42.6	1.1	3,103	1,283	173			302	[illegible]
Milam	20.7	.0093	39.6	8.3	10.9	14.6	39.8	7.9	56,435	17,724	3,690	4,444	1,158	11,640	855
Mills	3.8	.0018	51.3	6.8	8.3	13.3	51.9	1.8	10,429	2,900	508	381	666	1,974	254
Mitchell	8.7	.0039	37.8	8.0	11.0	14.9	37.9	3.0	29,659	8,022	2,367	880	1,105	5,873	1,348
Montague	16.9	.0076	42.3	7.9	12.1	14.3	42.6	6.7	60,233	18,773	3,160	2,582	2,052	15,701	1,706
Moore	14.9	.0067	28.9	10.3	17.2	18.7	20.9	5.0	70,564	21,212	5,196	2,822	5,666	16,236	1,940
Morris	13.9	.0063	33.0	9.7	13.1	16.9	30.4	4.6	40,776	10,492	985	2,305	1,857	12,921	1,497
Motley	1.7	.0007	45.4	7.2	10.3	15.1	45.3	.7	5,189	977	40	121	36	547	190
Nacogdoches	43.8	.0198	26.0	25.3	12.2	12.2	26.9	14.5	182,205	45,662	12,909	15,130	10,371	31,443	6,039
Navarro	32.7	.0148	40.2	9.6	11.6	14.1	40.8	12.5	145,669	28,542	7,519	13,144	5,501	37,600	4,249
Newton	13.1	.0059	33.0	10.4	14.4	15.4	31.7	4.4	21,753	6,265	574	376		4,714	289
Nolan	16.6	.0075	34.9	9.0	13.3	16.0	33.9	6.1	93,129	27,337	5,575	7,683	2,577	15,939	3,676
Ochiltree	9.3	.0042	30.3	10.4	18.2	20.1	21.4	3.1	39,790	11,059	1,679	595	1,797	11,390	1,108
Oldham	2.5	.0011	30.0	10.4	15.2	16.4	26.0	.8	5,031	725	608	89			34
Palo Pinto	24.1	.0109	29.2	17.8	18.6	14.4	24.7	9.1	118,391	39,350	6,637	4,143	4,078	23,653	5,105
Panola	18.9	.0085	36.8	10.0	11.9	14.6	37.2	6.9	60,989	18,277	2,681	8,092	1,448	10,666	3,116
Parmer	10.0	.0045	28.0	10.6	17.4	16.1	21.8	3.0	25,630	7,380	989	2,486	68	4,945	3,466
Pecos	15.1	.0069	28.0	10.6	17.4	17.7	20.1	4.6	63,693	18,423	4,256	2,684	1,299	8,819	1,296
Polk	20.0	.0090	34.7	9.7	11.2	13.8	35.9	6.9	101,664	24,119	3,779	4,475	2,720	27,745	1,957
Presidio	4.6	.0021	30.7	10.5	12.3	14.7	29.8	1.5	18,558	5,484	802	1,823	407	3,464	61
Rains	4.5	.0020	40.5	9.4	11.6	13.7	41.3	1.9	9,814	5,665	450	1,063	869	72	136
Reagan	3.7	.0016	29.0	9.4	13.1	20.2	22.0	1.2	11,657	3,365	475	584	34	3,093	127
Real	2.3	.0011	36.6	8.5	13.7	13.6	37.9	.7	4,422	558	609	42		834	64
Red River	14.0	.0063	41.8	8.6	11.2	13.1	42.9	5.3	46,889	17,556	1,321	3,008	1,355	5,201	1,330
Reeves	15.6	.0070	25.9	12.1	16.2	16.0	19.3	4.5	52,710	14,841	4,025	2,643	1,497	13,237	1,143
Refugio	9.1	.0041	32.9	10.9	13.6	17.0	30.2	3.1	28,743	5,694	2,540	587	446	8,173	1,347
Roberts	.9	.0004	34.9	7.8	15.7	18.2	31.6	.3	1,710	1,033	29				
Robertson	14.2	.0064	38.3	8.7	10.2	13.0	39.8	5.5	34,901	14,304	1,900	1,022	698	6,342	1,709
Runnels	12.2	.0055	41.0	8.5	11.1	14.5	41.3	4.7	38,660	10,500	1,584	2,699	2,252	9,252	1,175
Rusk	39.3	.0178	37.8	9.6	11.3	14.5	38.2	14.6	114,901	25,886	4,956	10,567	4,923	31,054	4,171
Sabine	7.4	.0033	36.3	9.0	12.9	13.7	37.6	2.7	33,262	12,666	1,789	872	996	6,113	449
San Augustine	8.5	.0038	36.4	8.9	11.8	14.1	37.2	3.0	25,005	6,344	582	956	1,585	7,237	879
San Jacinto	9.3	.0042	35.8	9.6	11.7	12.6	38.1	3.3	11,102	5,300	170	43	73	2,741	[illegible]
San Saba	5.7	.0026	45.6	7.8	10.2	12.8	46.2	2.3	15,342	4,537	331	371	245	3,677	632
Schleicher	2.7	.0012	34.0	9.4	12.6	14.9	33.8	.9	4,468	1,875	338	168		279	215
Scurry	18.6	.0084	32.9	9.1	13.2	17.3	30.0	6.7	78,751	19,446	5,532	5,020	3,475	16,123	2,065
Shackelford	3.4	.0015	44.7	7.7	10.6	14.7	44.8	1.3	13,585	3,087	410		95	4,319	362
Shelby	20.6	.0093	36.8	9.6	12.4	13.9	37.7	7.5	79,115	24,273	2,073	4,549	2,440	18,752	2,071
Sherman	3.7	.0017	30.3	10.1	17.2	19.8	22.2	1.3	13,424	4,964	607	47	225	2,676	[illegible]
Somervell	4.1	.0019	39.7	8.5	12.8	13.9	40.4	1.9	13,357	7,886	859	158	293	264	223
Starr	23.3	.0105	23.1	11.1	12.7	13.4	20.9	5.1	57,129	22,659	2,278	3,548	3,518	7,966	[illegible]
Stephens	9.3	.0042	41.6	8.2	11.7	15.5	41.3	4.0	35,246	9,991	2,660	1,379	1,320	10,692	[illegible]
Sterling	1.3	.0006	31.5	9.4	13.6	15.2	30.0	.5	3,866	1,293	172				
Stonewall	2.3	.0010	41.5	8.0	11.1	17.3	40.2	.9	5,003	622	500	83	33	1,021	[illegible]
Sutton	4.7	.0022	29.7	9.3	12.0	17.1	26.6	1.6	30,890	7,637	3,447	575	203	12,164	[illegible]
Swisher	10.2	.0046	30.6	9.9	14.9	16.2	27.2	3.5	27,805	5,171	2,302	1,860	915	8,991	[illegible]
Terrell	1.8	.0008	33.7	8.8	15.1	16.6	31.4	.5	5,131	166	695	955	33	884	[illegible]
Terry	14.2	.0064	28.6	10.6	15.2	16.5	23.7	4.6	75,404	15,471	2,764	2,828	1,860	28,939	[illegible]
Throckmorton	2.2	.0010	48.8	7.3	11.5	13.6	48.9	.8	2,426	629	213			168	[illegible]
Titus	19.1	.0086	36.8	9.2	12.6	15.1	36.7	7.3	118,941	21,672	7,496	13,797	4,651	30,512	[illegible]
Trinity	7.7	.0034	40.1	8.8	11.6	12.8	41.6	2.9	33,342	8,915	1,204	1,175	129	12,682	[illegible]
Tyler	15.1	.0068	36.9	8.0	11.9	14.3	37.4	5.4	38,544	14,981	2,110	731	312	9,295	[illegible]
Upshur	26.5	.0120	34.3	10.5	13.0	14.8	34.3	9.6	73,070	16,132	1,535	3,473	1,080	18,975	[illegible]
Upton	5.1	.0023	29.5	10.5	15.6	17.9	23.5	1.6	9,452	3,891	1,103	243	104	351	[illegible]
Uvalde	20.1	.0091	28.9	12.3	13.2	14.5	27.5	6.5	76,375	28,667	4,728	3,179	2,081	11,990	[illegible]
Val Verde	33.4	.0151	23.8	15.1	15.9	14.4	17.0	9.5	112,713	26,550	6,559	9,373	4,896	24,028	[illegible]
Van Zandt	28.9	.0130	40.4	8.6	12.3	14.4	40.8	11.1	92,489	23,468	3,741	1,589	703	37,984	[illegible]
Walker	37.3	.0168	26.0	29.5	17.8	13.3	20.8	9.6	140,522	34,841	19,756	7,853	5,028	29,066	[illegible]
Ward	12.4	.0056	30.2	10.6	15.8	18.4	24.0	4.2	50,648	12,298	2,803	2,066	2,067	10,710	[illegible]

TEXAS (cont.)
S&MM ESTIMATES

POPULATION—12/31/79 · RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
ashington	20.6	.0093	38.8	12.0	10.7	14.3	39.4	7.4	85,139	33,000	3,459	4,085	3,110	20,579	2,136
harton	37.3	.0169	31.3	11.6	13.9	15.4	29.5	12.5	157,160	42,465	12,732	10,048	5,552	40,200	4,217
heeler	6.1	.0027	42.7	7.2	11.8	14.2	43.1	2.6	28,643	7,220	1,140	652	700	7,052	891
ilbarger	14.9	.0067	41.5	8.3	11.1	15.1	41.4	5.9	58,530	12,593	3,585	6,638	3,032	14,494	1,542
illacy	16.7	.0076	23.8	12.7	11.8	13.7	22.3	4.6	40,308	8,678	1,838	606	954	16,930	1,206
ilson	14.9	.0067	31.6	11.3	12.9	15.0	30.6	4.7	36,017	8,609	1,639	1,017	1,075	14,920	824
inkler	9.7	.0044	30.9	9.8	14.4	19.7	24.4	3.5	36,322	11,992	2,269	2,036	2,605	9,437	519
ood	23.0	.0104	42.0	9.7	10.7	13.7	42.7	8.8	73,796	20,012	3,720	1,823	2,447	18,709	2,262
oakum	7.6	.0034	28.6	10.9	16.0	18.4	21.3	2.6	25,417	9,030	920	614	561	7,410	395
oung	18.5	.0084	41.6	7.9	11.9	15.2	41.5	7.5	72,860	19,430	2,430	4,505	2,451	18,262	2,676
apata	6.2	.0028	29.7	10.2	12.4	13.9	29.5	2.1	8,204	3,275	1,010		66	458	135
avala	11.5	.0052	23.8	13.3	12.5	13.7	21.5	3.0	19,514	7,614	1,523	1,241	785	1,762	1,065
TAL METRO COUNTIES	**10,813.5**	**4.8802**	**27.8**	**14.4**	**17.1**	**16.5**	**21.1**	**3,694.8**	**51,421,666**	**10,549,155**	**4,398,020**	**7,090,401**	**2,601,424**	**11,977,335**	**1,447,749**
TAL STATE	**13,462.3**	**6.0755**	**28.7**	**13.7**	**16.4**	**16.2**	**23.4**	**4,629.0**	**60,942,250**	**13,144,613**	**4,960,932**	**7,637,529**	**2,924,661**	**14,273,088**	**1,730,928**

EXAS
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over — A	B	C	D	Buying Power Index
BILENE	**942,026**	**15,755**	**6.8**	**16.2**	**27.7**	**24.6**	**.0625**
Callahan	65,795	11,761	7.5	11.3	23.6	20.2	.0039
Jones	114,912	12,632	7.1	14.9	24.1	19.2	.0068
Taylor	761,319	16,525	6.7	16.9	28.9	26.1	.0518
• Abilene	699,578	16,812	6.6	17.0	29.2	26.7	.0481
SUBURBAN TOTAL	242,448	12,792	7.3	14.3	24.3	19.8	.0144
MARILLO	**1,366,991**	**19,882**	**4.9**	**13.1**	**29.1**	**35.5**	**.0915**
Potter	700,488	17,141	5.9	15.5	30.0	27.1	.0531
• Amarillo	1,286,131	20,252	4.7	12.8	28.3	36.7	.0880
Randall	666,503	24,130	3.4	9.7	28.3	47.3	.0384
SUBURBAN TOTAL	80,860	17,389	7.3	17.4	40.5	19.5	.0035
USTIN	**3,713,692**	**18,173**	**5.9**	**14.6**	**25.3**	**33.5**	**.2381**
Hays	170,476	11,848	9.4	18.2	21.9	16.9	.0125
Travis	3,206,530	19,760	5.4	13.9	25.3	37.4	.2038
• Austin	2,647,859	19,300	5.6	14.2	25.3	36.3	.1781
Williamson	336,686	12,963	7.3	17.4	25.6	17.7	.0218
SUBURBAN TOTAL	1,065,833	15,933	6.5	15.5	25.0	27.8	.0600
AUMONT - PORT ARTHUR - RANGE	**2,906,718**	**20,085**	**4.4**	**11.5**	**29.7**	**34.7**	**.1815**
Hardin	247,669	18,224	4.5	12.2	31.2	27.1	.0167
Jefferson	1,984,779	19,810	4.6	12.0	28.9	34.5	.1261
• Beaumont	945,143	18,690	4.9	12.7	25.2	34.5	.0662
• Port Arthur	371,245	16,405	5.8	15.3	31.5	23.1	.0258
Orange	674,270	21,799	3.7	9.8	31.1	38.8	.0387
• Orange	243,081	20,220	4.1	10.1	28.4	36.2	.0165
SUBURBAN TOTAL	1,347,249	21,996	3.5	9.5	32.7	38.7	.0730
BROWNSVILLE - HARLINGEN - SAN BENITO	**855,116**	**11,623**	**8.7**	**16.9**	**21.1**	**18.3**	**.0668**
Cameron	855,116	11,623	8.7	16.9	21.1	18.3	.0668
• Brownsville	335,357	10,991	8.2	16.4	19.6	17.7	.0302
• Harlingen	256,740	13,293	8.1	15.7	23.3	21.9	.0195
• San Benito	71,300	11,187	9.3	19.1	21.5	14.6	.0053
SUBURBAN TOTAL	191,719	11,336	10.0	18.1	21.0	16.6	.0118
BRYAN - COLLEGE STATION	**569,999**	**15,459**	**6.5**	**15.5**	**25.9**	**25.6**	**.0366**
Brazos	569,999	15,459	6.5	15.5	25.9	25.6	.0366
• Bryan	321,648	15,627	6.0	15.9	27.3	24.9	.0218
• College Station	211,531	15,868	8.0	15.7	22.4	29.9	.0132
SUBURBAN TOTAL	36,820	11,557	5.2	12.1	27.3	15.7	.0016
CORPUS CHRISTI	**1,953,230**	**17,107**	**5.9**	**14.9**	**27.8**	**28.9**	**.1346**
Nueces	1,666,348	17,507	5.7	14.9	27.8	30.1	.1145
• Corpus Christi	1,495,782	18,197	5.3	14.4	28.1	31.9	.1033
San Patricio	286,882	15,133	7.2	14.8	27.4	23.0	.0201
SUBURBAN TOTAL	457,448	14,329	7.5	16.2	26.6	21.4	.0313

S&MM'S FOUR SURVEY ISSUES

Each year Sales & Marketing Management publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographic markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

TEXAS (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1979

% of Hslds. by EBI Group
(A) $8,000–$9,999
(B) $10,000–$14,999
(C) $15,000–$24,999
(D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
DALLAS - FORT WORTH	**24,030,255**	**21,187**	**4.3**	**12.4**	**28.2**	**39.4**	**1.4581**
Collin	894,220	19,476	4.6	13.0	27.9	34.0	.0509
Dallas	14,108,847	22,625	4.1	12.0	26.8	43.6	.8436
● Dallas	8,142,554	20,734	4.8	13.5	26.2	39.5	.4966
Garland	1,263,382	25,366	2.4	8.5	31.7	51.5	.0672
Grand Prairie	515,665	21,759	3.2	12.2	35.2	38.5	.0273
Irving	1,002,154	25,124	2.7	9.1	30.4	50.5	.0603
Mesquite	524,651	24,648	2.0	8.0	35.3	48.5	.0360
Richardson	824,873	33,039	1.1	4.3	16.1	75.2	.0476
Denton	790,858	18,278	5.4	14.0	28.2	31.4	.0485
Ellis	382,185	16,792	5.6	14.0	26.0	28.9	.0228
Hood	80,117	11,952	7.5	13.8	24.2	17.6	.0060
Johnson	437,494	17,081	5.2	13.3	32.9	24.4	.0264
Kaufman	228,969	14,581	5.8	15.8	26.3	22.3	.0153
Parker	258,058	17,237	5.0	14.2	30.8	26.2	.0166
Rockwall	73,567	15,160	6.3	13.8	25.3	25.3	.0049
Tarrant	6,625,568	20,904	4.2	12.5	30.3	37.6	.4141
Arlington	1,226,357	24,242	3.1	9.8	30.6	47.4	.0823
● Fort Worth	2,998,971	18,294	5.1	14.6	29.3	31.1	.1923
Wise	150,372	16,327	5.4	12.8	30.0	24.1	.0090
SUBURBAN TOTAL	12,888,730	22,199	3.8	11.1	29.1	41.4	.7692
EL PASO	**2,649,864**	**'6,460**	**6.4**	**17.1**	**28.7**	**26.2**	**.1817**
El Paso	2,649,864	460	6.4	17.1	28.7	26.2	.1817
● El Paso	2,422,655	16,566	6.3	16.8	28.7	26.5	.1692
SUBURBAN TOTAL	227,209	15,300	6.3	20.6	28.8	22.5	.0125
GALVESTON - TEXAS CITY	**1,498,487**	**18,925**	**5.2**	**13.1**	**29.8**	**31.7**	**.0933**
Galveston	1,498,487	18,925	5.2	13.1	29.8	31.7	.0933
● Galveston	460,212	14,662	7.1	16.0	26.2	22.7	.0317
● Texas City	312,301	20,377	4.1	12.6	35.9	31.8	.0206
SUBURBAN TOTAL	725,974	21,502	4.3	11.0	29.6	38.6	.0410
HOUSTON	**24,964,200**	**22,578**	**4.0**	**11.0**	**26.5**	**43.4**	**1.5121**
Brazoria	1,201,069	23,267	3.4	9.5	29.3	43.6	.0703

S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1979

% of Hslds. by EBI Group
(A) $8,000–$9,999
(B) $10,000–$14,999
(C) $15,000–$24,999
(D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
Fort Bend	562,829	17,621	5.1	13.7	30.2	28.1	[illegible]
Harris	22,055,964	23,123	3.9	11.0	25.9	45.1	[illegible]
Baytown	502,937	24,288	3.1	9.1	26.4	47.8	[illegible]
● Houston	16,161,629	21,771	4.4	12.0	26.1	41.9	[illegible]
Pasadena	1,040,894	25,544	2.8	9.0	28.1	52.1	[illegible]
Liberty	284,038	16,124	5.6	13.5	27.2	25.7	.0190
Montgomery	766,229	18,072	4.6	13.2	30.0	29.1	.0480
Waller	94,071	12,859	6.1	14.8	24.0	19.2	[illegible]
SUBURBAN TOTAL	8,802,571	23,852	3.3	9.5	27.0	46.4	[illegible]
HOUSTON - GALVESTON CONSOLIDATED AREA	***26,462,687***	***22,304***	***4.1***	***11.2***	***26.7***	***42.6***	[illegible]
KILLEEN - TEMPLE	**1,265,614**	**14,280**	**7.5**	**20.6**	**28.7**	**18.3**	**.0812**
Bell	1,022,819	14,310	7.8	20.5	28.3	18.9	.0665
● Killeen	330,937	14,430	9.2	22.6	28.8	18.6	[illegible]
● Temple	298,957	15,493	6.4	16.1	27.8	23.8	[illegible]
Coryell	262,795	14,150	6.5	20.2	30.5	15.9	.0147
SUBURBAN TOTAL	655,720	13,726	7.1	21.5	29.1	15.3	.0353
LAREDO	**376,663**	**10,622**	**9.4**	**17.8**	**19.9**	**14.9**	**.0351**
Webb	376,663	10,622	9.4	17.8	19.9	14.9	.0351
● Laredo	356,525	10,523	9.5	18.3	20.0	14.0	.0340
SUBURBAN TOTAL	20,138	18,636	5.4	5.8	19.1	36.8	.0011
LONGVIEW - MARSHALL	**933,247**	**16,765**	**5.9**	**13.5**	**26.2**	**28.6**	**.0667**
Gregg	642,775	17,706	5.6	12.8	27.1	30.5	.0481
● Longview	423,082	19,051	5.0	12.3	27.5	33.9	.0334
Harrison	290,472	14,824	6.6	14.8	24.6	24.9	.0186
● Marshall	166,081	14,180	7.4	15.0	25.9	21.6	.0124
SUBURBAN TOTAL	344,084	15,746	6.1	13.8	25.2	26.8	.0209
LUBBOCK	**1,606,509**	**18,488**	**5.8**	**15.2**	**27.5**	**32.9**	**.1066**
Lubbock	1,606,509	18,488	5.8	15.2	27.5	32.9	.1066
● Lubbock	1,378,545	18,939	5.5	14.7	27.5	34.1	.0935
SUBURBAN TOTAL	227,964	16,264	7.5	18.0	27.6	26.7	.0131

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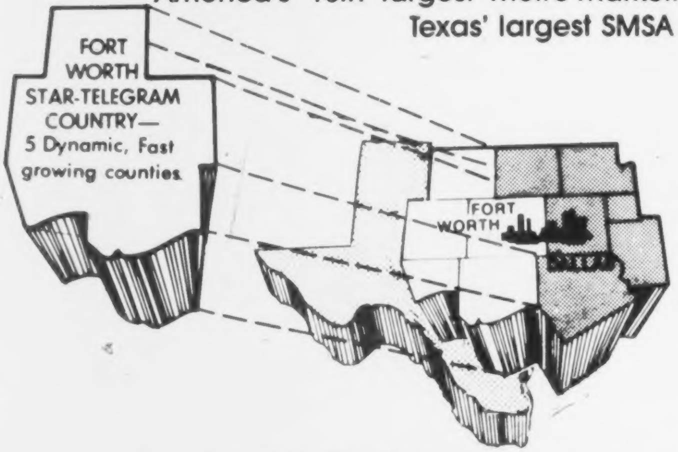
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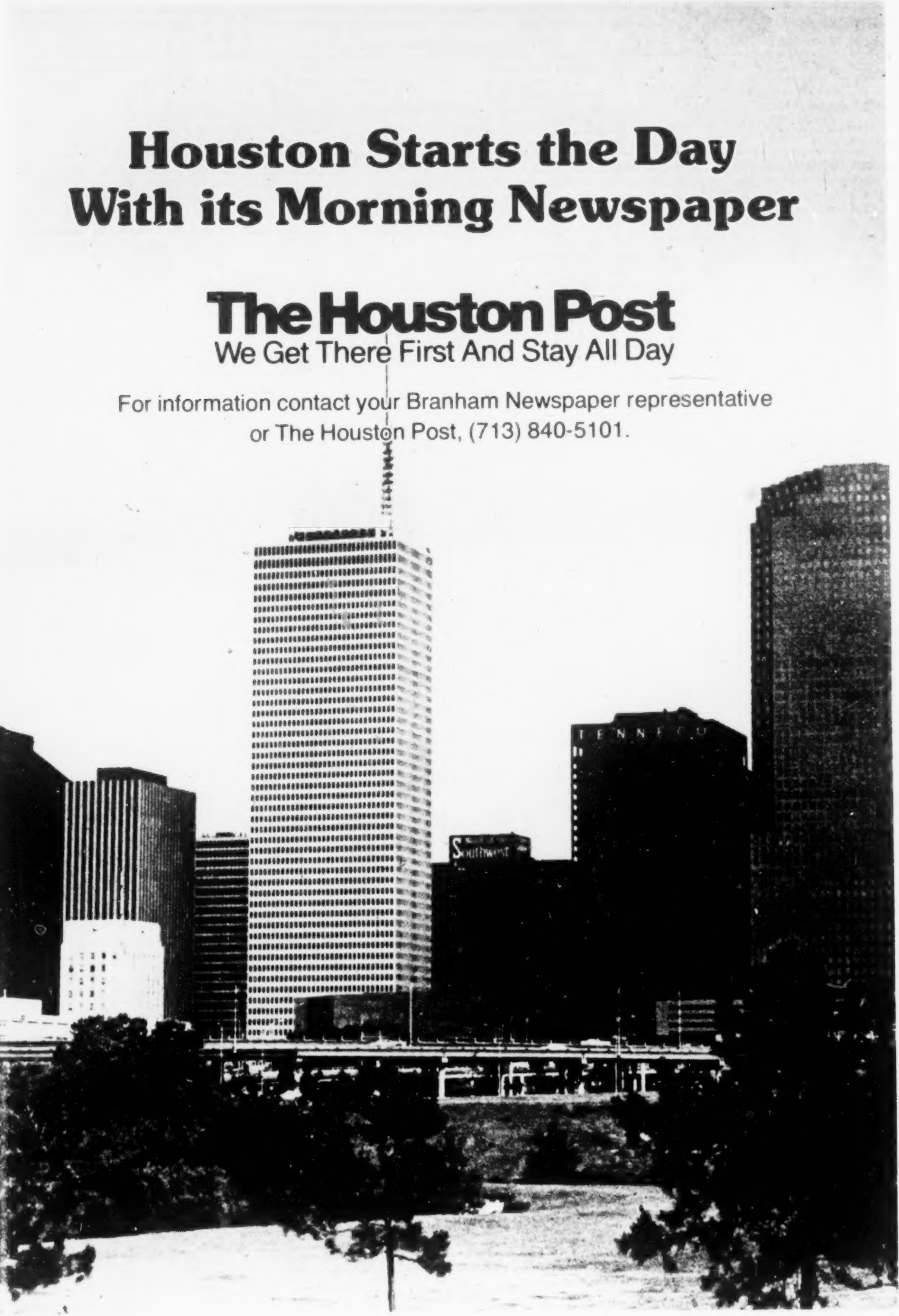

TEXAS (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
McALLEN - PHARR - EDINBURG	**995,579**	**10,713**	**9.3**	**17.5**	**19.1**	**16.5**	**.0849**
Hidalgo	995,579	10,713	9.3	17.5	19.1	16.5	.0849
• Edinburg	114,154	12,876	7.7	17.3	21.3	21.9	.0085
• McAllen	313,847	13,671	8.2	15.0	19.9	26.6	.0319
• Pharr	63,759	9,570	9.5	20.7	18.2	9.1	.0078
SUBURBAN TOTAL	503,819	9,743	10.0	18.3	18.4	12.1	.0367
MIDLAND	**699,015**	**22,419**	**4.0**	**12.0**	**27.2**	**43.5**	**.0431**
Midland	699,015	22,419	4.0	12.0	27.2	43.5	.0431
• Midland	636,408	22,887	3.8	11.8	26.5	44.8	.0402
SUBURBAN TOTAL	62,607	18,965	5.9	13.9	32.3	32.7	.0029
ODESSA	**877,980**	**20,749**	**4.2**	**12.5**	**33.2**	**35.7**	**.0602**
Ector	877,980	20,749	4.2	12.5	33.2	35.7	.0602
• Odessa	771,220	21,044	4.3	12.4	32.1	36.9	.0551
SUBURBAN TOTAL	106,760	19,092	3.7	13.3	40.0	27.8	.0051
SAN ANGELO	**552,841**	**15,144**	**7.1**	**17.1**	**27.8**	**22.8**	**.0379**
Tom Green	552,841	15,144	7.1	17.1	27.8	22.8	.0379
• San Angelo	493,593	15,181	7.0	16.8	27.9	22.8	.0353
SUBURBAN TOTAL	59,248	14,857	8.4	19.6	26.5	23.0	.0026
SAN ANTONIO	**6,913,900**	**17,072**	**5.9**	**16.2**	**28.9**	**28.0**	**.4424**
Bexar	6,443,087	17,205	5.9	16.1	28.9	28.3	.4116
• San Antonio	5,281,810	16,551	6.2	16.3	28.5	26.5	.3529
Comal	213,515	15,859	6.3	17.2	30.9	22.5	.0144
Guadalupe	257,298	15,259	6.4	17.3	25.7	25.3	.0164
SUBURBAN TOTAL	1,632,090	19,348	4.7	16.0	30.2	34.5	.0895
SHERMAN - DENISON	**691,617**	**17,927**	**5.5**	**13.1**	**27.5**	**30.8**	**.0419**
Grayson	691,617	17,927	5.5	13.1	27.5	30.8	.0419
• Denison	199,973	18,185	5.4	12.9	27.6	31.7	.0127
• Sherman	251,390	20,856	5.3	12.1	25.6	39.5	.0171
SUBURBAN TOTAL	240,254	15,811	5.8	14.0	29.0	23.4	.0121
TEXARKANA	**689,950**	**13,702**	**6.6**	**17.5**	**29.1**	**16.1**	**.0489**
Bowie	429,214	13,354	6.8	18.1	29.5	14.2	.0311
• Texarkana	239,131	12,170	8.1	17.5	26.3	13.9	.0197
Little River, Ark.	*64,208*	*14,142*	*5.9*	*14.3*	*27.7*	*19.6*	*.0041*
Miller, Ark.	*196,528*	*14,419*	*6.6*	*16.9*	*28.5*	*19.4*	*.0137*
• Texarkana	*133,436*	*14,824*	*6.2*	*16.9*	*28.1*	*21.2*	*.0102*
SUBURBAN TOTAL	317,383	14,414	5.7	17.7	31.7	15.9	.0190
TYLER	**873,107**	**17,526**	**5.3**	**14.1**	**27.2**	**30.2**	**.0558**
Smith	873,107	17,526	5.3	14.1	27.2	30.2	.0558
• Tyler	597,046	19,004	5.1	13.5	26.7	34.9	.0417
SUBURBAN TOTAL	276,061	15,215	5.6	14.9	28.1	22.6	.0141
△ VICTORIA	**432,638**	**18,518**	**5.5**	**14.0**	**27.7**	**32.3**	**.0320**
Victoria	432,638	18,518	5.5	14.0	27.7	32.3	.0320
• Victoria	359,335	19,260	5.7	13.8	26.7	34.6	.0244
SUBURBAN TOTAL	73,303	16,217	4.7	15.1	31.3	23.2	.0076
WACO	**1,076,889**	**15,528**	**6.5**	**14.3**	**27.8**	**23.7**	**.0735**
McLennan	1,076,889	15,528	6.5	14.3	27.8	23.7	.0735
• Waco	726,953	15,325	6.8	14.5	26.1	24.9	.0526
SUBURBAN TOTAL	349,936	15,889	5.9	14.0	31.2	21.4	.0209
WICHITA FALLS	**932,257**	**16,246**	**6.2**	**16.8**	**29.7**	**24.7**	**.0615**
Clay	63,604	15,500	6.5	14.5	25.7	25.9	.0035
Wichita	868,653	16,299	6.2	16.9	30.1	24.7	.0580
• Wichita Falls	710,075	16,350	6.4	16.6	29.2	25.5	.0490
SUBURBAN TOTAL	222,182	15,971	5.9	17.1	30.8	22.7	.0125
OTHER COUNTIES							
Anderson	171,376	10,938	7.0	17.2	24.3	11.9	.0126
Andrews	80,180	18,524	3.5	11.1	41.4	24.2	.0052
Angelina	334,407	15,415	5.5	16.6	32.4	19.1	.0246
Aransas	74,559	12,687	9.7	19.6	24.8	16.8	.0052
Archer	54,354	18,675	4.3	11.7	30.4	31.0	.0028
Armstrong	17,343	15,949	5.8	15.2	30.9	22.8	.0008
Atascosa	99,217	12,168	8.2	17.0	23.8	17.1	.0071
Austin	89,857	11,597	7.1	14.3	24.4	16.4	.0059
Bailey	59,293	15,344	6.6	18.4	20.3	30.9	.0035
Bandera	32,802	9,682	10.6	21.2	18.2	8.9	.0019
Bastrop	98,301	9,405	8.1	16.0	20.5	11.1	.0067
Baylor	35,145	12,604	8.2	14.0	22.6	21.6	.0021
Bee	114,523	12,919	7.7	19.9	26.0	15.9	.0083
Blanco	23,162	9,903	8.2	15.3	21.5	12.9	.0015
Borden	5,976	10,357	11.0	22.2	29.8		.0003
Bosque	86,561	10,830	7.5	16.1	21.5	15.5	.0050
Brewster	37,444	10,402	10.3	19.3	19.8	13.0	.0030
Briscoe	17,281	14,324	7.0	21.7	21.3	25.9	.0010
Brooks	29,199	8,471	8.3	11.0	19.5	13.3	.0026

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TEXAS (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
rown	192,979	12,177	9.0	16.3	24.5	17.0	.0136
urleson	46,661	8,841	7.7	16.9	21.0	7.6	.0033
urnet	102,699	11,136	8.9	15.1	23.1	15.7	.0066
aldwell	110,198	12,899	7.4	15.4	24.7	18.9	.0076
alhoun	106,113	17,039	5.4	16.2	32.7	24.1	.0072
amp	48,020	10,906	7.0	14.3	20.3	18.1	.0033
arson	59,689	21,452	4.0	9.6	27.5	39.8	.0030
ass	139,741	12,326	6.2	16.3	26.1	15.4	.0099
astro	51,856	14,283	9.9	20.8	25.0	22.4	.0037
Chambers	114,704	19,542	5.4	11.5	24.5	35.6	.0071
Cherokee	210,461	12,947	7.0	14.9	23.6	20.5	.0133
Childress	49,888	13,336	7.1	19.1	23.6	20.1	.0029
Cochran	20,586	12,400	9.1	18.1	25.2	15.5	.0014
Coke	19,901	12,208	9.7	18.9	25.2	15.2	.0014
Coleman	67,972	11,255	7.7	16.2	21.4	16.9	.0041
Collingsworth	27,764	9,740	7.7	16.1	19.4	13.5	.0016
Colorado	109,527	14,160	6.1	15.2	26.5	21.0	.0077
Comanche	72,447	10,225	8.3	16.6	19.8	14.4	.0047
Concho	16,170	12,182	10.3	18.1	20.1	20.7	.0016
Cooke	179,106	16,761	5.2	13.7	27.7	27.7	.0124
Cottle	25,350	14,610	7.0	18.3	22.4	26.2	.0012
Crane	34,322	19,977	4.3	14.0	43.9	26.8	.0018
Crockett	25,296	13,316	8.2	22.5	28.7	13.1	.0020
Crosby	50,527	13,020	8.3	19.1	21.4	22.0	.0029
Culberson	13,599	11,549	11.1	22.4	28.1	6.8	.0012
Dallam	34,455	13,683	7.0	19.1	25.7	19.4	.0032
Dawson	107,773	14,413	7.6	15.8	23.2	25.2	.0069
Deaf Smith	118,995	17,305	5.9	17.5	27.8	29.7	.0082
Delta	18,636	7,048	7.6	16.4	15.9	5.6	.0013
De Witt	111,221	11,227	7.9	15.4	20.9	18.0	.0071
Dickens	22,795	12,860	6.9	14.2	25.1	18.8	.0015
Dimmit	40,591	10,147	9.9	18.4	18.9	13.4	.0034
Donley	24,044	11,605	6.2	14.3	17.7	22.8	.0017
Duval	55,379	11,535	8.3	14.5	23.9	16.3	.0036
Eastland	113,428	10,833	7.3	15.9	22.9	14.0	.0068
Edwards	17,986	10,682	11.6	19.2	15.1	18.7	.0008
Erath	115,653	10,161	8.2	17.2	20.4	13.0	.0086
Falls	87,057	9,486	8.9	14.8	18.6	14.5	.0059
Fannin	122,950	9,715	7.7	14.7	23.7	10.5	.0089
Fayette	113,479	10,756	8.5	15.9	19.6	17.3	.0075
Fisher	46,089	13,412	6.5	14.2	23.9	21.0	.0025
Floyd	72,615	15,288	7.0	17.9	23.6	27.3	.0042
Foard	12,927	10,559	8.4	19.3	17.6	15.4	.0007
Franklin	35,962	8,691	6.9	14.4	20.2	10.9	.0022
Freestone	69,684	10,883	6.8	15.1	19.3	18.6	.0051
Frio	52,016	9,513	10.4	17.6	17.4	12.7	.0041
Gaines	84,540	18,800	5.5	14.4	26.5	32.4	.0048
Garza	32,626	14,833	6.9	17.1	27.2	22.3	.0020
Gillespie	91,276	17,514	6.1	13.7	28.6	28.9	.0056
Glasscock	7,719	18,583	6.0	16.6	24.7	36.6	.0004
Goliad	25,814	10,563	8.5	18.4	20.5	13.3	.0017
Gonzales	88,621	11,521	8.1	16.4	19.5	20.1	.0057
Gray	212,617	20,059	4.6	12.9	28.5	35.9	.0128
Grimes	55,760	8,735	7.7	14.9	18.0	12.3	.0038
Hale	205,856	13,883	8.1	19.2	25.1	20.8	.0149
Hall	27,259	9,795	9.0	16.9	21.4	10.9	.0018
Hamilton	49,933	10,993	8.8	17.5	23.8	13.0	.0032
Hansford	34,140	13,159	11.1	23.4	27.8	15.5	.0025
Hardeman	41,595	13,558	7.4	16.8	25.8	20.0	.0024
Hartley	22,960	22,880	3.9	10.3	21.9	43.6	.0012
Haskell	44,526	10,917	8.0	15.1	22.4	15.4	.0030
Hemphill	29,476	13,696	7.4	13.5	25.0	21.6	.0021
Henderson	206,066	13,168	7.0	15.5	24.1	20.4	.0137
Hill	125,016	10,313	7.9	16.8	20.8	13.5	.0086
Hockley	120,369	14,329	7.8	16.4	28.3	19.6	.0083
Hopkins	148,128	13,342	7.6	17.3	24.7	19.8	.0098
Houston	85,453	8,664	9.1	16.2	17.1	10.9	.0065
Howard	240,056	17,515	5.5	16.2	30.8	28.1	.0174
Hudspeth	12,922	11,018	12.5	23.4	24.6	8.1	.0009
Hunt	313,370	13,739	6.9	16.3	25.8	20.3	.0208
Hutchinson	219,932	20,003	3.8	10.7	34.3	33.6	.0123
Irion	6,757	13,278	7.3	20.8	24.4	17.8	.0005
Jack	41,114	13,645	5.4	16.0	30.3	14.8	.0028
Jackson	89,125	15,937	4.2	14.4	26.5	26.0	.0052
Jasper	182,638	16,184	6.6	13.6	25.1	27.8	.0126
Jeff Davis	9,603	12,684	10.0	17.6	24.7	18.0	.0004
Jim Hogg	15,210	7,750	10.5	19.1	13.3	5.8	.0013
Jim Wells	181,981	14,578	7.3	15.2	24.5	24.5	.0137
Karnes	71,056	13,145	7.2	15.1	20.9	23.7	.0048

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Kendall	54,762	11,931	7.4	19.7	23.1	14.4	.0036
Kenedy	3,443	10,187	13.0	19.5	14.5	17.5	.0001
Kent	4,945	9,692	7.5	18.0	26.0	5.0	.0002
Kerr	173,435	13,778	8.0	20.0	24.7	20.9	.0113
Kimble	23,698	10,534	8.9	19.5	21.9	10.8	.0019
King	2,873	11,059	13.5	25.0	24.5	9.0	.0001
Kinney	6,231	5,864	8.3	11.4	11.9	3.3	.0005
Kleberg	170,154	13,814	7.3	18.2	26.9	19.1	.0127
Knox	28,791	10,375	9.9	18.6	22.9	10.1	.0018
Lamar	236,927	13,029	6.6	15.2	23.6	20.6	.0166
Lamb	104,765	13,405	7.7	15.6	24.2	21.1	.0066
Lampasas	64,433	11,301	8.7	18.5	20.2	16.5	.0045
La Salle	17,289	6,753	9.3	13.1	14.6	6.7	.0015
Lavaca	77,222	8,086	8.2	15.1	19.6	7.5	.0059
Lee	58,956	11,254	7.8	15.0	20.7	18.2	.0035
Leon	56,952	10,439	7.5	13.1	20.3	17.7	.0033
Limestone	98,523	10,682	7.7	13.9	20.9	17.3	.0069
Lipscomb	26,851	17,000	5.1	16.1	34.2	22.7	.0015
Live Oak	30,401	8,760	8.7	15.2	21.8	8.0	.0026
Llano	49,875	8,773	9.3	18.2	17.8	8.6	.0033
Loving	3,148	15,556	8.0	32.0	15.0	40.0	.0001
Lynn	65,712	14,084	8.9	18.8	19.3	27.3	.0034
McCulloch	51,647	11,304	9.3	19.1	22.1	14.4	.0036
McMullen	4,473	12,875	5.7	14.6	29.7	12.7	.0003
Madison	47,280	9,990	6.4	14.0	21.8	14.2	.0035
Marion	31,214	7,176	6.6	17.0	16.5	5.6	.0025
Martin	26,300	13,854	7.9	15.2	22.5	24.4	.0021
Mason	24,317	13,133	7.2	16.3	23.1	20.9	.0014
Matagorda	214,296	16,478	5.2	13.0	25.4	28.4	.0140
Maverick	79,975	9,547	9.6	16.1	20.8	11.0	.0077
Medina	109,112	13,274	7.8	17.6	25.3	19.4	.0074
Menard	16,063	10,163	7.9	17.3	18.1	15.2	.0009
Milam	100,737	9,505	7.2	14.3	22.1	11.8	.0068
Mills	25,398	10,656	6.4	16.7	23.3	12.2	.0016
Mitchell	45,496	12,131	7.9	16.0	24.7	16.1	.0032
Montague	97,805	12,507	6.3	15.4	26.2	15.5	.0065
Moore	124,828	22,836	3.1	8.9	34.6	40.6	.0077
Morris	94,948	17,514	4.7	13.5	27.7	29.8	.0055
Motley	12,982	12,381	10.0	14.7	19.1	23.5	.0008
Nacogdoches	261,864	13,793	6.9	14.8	24.2	22.2	.0181
Navarro	194,166	11,370	6.8	14.0	22.4	17.9	.0140
Newton	81,864	15,324	6.6	15.3	25.2	25.8	.0044
Nolan	112,829	16,573	5.9	12.3	29.1	25.1	.0081
Ochiltree	67,023	18,371	4.7	15.5	35.2	28.3	.0042
Oldham	20,137	20,200	2.6	15.5	32.2	34.0	.0010
Palo Pinto	164,877	15,724	6.0	18.4	30.7	22.1	.0113
Panola	99,440	11,488	6.7	14.4	24.5	15.7	.0069
Parmer	61,255	15,821	7.2	19.9	26.3	26.9	.0036
Pecos	77,824	15,747	6.3	17.5	35.9	17.9	.0060
Polk	95,788	10,474	7.5	16.8	22.7	12.1	.0082
Presidio	23,002	10,982	8.8	16.0	19.7	18.0	.0017
Rains	21,802	7,987	6.6	17.4	17.1	8.8	.0014
Reagan	21,042	17,279	7.3	16.4	42.5	17.5	.0013
Real	9,338	9,192	9.4	19.4	20.0	7.5	.0006
Red River	59,362	7,959	8.2	15.5	17.1	9.0	.0048
Reeves	78,474	15,037	7.6	19.6	28.6	21.6	.0056
Refugio	59,685	15,649	6.9	15.7	27.1	24.9	.0036
Roberts	6,438	18,750	5.5	14.0	23.3	38.0	.0003
Robertson	60,973	7,602	7.1	14.1	18.2	8.9	.0044
Runnels	77,150	12,533	7.1	15.3	23.1	19.5	.0048
Rusk	242,026	13,778	6.3	14.2	26.3	20.6	.0147
Sabine	35,235	10,494	7.0	16.7	23.5	11.5	.0030
San Augustine	34,874	9,207	8.4	18.3	19.3	9.2	.0026
San Jacinto	41,768	8,244	7.1	14.9	15.5	13.4	.0026
San Saba	30,414	8,990	8.8	15.0	19.3	11.3	.0019
Schleicher	16,892	16,733	6.2	10.6	24.7	28.0	.0010
Scurry	132,685	17,216	5.9	13.8	29.2	27.9	.0083
Shackelford	28,267	17,946	5.1	10.5	26.7	30.7	.0017
Shelby	113,231	11,316	7.6	17.5	22.0	15.3	.0081
Sherman	31,924	19,569	4.4	15.1	32.7	33.0	.0017
Somervell	32,249	14,381	6.5	14.0	29.5	18.5	.0017
Starr	65,438	8,569	8.1	12.5	18.7	13.3	.0061
Stephens	70,800	14,078	7.0	14.4	24.0	23.7	.0043
Sterling	6,666	10,649	9.4	28.6	14.2	12.0	.0005
Stonewall	18,759	15,033	4.8	13.9	19.8	30.3	.0008
Sutton	29,023	14,535	6.8	14.5	25.4	23.3	.0024
Swisher	61,116	14,453	7.8	21.6	28.8	19.0	.0038
Terrell	10,296	16,733	5.8	11.4	21.6	33.2	.0007
Terry	99,300	17,139	5.8	16.9	23.6	32.1	.0069

TEXAS (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Throckmorton	14,157	14,364	6.5	12.8	20.9	27.4	.0006
Titus	146,827	16,469	6.2	13.4	24.7	29.0	.0105
Trinity	36,015	9,657	7.2	19.1	19.2	10.5	.0028
Tyler	77,097	11,267	7.6	14.9	26.6	12.7	.0051
Upshur	151,218	12,752	6.9	16.1	25.6	17.7	.0096
Upton	30,274	17,413	6.6	15.6	36.5	21.2	.0017
Uvalde	107,706	12,480	8.6	16.4	22.1	20.4	.0077
Val Verde	159,549	13,752	8.5	19.1	26.6	18.5	.0117
Van Zandt	156,972	11,499	7.2	14.5	25.1	14.7	.0106
Walker	201,025	14,512	7.0	13.6	22.2	26.6	.0142
Ward	100,945	22,955	3.7	10.6	28.3	42.9	.0059
Washington	118,338	11,594	7.3	14.0	21.0	20.1	.0083

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Wharton	248,916	16,010	6.3	13.0	23.8	28.7	[illegible]
Wheeler	42,466	12,780	7.4	16.9	23.9	18.4	[illegible]
Wilbarger	88,212	11,685	8.3	20.4	22.6	14.5	[illegible]
Willacy	59,306	8,773	10.6	15.6	15.1	13.0	[illegible]
Wilson	71,309	11,904	7.7	16.9	24.7	15.2	[illegible]
Winkler	70,465	19,328	4.6	14.2	36.8	28.5	[illegible]
Wood	154,659	13,725	6.8	14.5	21.7	24.6	[illegible]
Yoakum	60,124	21,171	7.1	14.7	29.1	37.4	[illegible]
Young	144,382	15,963	7.0	13.4	25.5	26.9	[illegible]
Zapata	19,450	6,681	9.8	14.5	13.0	5.0	[illegible]
Zavala	46,129	12,095	8.3	16.4	27.2	14.6	[illegible]
TOTAL METRO COUNTIES	**84,127,648**	**19,456**	**5.1**	**13.4**	**27.5**	**35.2**	**5.3137**
TOTAL STATE	**99,528,547**	**18,135**	**5.5**	**13.9**	**26.8**	**32.1**	**6.3494**

UTAH

UTAH
S&MM ESTIMATES

POPULATION—12/31/79 | RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
PROVO - OREM	**194.9**	**.0880**	**21.3**	**21.7**	**13.5**	**10.4**	**14.7**	**53.0**	**607,446**	**123,016**	**36,139**	**93,475**	**34,275**	**130,773**	**20,774**
Utah	194.9	.0880	21.3	21.7	13.5	10.4	14.7	53.0	607,446	123,016	36,139	93,475	34,275	130,773	20,774
• Orem	49.2	.0222	18.4	11.4	14.5	12.9	11.9	13.3	264,400	39,650	12,977	75,990	18,710	31,024	7,202
• Provo	59.7	.0269	21.8	39.9	13.1	6.7	11.9	15.3	205,269	41,949	14,784	17,922	10,427	63,926	5,664
SUBURBAN TOTAL	86.0	.0389	21.7	14.8	13.1	11.8	18.2	24.4	137,777	41,417	8,378	437	5,138	35,823	7,908
SALT LAKE CITY - OGDEN	**876.3**	**.3954**	**25.3**	**13.8**	**16.7**	**14.9**	**18.9**	**269.1**	**3,382,081**	**658,491**	**235,298**	**546,313**	**208,048**	**753,398**	**83,359**
Davis	136.0	.0613	23.2	12.3	17.4	17.0	12.5	34.6	370,386	70,323	21,682	41,116	30,614	107,423	8,048
Salt Lake	575.8	.2599	25.7	14.0	17.0	14.3	19.9	181.9	2,386,898	466,758	171,925	393,342	154,848	502,100	55,562
• Salt Lake City	176.1	.0795	29.1	17.7	15.2	11.8	29.2	67.4	977,949	140,964	95,266	135,292	94,806	223,132	21,687
Tooele	24.9	.0112	26.0	12.1	16.6	16.2	18.8	7.5	63,907	17,817	5,364	1,796	1,474	15,159	1,919
Weber	139.6	.0630	25.6	14.9	14.7	15.0	21.2	45.1	560,890	103,593	36,327	110,059	21,112	128,716	17,830
• Ogden	68.3	.0308	25.8	17.2	13.3	13.5	25.7	24.2	406,943	64,620	26,012	68,923	12,745	117,665	10,919
SUBURBAN TOTAL	631.9	.2851	24.2	12.5	17.3	15.9	15.4	177.5	1,997,189	452,907	114,020	342,098	100,497	412,601	50,753
OTHER COUNTIES															
Beaver	4.3	.0019	30.8	9.0	11.8	14.4	30.6	1.6	10,051	2,369	1,201	181		119	503
Box Elder	32.8	.0148	26.6	10.7	15.5	15.7	21.3	9.9	87,031	15,583	9,064	3,305	3,590	25,520	4,443
Cache	52.2	.0236	23.0	22.1	14.3	10.3	19.0	15.8	164,914	32,298	10,940	21,278	10,632	28,335	4,911
Carbon	23.4	.0105	30.7	11.6	10.6	14.9	20.5	8.1	82,958	22,704	5,306	4,043	1,978	18,366	5,192
Daggett	.9	.0005	28.4	7.3	22.0	16.3	19.3	.3	1,685	63	754			60	
Duchesne	13.3	.0060	22.3	8.7	12.8	12.6	21.3	3.9	37,443	12,447	1,704	3,893	1,305	8,355	567
Emery	10.8	.0049	28.2	8.5	12.7	13.8	27.6	3.4	18,688	7,829	2,001	831	245	53	309
Garfield	3.6	.0016	29.1	8.6	12.9	15.1	27.3	1.2	6,695	1,447	1,047	291	73	1,180	55
Grand	7.8	.0036	27.0	10.2	18.1	18.7	16.9	2.3	35,883	11,029	2,343	1,172	672	4,261	881
Iron	16.6	.0074	22.9	18.3	12.8	12.8	19.1	4.8	73,038	10,854	5,353	3,133	3,653	22,092	2,951
Juab	5.4	.0025	29.1	10.5	13.2	12.6	29.6	2.0	[illegible]7,510	3,412	2,208	614	245	5,634	241
Kane	3.9	.0017	28.1	6.8	13.7	13.2	27.3	1.3	14,215	2,575	1,525	543	226	931	373
Millard	8.5	.0039	29.9	7.1	11.4	14.0	30.2	2.7	21,319	2,747	1,580	2,846	562	4,457	543
Morgan	4.8	.0021	26.2	9.8	15.9	17.0	19.1	1.6	5,234	1,271	462	1,110	197	585	138
Piute	1.3	.0006	33.3	6.6	14.5	11.3	36.2	.5	1,141	345	132	71	44		
Rich	2.0	.0009	28.6	7.4	15.2	13.1	27.2	.6	4,364	119	183	701	42	43	
San Juan	13.1	.0059	22.1	11.1	16.8	13.4	15.2	3.2	19,312	6,994	926	1,130	94	4,883	428
Sanpete	13.7	.0062	29.7	12.7	10.1	11.5	33.2	4.7	28,800	9,690	1,599	1,228	1,124	5,837	617
Sevier	14.9	.0067	30.0	8.2	11.5	14.2	30.1	5.0	55,812	10,203	4,152	3,971	1,525	11,290	1,779
Summit	7.7	.0035	27.5	9.7	15.5	14.2	24.2	2.5	29,687	5,420	5,815	1,502	215	3,547	1,451
Uintah	19.5	.0088	24.5	9.4	15.1	15.1	19.2	6.0	62,602	12,256	2,866	6,169	3,117	15,328	2,963
Wasatch	7.7	.0035	26.3	9.2	13.6	14.5	23.7	2.2	25,340	5,410	2,115	715	59	6,976	1,114
Washington	22.0	.0099	23.6	12.9	11.1	11.7	24.7	6.6	98,345	16,989	8,585	2,592	4,129	25,122	2,121
Wayne	2.0	.0009	32.1	7.1	10.1	14.8	32.2	.6	6,545	349	903	137	223		
TOTAL METRO COUNTIES	**1,071.2**	**.4834**	**24.2**	**15.4**	**16.0**	**14.1**	**18.2**	**322.1**	**3,989,527**	**781,507**	**271,437**	**639,788**	**242,323**	**884,171**	**104,133**
TOTAL STATE	**1,363.4**	**.6153**	**24.4**	**14.7**	**15.5**	**13.9**	**19.3**	**412.9**	**4,898,139**	**975,910**	**344,201**	**701,244**	**276,273**	**1,077,145**	**135,923**

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TAH
ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
PROVO - OREM	**1,063,710**	**17,622**	**6.1**	**15.3**	**32.8**	**25.7**	**.0710**
Utah	1,063,710	17,622	6.1	15.3	32.8	25.7	.0710
• Orem	282,398	20,395	4.4	13.0	34.4	33.1	.0221
• Provo	322,184	15,045	8.3	18.1	27.4	22.8	.0223
SUBURBAN TOTAL	459,128	17,608	5.8	14.7	35.4	23.6	.0266
SALT LAKE CITY - OGDEN	**5,749,442**	**19,390**	**4.5**	**13.3**	**33.7**	**31.5**	**.3710**
Davis	806,369	22,075	3.2	11.4	37.6	38.9	.0497
Salt Lake	3,903,335	19,194	4.7	13.3	32.8	31.2	.2533
• Salt Lake City	1,347,475	16,362	6.1	15.4	27.5	26.8	.0906
Tooele	158,509	19,432	3.0	12.2	40.0	30.7	.0093
Weber	881,229	17,884	5.0	15.0	33.2	27.2	.0587
• Ogden	432,065	15,691	6.1	16.4	30.1	22.4	.0333
SUBURBAN TOTAL	3,969,902	20,745	3.6	12.1	36.7	34.5	.2471
OTHER COUNTIES							
Beaver	22,553	12,085	5.4	17.7	28.9	10.9	.0014
Box Elder	234,069	21,425	3.9	10.4	29.5	39.5	.0131
Cache	263,863	14,180	7.7	16.1	29.4	17.7	.0185
Carbon	141,522	17,042	5.8	14.6	37.3	20.5	.0093
Daggett	4,597	16,462	6.3	13.0	46.0	10.0	.0003
Duchesne	61,344	14,371	6.2	20.6	30.4	16.9	.0044
Emery	55,619	14,874	7.6	15.1	30.5	19.2	.0033
Garfield	20,309	14,404	6.9	20.5	33.0	14.4	.0012
Grand	45,429	18,825	4.7	13.0	40.2	26.1	.0033
Iron	68,500	12,954	7.5	24.0	30.9	8.9	.0061
Juab	24,703	11,724	9.3	25.6	29.7	4.6	.0018
Kane	21,030	14,361	6.6	24.3	32.9	14.1	.0015
Millard	40,326	13,773	6.4	18.4	29.1	15.2	.0027
Morgan	26,822	15,576	4.3	24.3	36.4	16.9	.0015
Piute	4,760	9,333	10.8	31.4	13.0	2.0	.0002
Rich	7,362	10,138	12.5	26.1	15.3	9.3	.0005
San Juan	48,422	13,189	7.8	16.7	28.1	14.9	.0034
Sanpete	54,183	9,748	9.5	24.7	16.9	7.2	.0039
Sevier	72,731	13,146	6.7	18.9	31.8	11.0	.0054
Summit	39,713	15,084	4.6	20.6	36.7	13.8	.0030
Uintah	117,489	18,258	5.1	13.2	36.4	27.1	.0075
Wasatch	31,306	13,137	8.6	24.6	31.7	7.9	.0025
Washington	109,833	13,897	7.3	18.8	27.6	18.0	.0086
Wayne	9,068	13,407	7.3	22.4	29.7	13.0	.0008
TOTAL METRO COUNTIES	**6,813,152**	**19,109**	**4.8**	**13.6**	**33.7**	**30.5**	**.4420**
TOTAL STATE	**8,338,805**	**18,126**	**5.2**	**14.5**	**32.9**	**27.9**	**.5462**

VERMONT

VT.
ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
△ **BURLINGTON**	**115.5**	**.0521**	**26.1**	**19.5**	**18.9**	**15.3**	**17.8**	**37.5**	**439,907**	**88,516**	**40,179**	**66,893**	**18,374**	**59,168**	**7,406**
Chittenden	115.5	.0521	26.1	19.5	18.9	15.3	17.8	37.5	439,907	88,516	40,179	66,893	18,374	59,168	7,406
• Burlington	41.4	.0187	24.9	27.4	14.6	13.5	21.5	14.3	188,390	26,108	17,048	43,250	9,361	14,457	3,024
SUBURBAN TOTAL	74.1	.0334	26.7	15.0	21.3	16.4	15.8	23.2	251,517	62,408	23,131	23,643	9,013	44,711	4,382
OTHER COUNTIES															
Addison	27.3	.0123	26.9	17.5	16.3	14.5	22.3	8.5	77,687	22,425	5,156	4,504	1,111	11,873	1,533
Bennington	32.0	.0145	31.4	12.3	16.0	16.0	28.3	11.7	146,916	31,341	12,340	6,870	6,413	19,350	3,180
Caledonia	25.3	.0114	30.9	12.5	14.2	16.0	28.2	9.4	89,852	20,936	5,414	7,774	3,154	21,407	2,381
Essex	6.6	.0030	32.0	9.6	14.7	16.6	29.0	2.4	4,846	1,357	764	433	127	192	
Franklin	32.9	.0148	29.6	11.3	15.8	15.6	25.9	11.4	107,915	26,153	5,562	7,253	5,412	22,391	4,145
Grand Isle	4.2	.0019	30.8	9.7	15.0	16.2	27.5	1.4	8,951	2,216	330	632	87	2,232	
Lamoille	15.9	.0072	28.4	14.5	17.1	14.4	24.3	5.4	57,362	15,360	6,499	3,589	2,230	7,104	1,351

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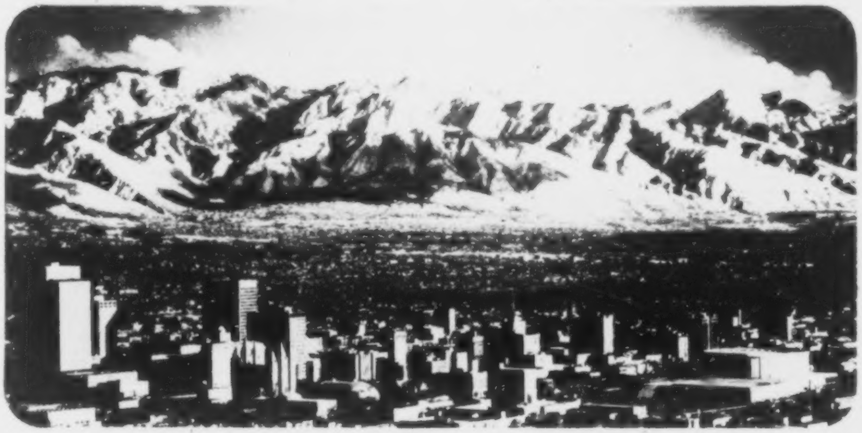

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VT. (cont.)
S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP
1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000
Orange	20.2	.0091	29.8	12.1	15.7	15.0	26.9	7.2	55,730	13,131	2,848	2,777	647	8,596	1,4
Orleans	23.5	.0106	30.2	10.2	14.7	15.8	27.2	8.3	59,731	15,692	2,593	6,115	1,333	14,018	1,5
Rutland	57.2	.0258	31.1	12.8	15.8	15.7	26.1	20.0	210,105	43,126	14,860	19,494	5,616	47,239	5,8
Washington	52.2	.0236	30.1	14.5	16.1	15.4	26.6	18.2	194,736	42,017	14,744	17,070	7,305	39,652	4,9
Windham	35.4	.0160	31.2	12.7	16.1	15.9	28.0	13.1	163,017	45,098	16,416	3,323	3,303	15,269	3,3
Windsor	49.1	.0221	32.4	10.2	16.3	16.8	29.0	18.6	182,186	34,765	10,811	3,906	3,192	54,354	3,2
TOTAL METRO COUNTIES	**115.5**	**.0521**	**26.1**	**19.5**	**18.9**	**15.3**	**17.8**	**37.5**	**439,907**	**88,516**	**40,179**	**66,893**	**18,374**	**59,168**	**7,4**
TOTAL STATE	**497.3**	**.2244**	**29.3**	**14.2**	**16.6**	**15.6**	**25.0**	**173.1**	**1,798,941**	**402,133**	**138,516**	**150,633**	**58,304**	**322,845**	**40,4**

VT.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME
1979

% of Hslds. by EBI Group:
(A) $8,000–$9,999
(B) $10,000–$14,999
(C) $15,000–$24,999
(D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
△ **BURLINGTON**	**781,195**	**18,712**	**5.2**	**15.5**	**33.1**	**29.3**	**.0494**
Chittenden	781,195	18,712	5.2	15.5	33.1	29.3	.0494
• Burlington	271,595	15,891	6.3	17.1	29.9	23.2	.0185
SUBURBAN TOTAL	509,600	20,296	4.4	14.5	35.1	33.1	.0309
OTHER COUNTIES							
Addison	150,052	15,078	7.2	21.0	33.3	17.0	.0097
Bennington	201,818	15,207	6.6	18.7	33.2	17.6	.0142
Caledonia	156,703	14,560	7.0	19.4	32.2	15.9	.0101
Essex	35,117	13,423	6.6	22.7	32.0	10.7	.0019
Franklin	180,629	12,947	8.6	21.4	27.5	14.2	.0121
Grand Isle	19,390	12,473	9.9	25.3	27.1	10.0	.0013
Lamoille	89,016	13,557	7.4	22.5	29.3	14.3	.0063
Orange	114,362	13,603	7.5	23.2	29.4	13.3	.0072
Orleans	135,593	13,828	7.7	20.9	29.7	15.4	.0083
Rutland	344,502	14,711	6.1	20.7	33.5	15.2	.0229
Washington	312,917	15,022	6.3	20.2	33.3	16.8	.0210
Windham	236,275	15,608	6.2	18.1	31.8	20.3	.0160
Windsor	348,728	17,282	4.9	14.9	34.9	23.9	.0213
TOTAL METRO COUNTIES	**781,195**	**18,712**	**5.2**	**15.5**	**33.1**	**29.3**	**.0494**
TOTAL STATE	**3,106,297**	**15,555**	**6.3**	**18.8**	**32.5**	**19.7**	**.2017**

VIRGINIA

VA.
S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP
1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
△ **DANVILLE**	**107.2**	**.0483**	**31.8**	**12.9**	**15.1**	**17.1**	**28.1**	**37.3**	**357,285**	**99,998**	**22,618**	**43,751**	**13,737**	**75,103**	**10,968**
Danville	44.3	.0200	33.9	13.4	14.3	17.4	31.1	16.8	281,870	69,910	18,974	39,315	11,990	56,681	9,089
• Danville	44.3	.0200	33.9	13.4	14.3	17.4	31.1	16.8	281,870	69,910	18,974	39,315	11,990	56,681	9,089
Pittsylvania	62.9	.0283	30.5	12.6	15.5	16.9	26.1	20.5	75,415	30,088	3,644	4,436	1,747	18,422	1,879
SUBURBAN TOTAL	62.9	.0283	30.5	12.6	15.5	16.9	26.1	20.5	75,415	30,088	3,644	4,436	1,747	18,422	1,879
LYNCHBURG	**150.8**	**.0680**	**31.3**	**13.9**	**16.0**	**16.6**	**27.4**	**52.0**	**601,784**	**145,305**	**36,315**	**76,365**	**29,408**	**123,522**	**25,052**
Amherst	28.8	.0130	30.5	14.1	17.1	16.5	25.8	8.3	76,539	24,481	2,445	4,431	2,719	23,552	4,631
Appomattox	11.6	.0052	32.8	11.0	16.0	16.1	30.4	4.0	46,721	12,204	1,843	1,739	790	16,611	1,959
Campbell	45.8	.0207	29.8	12.3	19.1	17.9	22.1	15.5	106,922	26,224	3,031	3,566	7,822	31,605	3,230
Lynchburg	64.6	.0291	32.9	15.4	13.4	15.7	31.4	24.2	371,602	82,396	28,996	66,629	18,077	51,754	15,232

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METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
• Lynchburg	64.6	.0291	32.9	15.4	13.4	15.7	31.4	24.2	371,602	82,396	28,996	66,629	18,077	51,754	15,232
SUBURBAN TOTAL	86.2	.0389	30.4	12.7	18.0	17.2	24.5	27.8	230,182	62,909	7,319	9,736	11,331	71,768	9,820
WPORT NEWS - HAMPTON	**368.4**	**.1664**	**27.3**	**16.6**	**17.3**	**17.4**	**19.3**	**121.6**	**1,403,322**	**287,634**	**135,257**	**212,169**	**103,384**	**245,974**	**31,350**
Gloucester	18.4	.0084	33.1	10.4	15.5	16.5	30.5	7.0	65,895	23,028	1,966	4,640	4,185	11,898	2,994
Hampton	126.5	.0571	27.2	16.5	19.1	17.6	17.5	42.5	557,410	109,968	41,721	110,704	29,725	83,531	7,395
• Hampton	126.5	.0571	27.2	16.5	19.1	17.6	17.5	42.5	557,410	109,968	41,721	110,704	29,725	83,531	7,395
James City	22.1	.0099	31.5	13.3	17.5	17.5	26.3	6.6	51,203	2,041	1,175	1,361	41,839		
Newport News	145.1	.0655	26.9	16.6	17.8	16.5	19.1	48.7	518,300	110,142	44,251	81,389	16,710	126,380	13,448
• Newport News	145.1	.0655	26.9	16.6	17.8	16.5	19.1	48.7	518,300	110,142	44,251	81,389	16,710	126,380	13,448
Poquoson	9.5	.0043	32.0	10.1	14.1	20.6	25.1	3.2	5,363	1,700	1,725	14	370	855	329
Poquoson	9.5	.0043	32.0	10.1	14.1	20.6	25.1	3.2	5,363	1,700	1,725	14	370	855	329
Williamsburg	11.0	.0050	23.2	50.2	11.6	8.9	16.8	3.1	117,261	23,045	26,316	8,169	4,796	18,885	4,087
Williamsburg	11.0	.0050	23.2	50.2	11.6	8.9	16.8	3.1	117,261	23,045	26,316	8,169	4,796	18,885	4,087
York	35.8	.0162	25.6	13.3	13.0	22.0	15.7	10.5	87,890	17,710	18,103	5,892	5,759	4,425	3,097
SUBURBAN TOTAL	96.8	.0438	28.3	16.6	14.5	18.3	22.0	30.4	327,612	67,524	49,285	20,076	56,949	36,063	10,507
ORFOLK - VIRGINIA BEACH - ORTSMOUTH	**821.7**	**.3709**	**26.3**	**19.1**	**16.9**	**16.5**	**18.7**	**256.8**	**2,872,425**	**612,891**	**249,248**	**394,382**	**147,077**	**628,370**	**70,564**
Chesapeake	116.9	.0527	28.5	12.2	17.4	18.4	20.4	36.3	367,740	93,806	26,571	16,090	3,785	106,854	11,615
Chesapeake	116.9	.0527	28.5	12.2	17.4	18.4	20.4	36.3	367,740	93,806	26,571	16,090	3,785	106,854	11,615
Norfolk	283.1	.1277	24.5	27.9	15.7	13.6	18.7	87.8	1,032,271	196,674	101,113	173,032	52,023	197,079	21,867
• Norfolk	283.1	.1277	24.5	27.9	15.7	13.6	18.7	87.8	1,032,271	196,674	101,113	173,032	52,023	197,079	21,867
Portsmouth	107.5	.0486	29.3	14.4	14.8	16.3	25.3	38.0	366,395	92,875	25,499	55,193	19,055	80,034	9,354
• Portsmouth	107.5	.0486	29.3	14.4	14.8	16.3	25.3	38.0	366,395	92,875	25,499	55,193	19,055	80,034	9,354
Suffolk	48.0	.0217	31.1	11.4	14.6	16.8	27.5	15.7	131,856	32,441	5,577	12,679	5,474	25,640	5,880
Suffolk	48.0	.0217	31.1	11.4	14.6	16.8	27.5	15.7	131,856	32,441	5,577	12,679	5,474	25,640	5,880
Virginia Beach	255.9	.1155	25.8	16.3	19.7	18.9	12.9	75.1	956,377	191,629	89,568	135,967	66,335	218,395	21,813
• Virginia Beach	255.9	.1155	25.8	16.3	19.7	18.9	12.9	75.1	956,377	191,629	89,568	135,967	66,335	218,395	21,813
Currituck, N. C.	*10.3*	*.0047*	*34.1*	*9.2*	*12.8*	*15.4*	*33.4*	*3.9*	*17,786*	*5,466*	*920*	*1,421*	*405*	*368*	*35*
SUBURBAN TOTAL	175.2	.0791	29.4	11.8	16.4	17.8	23.1	55.9	517,382	131,713	33,068	30,190	9,664	132,862	17,530
PETERSBURG - COLONIAL HEIGHTS - HOPEWELL	**130.0**	**.0588**	**28.6**	**16.9**	**16.3**	**16.4**	**23.1**	**42.2**	**450,345**	**103,743**	**27,435**	**64,437**	**20,439**	**89,192**	**17,182**
Colonial Heights	18.1	.0082	31.2	12.9	17.5	20.3	23.0	6.9	58,058	16,741	5,746	4,149	989	11,475	3,793
• Colonial Heights	18.1	.0082	31.2	12.9	17.5	20.3	23.0	6.9	58,058	16,741	5,746	4,149	989	11,475	3,793
Dinwiddie	23.1	.0104	30.3	14.9	17.1	16.2	25.8	6.6	12,963	5,605	355	258	98	1,647	364
Hopewell	23.9	.0108	29.1	14.9	17.6	16.8	22.9	8.7	107,658	33,882	4,578	7,322	4,189	19,410	5,381
• Hopewell	23.9	.0108	29.1	14.9	17.6	16.8	22.9	8.7	107,658	33,882	4,578	7,322	4,189	19,410	5,381
Petersburg	42.6	.0193	30.8	13.0	14.1	15.9	28.2	15.0	262,560	46,313	16,279	51,640	14,673	56,660	7,644
• Petersburg	42.6	.0193	30.8	13.0	14.1	15.9	28.2	15.0	262,560	46,313	16,279	51,640	14,673	56,660	7,644
Prince George	22.3	.0101	23.3	31.8	17.4	14.0	11.1	5.0	9,106	1,202	477	1,068	490		
SUBURBAN TOTAL	45.4	.0205	25.6	23.1	17.3	15.2	18.5	11.6	22,069	6,807	832	1,326	588	1,647	364

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VA. (cont.) ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROU 1979						
METRO AREA County City	Total Population (Thousands)	% Of U.S	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Dr. ($00
RICHMOND	**626.0**	**.2826**	**30.5**	**13.7**	**17.5**	**17.7**	**24.5**	**221.7**	**2,768,056**	**569,064**	**229,665**	**425,865**	**130,996**	**523,008**	[illegible]
Charles City	6.8	.0031	27.0	14.4	15.1	16.3	21.7	1.8	2,773	1,854	25	27			
Chesterfield	138.6	.0626	28.3	13.0	20.6	19.2	17.0	44.1	527,117	134,921	32,607	91,853	21,918	83,967	[illegible]
Goochland	12.2	.0055	30.6	12.2	16.8	16.9	25.7	3.5	17,187	4,100	492	138	462	3,882	[illegible]
Hanover	54.5	.0246	31.1	11.6	16.8	18.6	24.8	17.7	190,531	45,277	18,943	2,721	4,501	29,300	[illegible]
Henrico	178.3	.0805	30.9	12.8	18.4	19.3	23.2	65.1	896,615	196,234	61,482	191,889	50,039	161,591	[illegible]
New Kent	7.7	.0035	29.0	11.9	15.5	15.9	24.8	2.5	23,276	5,550	625	451		9,687	[illegible]
Powhatan	13.2	.0059	30.4	11.5	17.5	16.9	25.1	3.5	16,129	5,333	52	104	684	7,717	[illegible]
Richmond city	214.7	.0969	32.2	15.6	15.0	15.4	30.4	83.5	1,094,428	175,795	115,439	138,682	53,392	226,864	[illegible]
● Richmond	214.7	.0969	32.2	15.6	15.0	15.4	30.4	83.5	1,094,428	175,795	115,439	138,682	53,392	226,864	[illegible]
SUBURBAN TOTAL	411.3	.1857	29.9	12.7	18.7	18.9	21.5	138.2	1,673,628	393,269	114,226	287,183	77,604	296,144	[illegible]
ROANOKE	**217.3**	**.0980**	**32.8**	**12.6**	**15.7**	**17.7**	**28.9**	**81.8**	**1,063,957**	**222,965**	**75,515**	**161,730**	**54,698**	**195,845**	**30,313**
Botetourt	22.6	.0102	33.1	11.3	15.3	17.7	29.4	8.2	50,401	9,952	1,362	2,481	1,383	11,125	317
Craig	4.3	.0019	34.1	10.9	15.9	15.3	33.4	1.7	4,092	280	39	390		594	115
Roanoke	66.5	.0300	31.1	11.5	19.1	20.7	21.9	22.9	212,721	80,823	24,499	16,537	12,219	12,170	10,827
Roanoke city	99.9	.0451	34.6	12.8	13.5	15.8	33.7	40.5	583,109	86,796	38,537	134,447	33,630	121,706	13,648
● Roanoke	99.9	.0451	34.6	12.8	13.5	15.8	33.7	40.5	583,109	86,796	38,537	134,447	33,630	121,706	13,648
Salem	24.0	.0108	31.8	15.8	16.8	17.5	27.1	8.5	213,634	45,114	11,078	7,875	7,466	50,250	5,346
Salem	24.0	.0108	31.8	15.8	16.8	17.5	27.1	8.5	213,634	45,114	11,078	7,875	7,466	50,250	5,346
SUBURBAN TOTAL	117.4	.0529	31.7	12.3	17.8	19.3	24.8	41.3	480,848	136,169	36,978	27,283	21,068	74,139	16,665
OTHER COUNTIES															
Accomack	32.2	.0146	37.9	9.5	12.0	16.3	36.8	12.5	80,944	26,288	5,460	7,513	2,553	8,174	4,157
Albemarle	52.6	.0237	27.9	19.2	17.0	15.9	22.0	17.1	47,318	13,574	332	1,932	309	13,494	864
☐ Alexandria	105.7	.0477	29.0	18.9	22.0	15.0	21.8	45.2	667,780	142,227	61,922	111,640	27,643	160,049	17,758
Alexandria	105.7	.0477	29.0	18.9	22.0	15.0	21.8	45.2	667,780	142,227	61,922	111,640	27,643	160,049	17,758
Alleghany	12.5	.0056	31.1	11.6	17.9	16.2	26.9	4.4	7,101	6,284	325	316		58	
Amelia	8.4	.0038	31.5	10.6	14.0	15.2	29.9	2.9	14,837	5,611	425	351	540	2,159	576
☐ Arlington	151.2	.0682	31.7	18.1	20.0	15.9	27.5	68.8	745,955	142,906	84,992	63,549	31,181	257,158	37,711
Augusta	52.7	.0238	32.0	11.6	17.5	17.7	27.1	17.1	95,180	21,477	5,892	910	2,386	24,570	1,343
Bath	5.8	.0027	36.0	11.0	15.2	16.4	34.8	2.3	13,552	3,558	599	2,725	1,083	288	1,427
Bedford	30.8	.0139	31.8	11.4	15.4	16.1	29.0	11.1	22,890	13,077	1,634	249	209	3,784	359
Bedford city	6.8	.0030	38.3	11.1	13.8	15.7	37.7	2.5	56,685	22,174	1,721	3,194	1,318	9,835	2,305
Bedford	6.8	.0030	38.3	11.1	13.8	15.7	37.7	2.5	56,685	22,174	1,721	3,194	1,318	9,835	2,305
Bland	6.4	.0029	33.8	13.5	15.2	16.8	31.4	2.3	9,044	1,247	336		109	4,166	
☐ Bristol	20.7	.0093	35.3	14.0	12.6	16.2	34.1	7.9	195,214	30,641	11,083	25,054	9,760	34,350	4,073
Bristol	20.7	.0093	35.3	14.0	12.6	16.2	34.1	7.9	195,214	30,641	11,083	25,054	9,760	34,350	4,073
Brunswick	15.6	.0071	29.9	14.9	11.9	15.7	28.3	5.0	32,866	11,568	583	1,810	783	7,686	924
Buchanan	34.6	.0156	26.0	13.7	16.8	15.6	19.3	10.5	98,136	21,298	3,419	14,112	5,439	20,500	2,988
Buckingham	11.8	.0053	32.3	12.2	13.2	15.2	31.3	4.1	14,239	5,017	753	1,856		941	89
Buena Vista	6.7	.0030	30.4	15.4	15.9	17.5	25.1	2.1	20,580	6,229	1,117	1,369	587	3,135	741
Buena Vista	6.7	.0030	30.4	15.4	15.9	17.5	25.1	2.1	20,580	6,229	1,117	1,369	587	3,135	741
Caroline	17.2	.0078	29.9	12.3	15.2	15.9	26.4	5.4	33,962	13,275	3,510	756	256	5,680	745
Carroll	23.8	.0107	33.9	11.4	15.2	17.6	30.7	8.8	37,751	13,184	1,846	3,578	1,179	6,564	763
Charlotte	12.9	.0058	32.8	10.6	12.7	16.5	30.7	4.3	18.428	6,062	1,116	1,198	575	3,874	551
Charlottesville	38.8	.0175	29.2	21.0	18.7	14.4	24.8	15.1	374,654	81,809	32,259	55,551	21,345	48,705	13,752
Charlottesville	38.8	.0175	29.2	21.0	18.7	14.4	24.8	15.1	374,654	81,809	32,259	55,551	21,345	48,705	13,752
Clarke	9.4	.0042	33.9	11.7	14.8	17.3	31.2	3.4	20,953	7,034	1,737	618	707	1,425	447
Clifton Forge	5.0	.0023	36.9	12.0	14.3	16.0	36.0	2.1	23,246	8,445	1,083	1,188	944	3,720	1,421
Clifton Forge	5.0	.0023	36.9	12.0	14.3	16.0	36.0	2.1	23,246	8,445	1,083	1,188	944	3,720	1,421
Covington	9.4	.0042	34.8	13.3	14.5	15.5	34.3	3.7	80,873	13,689	5,432	12,550	3,477	19,778	3,689

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A. (cont.)

ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

ETRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Covington	9.4	.0042	34.8	13.3	14.5	15.5	34.3	3.7	80,873	13,689	5,432	12,550	3,477	19,778	3,689
Culpeper	21.8	.0099	32.0	11.2	15.1	16.0	29.5	7.6	71,333	23,701	2,406	8,412	1,993	10,941	4,802
Cumberland	7.0	.0031	32.8	10.4	12.8	15.5	31.7	2.4	9,258	2,568	431	937	318	1,005	43
Dickenson	19.9	.0090	29.5	11.6	14.0	15.9	26.4	6.7	60,140	18,441	1,488	4,438	2,470	18,560	774
Emporia	5.4	.0024	34.7	11.5	14.1	16.0	33.6	2.1	69,598	14,455	6,156	3,859	2,789	16,004	2,116
Emporia	5.4	.0024	34.7	11.5	14.1	16.0	33.6	2.1	69,598	14,455	6,156	3,859	2,789	16,004	2,116
Essex	8.0	.0037	31.0	13.0	14.9	15.3	28.7	2.6	44,797	11,227	3,950	6,347	2,768	8,681	1,588
☐ Fairfax	559.7	.2525	29.0	10.9	19.0	22.9	15.8	177.1	2,439,907	473,791	173,546	455,782	130,484	420,867	106,800
☐ Fairfax city	19.9	.0090	28.4	13.2	19.0	22.3	15.1	6.4	325,195	53,705	24,891	33,885	16,252	103,595	7,913
Fairfax	19.9	.0090	28.4	13.2	19.0	22.3	15.1	6.4	325,195	53,705	24,891	33,885	16,252	103,595	7,913
☐ Falls Church	10.0	.0046	33.3	12.1	17.2	17.0	30.0	4.3	158,928	18,831	9,041	16,152	12,172	59,084	5,885
Falls Church	10.0	.0046	33.3	12.1	17.2	17.0	30.0	4.3	158,928	18,831	9,041	16,152	12,172	59,084	5,885
Fauquier	31.3	.0141	30.6	12.1	15.3	16.6	26.7	10.3	88,979	23,913	6,324	1,733	2,692	14,649	3,726
Floyd	10.8	.0049	36.6	10.1	14.5	15.6	36.1	3.9	25,031	5,852	758	1,540	1,018	9,353	310
Fluvanna	10.1	.0045	32.2	10.2	13.5	15.4	30.8	3.6	11,132	4,762	410	232	170	2,480	190
Franklin	32.3	.0146	30.1	14.9	15.7	16.0	26.3	10.9	65,683	23,784	2,854	4,576	2,701	9,053	2,624
Franklin city	7.3	.0033	32.6	11.5	13.6	17.8	28.9	2.8	57,476	17,166	2,945	3,137	3,289	10,870	4,027
Franklin	7.3	.0033	32.6	11.5	13.6	17.8	28.9	2.8	57,476	17,166	2,945	3,137	3,289	10,870	4,027
Frederick	31.9	.0144	30.9	11.2	17.7	18.9	23.9	11.7	26,022	4,039	1,251	3,933	380	5,831	288
Fredericksburg	16.7	.0075	29.8	22.3	13.1	14.0	29.2	6.1	174,912	35,339	16,393	18,913	8,071	11,147	9,576
Fredericksburg	16.7	.0075	29.8	22.3	13.1	14.0	29.2	6.1	174,912	35,339	16,393	18,913	8,071	11,147	9,576
Galax	6.4	.0029	35.4	11.7	14.8	17.5	33.0	2.8	67,833	18,283	5,608	8,311	4,659	11,634	2,640
Galax	6.4	.0029	35.4	11.7	14.8	17.5	33.0	2.8	67,833	18,283	5,608	8,311	4,659	11,634	2,640
Giles	17.1	.0077	33.2	11.4	15.7	17.9	29.2	6.2	61,075	20,775	2,496	1,664	1,198	15,461	3,124
Grayson	15.7	.0070	35.0	11.1	14.5	17.0	33.0	5.8	12,417	4,715	540	1,029	1,358	2,414	279
Greene	7.3	.0033	29.0	13.7	17.2	14.9	24.8	2.4	13,342	5,493	346	562	180	2,388	44
Greensville	10.1	.0046	28.7	11.8	12.8	16.0	25.9	3.2	2,708	101		107			
Halifax	29.6	.0134	31.1	12.1	14.9	15.7	28.5	9.4	20,236	6,450	820	1,604	169	1,781	897
Harrisonburg	19.6	.0088	25.7	30.6	12.0	13.3	25.5	6.4	196,299	48,447	15,390	23,566	11,882	24,362	4,965
Harrisonburg	19.6	.0088	25.7	30.6	12.0	13.3	25.5	6.4	196,299	48,447	15,390	23,566	11,882	24,362	4,965
Henry	57.1	.0258	29.5	12.4	19.8	18.3	20.8	19.0	78,339	20,695	6,215	6,616	3,995	12,370	2,044
Highland	2.6	.0012	41.7	8.0	12.4	15.7	41.3	1.0	3,825	963	502	266	212	1,183	
Isle of Wight	20.4	.0092	29.7	12.3	16.1	16.1	25.4	6.7	59,300	14,889	3,661	766	1,201	21,650	1,943
King and Queen	5.8	.0027	33.2	11.7	13.4	15.0	32.5	2.0	4,594	1,026	475	392	38	1,015	
King George	10.3	.0046	30.2	12.3	16.6	16.8	25.2	3.3	17,719	8,107	587	161	423	3,213	617
King William	8.3	.0037	32.4	10.4	14.8	16.2	30.0	2.7	28,602	8,202	1,864	2,190	1,083	4,521	967
Lancaster	9.9	.0045	40.0	8.8	11.7	15.6	39.6	3.7	34,097	7,875	1,719	618	3,823	7,107	1,592
Lee	26.0	.0117	36.2	10.3	11.8	14.6	36.6	9.8	57,954	19,848	2,512	1,460	1,083	12,031	934
Lexington	8.4	.0038	24.4	37.6	10.4	12.1	24.2	2.6	66,505	16,895	4,369	5,056	1,789	6,431	2,115
Lexington	8.4	.0038	24.4	37.6	10.4	12.1	24.2	2.6	66,505	16,895	4,369	5,056	1,789	6,431	2,115
☐ Loudoun	56.1	.0254	29.4	10.2	20.4	17.1	21.5	18.0	183,666	46,816	14,955	3,793	4,795	31,569	9,845
Louisa	18.3	.0082	32.2	10.3	14.8	14.9	31.0	5.9	35,487	14,903	627	2,192	382	3,050	866
Lunenburg	12.3	.0056	34.4	10.6	13.2	16.4	32.7	4.3	25,658	8,445	722	1,905	1,282	3,883	762
Madison	10.2	.0046	33.3	11.7	15.2	15.4	32.0	3.6	14,565	6,219	730	622	292	2,422	371
☐ Manassas	13.6	.0062	28.7	13.9	23.7	18.3	16.7	4.2	101,643	22,451	4,173	7,563	4,390	21,055	3,248
Manassas	13.6	.0062	28.7	13.9	23.7	18.3	16.7	4.2	101,643	22,451	4,173	7,563	4,390	21,055	3,248
☐ Manassas Park	9.4	.0043	27.5	11.4	22.7	21.5	11.4	2.2	16,799	9,476	726			2,545	338
Manassas Park	9.4	.0043	27.5	11.4	22.7	21.5	11.4	2.2	16,799	9,476	726			2,545	338
Martinsville	17.5	.0079	32.4	12.1	15.1	17.9	28.2	6.0	191,118	43,320	10,607	24,940	7,145	44,191	6,832
Martinsville	17.5	.0079	32.4	12.1	15.1	17.9	28.2	6.0	191,118	43,320	10,607	24,940	7,145	44,191	6,832
Mathews	8.5	.0039	44.6	8.4	12.1	15.0	44.6	3.3	22,225	7,315	488	542	756	4,425	1,653
Mecklenburg	29.4	.0132	32.3	11.2	13.7	16.5	29.8	10.0	99,085	29,290	5,863	8,390	3,040	18,772	3,203
Middlesex	7.6	.0035	41.3	8.7	11.1	15.8	40.9	2.9	21,564	8,187	716	831	484	1,740	1,481
Montgomery	63.5	.0286	24.4	31.1	16.0	12.9	18.6	20.1	208,741	51,380	16,003	24,405	8,929	37,252	5,161
Nelson	11.7	.0053	34.5	10.5	13.5	15.4	34.0	3.8	17,290	6,974	2,234	599	657	2,536	191
Northampton	16.0	.0072	37.6	8.4	10.6	16.5	36.4	6.0	48,076	26,631	2,687	2,669	384	3,772	1,737
Northumberland	9.5	.0043	41.2	8.7	11.0	15.3	40.9	3.5	20,381	8,464	683	353	347	3,034	255
Norton	4.7	.0021	33.5	11.3	12.5	16.0	32.1	1.5	54,615	8,104	3,949	890	1,284	18,551	992
Norton	4.7	.0021	33.5	11.3	12.5	16.0	32.1	1.5	54,615	8,104	3,949	890	1,284	18,551	992
Nottoway	13.6	.0062	35.5	10.1	13.2	16.1	34.3	4.6	44,422	13,948	2,890	2,553	2,674	10,758	1,881
Orange	17.1	.0077	33.4	10.2	13.8	15.9	31.9	6.0	59,614	14,037	1,967	2,061	1,382	12,460	2,792
Page	19.7	.0089	33.1	11.6	15.9	16.4	30.6	7.2	48,291	13,363	7,177	3,022	2,201	9,203	3,009
Patrick	16.3	.0073	32.4	11.9	17.1	16.0	29.5	5.9	27,475	5,634	804	3,718	701	7,056	1,154
Prince Edward	16.4	.0074	27.2	24.0	11.8	12.3	28.6	4.9	66,080	17,109	5,006	5,953	6,256	15,588	2,633
☐ Prince William	140.8	.0635	24.8	13.2	23.4	18.2	8.0	36.3	562,749	122,091	43,181	63,348	23,439	130,325	28,590
Pulaski	32.5	.0146	30.8	13.3	16.4	16.5	26.5	11.4	91,954	25,278	4,040	5,157	3,229	19,313	3,431
Radford	12.9	.0059	24.6	33.9	12.7	13.3	21.9	4.1	70,137	15,445	3,439	8,821	5,326	19,970	2,244
Radford	12.9	.0059	24.6	33.9	12.7	13.3	21.9	4.1	70,137	15,445	3,439	8,821	5,326	19,970	2,244
Rappahannock	5.7	.0026	33.6	11.5	14.3	15.7	32.3	2.1	6,684	1,329	238	558	433	962	
Richmond	6.6	.0029	35.3	9.5	13.6	17.4	32.9	2.5	25,601	5,542	1,862	819	2,388	2,457	586
Rockbridge	16.7	.0076	32.7	12.1	15.6	18.0	28.4	5.5	23,614	4,846	346	142	50	464	288
Rockingham	56.3	.0254	29.9	14.8	16.8	16.5	25.0	18.8	60,961	18,089	3,311	2,200	2,495	12,492	2,603
Russell	28.3	.0128	30.5	12.3	15.3	16.3	26.9	9.5	50,401	11,320	1,514	2,119	5,443	13,772	944
☐ Scott	25.0	.0113	33.1	12.4	16.0	16.3	30.7	8.8	52,007	17,768	1,396	1,711	2,317	15,578	1,670
Shenandoah	27.5	.0124	35.2	10.7	14.8	16.3	33.9	10.4	80,603	21,667	3,173	3,394	2,152	18,295	1,798
Smyth	32.9	.0148	32.6	11.7	16.0	17.7	28.5	10.9	104,020	37,263	5,406	9,550	3,516	17,329	4,155
Southampton	19.9	.0090	28.1	12.6	13.7	15.3	25.3	6.3	22,409	5,457	678	1,578	1,872	3,953	358
South Boston	7.4	.0033	34.7	10.9	14.0	17.4	32.2	2.6	73,333	20,682	3,522	8,701	5,146	13,519	3,132
South Boston	7.4	.0033	34.7	10.9	14.0	17.4	32.2	2.6	73,333	20,682	3,522	8,701	5,146	13,519	3,132
Spotsylvania	32.3	.0146	28.6	11.4	15.7	16.0	24.0	10.3	115,538	32,637	5,340	20,698	5,472	32,691	792
Stafford	38.1	.0172	26.5	16.1	17.4	17.0	18.1	11.9	26,525	6,047	4,160	422	202	4,966	

VA. (cont.)

ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUF 1979

METRO AREA County City	Total Population (Thou-sands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	House-holds (Thou-sands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Auto-motive ($000)	Drug ($000
Staunton	21.9	.0099	33.3	14.2	15.1	17.4	30.1	7.8	148,369	32,696	7,928	26,302	6,073	34,518	6,4
Staunton	21.9	.0099	33.3	14.2	15.1	17.4	30.1	7.8	148,369	32,696	7,928	26,302	6,073	34,518	6,4
Surry	5.5	.0024	30.9	12.1	14.3	13.7	30.5	1.8	4,518	2,540	689	213	339	125	
Sussex	10.5	.0048	29.7	12.4	13.3	15.6	27.3	3.4	27,538	6,547	1,758	1,573	539	7,956	1,12
Tazewell	50.2	.0226	30.7	12.2	13.8	16.3	27.7	17.2	233,078	80,807	7,596	16,520	6,421	63,867	3,94
Warren	20.7	.0094	33.4	10.9	15.7	16.3	31.0	7.9	76,954	22,154	5,647	7,549	2,413	12,743	1,51
☐ Washington	42.9	.0193	31.8	12.9	16.9	16.6	28.0	14.8	116,678	26,911	6,338	4,156	3,379	18,816	2,09
Waynesboro	16.5	.0075	32.0	12.0	17.6	17.9	26.7	6.2	91,431	21,134	6,838	9,247	3,763	18,559	4,90
Waynesboro	16.5	.0075	32.0	12.0	17.6	17.9	26.7	6.2	91,431	21,134	6,838	9,247	3,763	18,559	4,90
Westmoreland	14.5	.0065	33.9	10.6	12.9	15.3	33.2	5.3	32,503	10,959	2,393	2,506	530	8,371	1,21
Winchester	22.6	.0102	34.4	13.4	13.2	15.5	33.7	9.0	255,433	46,024	19,278	31,256	10,900	54,505	14,52
Winchester	22.6	.0102	34.4	13.4	13.2	15.5	33.7	9.0	255,433	46,024	19,278	31,256	10,900	54,505	14,52
Wise	47.5	.0214	31.2	12.4	13.3	16.1	28.8	15.5	148,412	42,847	4,761	5,914	4,783	28,580	3,47
Wythe	24.8	.0112	32.7	12.4	14.7	16.6	30.0	8.3	90,469	16,913	8,024	4,164	2,434	20,838	3,07
TOTAL METRO COUNTIES	**3,566.1**	**1.6096**	**28.8**	**15.1**	**17.9**	**17.9**	**21.0**	**1,203.5**	**15,085,909**	**3,143,748**	**1,211,377**	**2,163,911**	**765,146**	**3,135,637**	**509,61**
TOTAL STATE	**5,260.9**	**2.3743**	**29.5**	**14.7**	**16.9**	**17.4**	**23.3**	**1,786.1**	**20,483,526**	**4,604,205**	**1,538,520**	**2,643,160**	**984,812**	**4,179,246**	**694,579**

VA.

ESTIMATES

EFFECTIVE BUYING INCOME 1979

% of Hslds. by EBI Group:
(A) $8,000–$9,999
(B) $10,000–$14,999
(C) $15,000–$24,999
(D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
△ DANVILLE	**649,853**	**15,020**	**7.0**	**18.0**	**29.7**	**20.3**	**.0418**
Danville	329,635	16,772	6.3	15.8	28.8	26.6	.0237
• Danville	329,635	16,772	6.3	15.8	28.8	26.6	.0237
Pittsylvania	320,218	13,844	7.5	19.9	30.4	15.2	.0181
SUBURBAN TOTAL	320,218	13,844	7.5	19.9	30.4	15.2	.0181
LYNCHBURG	**884,993**	**15,051**	**6.8**	**18.0**	**31.9**	**18.4**	**.0612**
Amherst	156,476	16,761	6.3	17.5	32.7	22.9	.0100
Appomattox	55,283	12,671	6.8	20.6	31.5	9.1	.0044
Campbell	278,334	17,273	5.4	17.8	37.1	21.7	.0163
Lynchburg	394,900	13,361	7.9	17.8	28.1	16.3	.0305
• Lynchburg	394,900	13,361	7.9	17.8	28.1	16.3	.0305
SUBURBAN TOTAL	490,093	16,408	5.9	18.1	35.0	20.2	.0307
NEWPORT NEWS - HAMPTON	**2,325,404**	**16,348**	**6.3**	**18.5**	**33.5**	**21.9**	**.1522**
Gloucester	95,962	12,791	7.4	18.8	30.1	10.7	.0069
Hampton	798,226	16,627	5.8	19.3	36.3	20.9	.0548
• Hampton	798,226	16,627	5.8	19.3	36.3	20.9	.0548
James City	121,609	16,217	7.2	18.8	34.0	20.8	.0073
Newport News	903,300	15,429	7.1	19.2	32.2	19.4	.0585
• Newport News	903,300	15,429	7.1	19.2	32.2	19.4	.0585
Poquoson	54,254	16,440	5.4	18.2	37.7	18.2	.0027
Poquoson	54,254	16,440	5.4	18.2	37.7	18.2	.0027
Williamsburg	87,755	20,740	5.5	15.5	24.0	40.2	.0076
Williamsburg	87,755	20,740	5.5	15.5	24.0	40.2	.0076
York	264,298	21,774	3.7	12.9	31.8	40.9	.0144
SUBURBAN TOTAL	623,878	17,316	5.7	16.4	31.7	27.1	.0389
NORFOLK - VIRGINIA BEACH - PORTSMOUTH	**5,173,735**	**16,597**	**5.9**	**17.3**	**31.5**	**24.3**	**.3309**
Chesapeake	640,554	16,774	5.8	18.1	37.8	19.5	.0428
Chesapeake	640,554	16,774	5.8	18.1	37.8	19.5	.0428
Norfolk	1,761,507	14,473	6.9	18.8	28.0	20.1	.1149
• Norfolk	1,761,507	14,473	6.9	18.8	28.0	20.1	.1149
Portsmouth	692,811	16,441	6.0	15.8	31.8	23.4	.0434
• Portsmouth	692,811	16,441	6.0	15.8	31.8	23.4	.0434
Suffolk	377,460	20,371	5.0	13.0	23.3	39.5	.0204
Suffolk	377,460	20,371	5.0	13.0	23.3	39.5	.0204
Virginia Beach	1,650,693	18,835	4.7	16.6	34.7	29.4	.1064
• Virginia Beach	1,650,693	18,835	4.7	16.6	34.7	29.4	.1064
Currituck, N. C.	*50,710*	*11,034*	*8.0*	*21.8*	*21.8*	*11.0*	*.0030*
SUBURBAN TOTAL	1,068,724	16,952	5.7	16.9	32.7	24.5	.0662
PETERSBURG - COLONIAL HEIGHTS - HOPEWELL	**811,152**	**16,347**	**6.0**	**18.0**	**32.7**	**22.3**	**.0520**
Colonial Heights	132,613	18,127	6.0	18.0	40.0	23.0	.0077
• Colonial Heights	132,613	18,127	6.0	18.0	40.0	23.0	.0077
Dinwiddie	119,875	15,956	6.3	18.3	33.1	20.9	.0062
Hopewell	178,746	18,945	4.6	13.8	34.7	30.0	.0113
• Hopewell	178,746	18,945	4.6	13.8	34.7	30.0	.0113
Petersburg	240,357	13,394	7.1	19.9	27.7	16.1	.0202
• Petersburg	240,357	13,394	7.1	19.9	27.7	16.1	.0202
Prince George	139,561	18,141	4.8	19.0	34.4	27.9	.0066
SUBURBAN TOTAL	259,436	16,866	5.6	18.7	33.7	23.9	.0128

ESTIMATES

EFFECTIVE BUYING INCOME 1979

% of Hslds. by EBI Group:
(A) $8,000–$9,999
(B) $10,000–$14,999
(C) $15,000–$24,999
(D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
RICHMOND	**4,870,261**	**19,447**	**5.0**	**14.6**	**32.4**	**32.3**	**.3007**
Charles City	22,884	10,611	9.8	24.2	20.2	8.7	.0014
Chesterfield	883,625	18,786	4.4	16.4	41.3	25.7	.0576
Goochland	56,211	12,441	10.9	20.9	24.5	14.6	.0034
Hanover	388,017	20,090	4.6	13.3	32.1	34.1	.0234
Henrico	1,638,424	23,139	3.5	11.3	33.2	43.1	.0971
New Kent	35,756	12,025	8.8	21.5	25.9	12.5	.0026
Powhatan	80,042	20,609	4.9	14.0	28.2	35.4	.0043
Richmond city	1,765,302	17,225	6.1	15.9	28.1	28.7	.1109
• Richmond	1,765,302	17,225	6.1	15.9	28.1	28.7	.1109
SUBURBAN TOTAL	3,104,959	20,564	4.3	13.8	35.0	34.5	.1898
ROANOKE	**1,524,370**	**16,471**	**6.2**	**17.1**	**32.1**	**23.2**	**.1025**
Botetourt	138,795	15,196	6.3	17.8	32.3	18.4	.0080
Craig	17,538	9,545	10.9	24.6	19.5	3.2	.0010
Roanoke	533,033	21,578	3.4	12.2	35.0	37.5	.0296
Roanoke city	658,471	14,071	7.6	19.2	30.5	15.9	.0491
• Roanoke	658,471	14,071	7.6	19.2	30.5	15.9	.0491
Salem	176,533	18,374	5.6	17.3	35.4	27.6	.0148
Salem	176,533	18,374	5.6	17.3	35.4	27.6	.0148
SUBURBAN TOTAL	865,899	19,092	4.7	14.9	33.9	30.3	.0534
OTHER COUNTIES							
Accomack	140,679	9,168	9.6	18.9	19.6	7.5	.0100
Albemarle	346,384	15,960	6.8	16.8	28.9	24.5	.0171
☐ Alexandria	1,197,871	22,933	3.7	11.8	29.0	44.4	.0690
Alexandria	1,197,871	22,933	3.7	11.8	29.0	44.4	.0690
Alleghany	74,242	15,289	6.4	18.9	34.1	17.1	.0037
Amelia	33,450	9,187	9.9	17.6	19.6	8.8	.0022
☐ Arlington	1,941,244	24,125	3.2	12.1	27.6	47.9	.0987
Augusta	282,287	14,738	7.0	20.5	33.2	15.7	.0169
Bath	32,905	10,714	9.6	20.1	21.6	11.8	.0019
Bedford	138,953	11,791	8.7	24.5	28.4	5.5	.0079
Bedford city	45,573	15,540	5.5	18.4	28.3	23.9	.0039
Bedford	45,573	15,540	5.5	18.4	28.3	23.9	.0039
Bland	23,017	8,383	11.1	23.5	15.3	2.3	.001
☐ Bristol	97,523	9,399	8.4	18.7	20.7	8.1	.011
Bristol	97,523	9,399	8.4	18.7	20.7	8.1	.01
Brunswick	66,387	10,848	10.0	19.9	24.8	9.0	.004
Buchanan	201,388	17,278	5.1	14.8	29.6	28.2	.012
Buckingham	44,113	8,905	10.0	20.4	18.3	5.7	.002
Buena Vista	32,193	14,480	8.2	22.1	32.9	14.6	.002
Buena Vista	32,193	14,480	8.2	22.1	32.9	14.6	.002
Caroline	92,216	15,139	5.6	19.2	31.5	19.2	.005
Carroll	133,823	13,168	7.9	19.8	29.8	13.3	.007
Charlotte	53,861	10,146	9.7	19.3	21.5	9.8	.003
Charlottesville	274,875	15,865	6.8	17.0	29.6	23.3	.024
Charlottesville	274,875	15,865	6.8	17.0	29.6	23.3	.024
Clarke	59,349	13,108	9.9	19.4	27.6	14.9	.003
Clifton Forge	32,355	13,648	7.4	20.5	29.8	14.6	.002
Clifton Forge	32,355	13,648	7.4	20.5	29.8	14.6	.002
Covington	56,413	14,600	5.9	21.1	36.3	11.8	.005
Covington	56,413	14,600	5.9	21.1	36.3	11.8	.005

VA. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Culpeper	121,029	13,655	8.3	21.8	29.2	15.0	.0082
Cumberland	27,345	9,300	11.3	19.3	20.2	6.4	.0017
Dickenson	70,082	9,060	9.0	19.0	23.0	4.0	.0061
Emporia	33,344	13,700	8.4	15.4	26.8	19.4	.0038
Emporia	33,344	13,700	8.4	15.4	26.8	19.4	.0038
Essex	32,454	10,646	11.1	23.0	21.9	8.7	.0032
☐ Fairfax	5,946,677	31,303	1.7	6.4	20.6	65.8	.3167
☐ Fairfax city	217,037	31,623	1.5	5.0	22.4	66.3	.0195
Fairfax	217,037	31,623	1.5	5.0	22.4	66.3	.0195
☐ Falls Church	118,168	24,273	2.3	10.6	28.8	48.1	.0099
Falls Church	118,168	24,273	2.3	10.6	28.8	48.1	.0099
Fouquier	212,456	16,518	6.2	17.3	27.7	27.2	.0125
Floyd	52,482	11,400	7.5	20.3	26.9	8.6	.0033
Fluvanna	44,405	10,847	6.7	21.3	25.2	7.0	.0027
Franklin	171,846	13,728	8.0	20.4	30.9	14.0	.0105
Franklin city	57,636	15,587	8.2	18.1	22.1	29.9	.0044
Franklin	57,636	15,587	8.2	18.1	22.1	29.9	.0044
Frederick	244,353	19,200	4.8	14.6	33.5	31.0	.0112
Fredericksburg	116,007	15,932	5.9	18.4	27.9	25.3	.0110
Fredericksburg	116,007	15,932	5.9	18.4	27.9	25.3	.0110
Galax	39,656	12,008	8.9	22.5	26.9	8.7	.0041
Galax	39,656	12,008	8.9	22.5	26.9	8.7	.0041
Giles	74,666	10,870	12.0	27.6	23.7	4.6	.0060
Grayson	68,383	10,609	11.1	24.9	23.2	5.2	.0039
Greene	30,926	11,626	8.7	23.0	29.2	7.2	.0021
Greensville	36,390	10,369	9.6	21.9	25.0	4.9	.0021
Halifax	127,031	11,549	8.2	19.6	25.5	10.3	.0074
Harrisonburg	108,085	13,464	7.8	16.6	28.0	17.6	.0117
Harrisonburg	108,085	13,464	7.8	16.6	28.0	17.6	.0117
Henry	298,256	14,851	7.9	24.0	37.4	12.0	.0169
Highland	10,000	7,296	7.2	16.7	20.8	3.4	.0008
Isle of Wight	94,259	12,931	7.7	20.2	31.0	10.1	.0068
King and Queen	32,743	12,951	7.4	17.9	21.8	20.6	.0018
King George	66,197	17,492	5.0	14.6	30.9	29.2	.0036
King William	46,905	15,325	6.1	16.9	31.2	19.8	.0031
Lancaster	53,725	11,053	8.6	16.7	23.3	13.6	.0037
Lee	106,422	7,990	9.1	16.0	17.2	7.6	.0077
Lexington	51,343	15,319	7.1	15.5	24.5	26.4	.0047
Lexington	51,343	15,319	7.1	15.5	24.5	26.4	.0047
☐ Loudoun	453,660	23,229	3.5	11.1	26.0	45.0	.0253
Louisa	113,315	15,835	6.4	15.9	26.8	25.9	.0063
Lunenburg	56,940	10,498	10.3	21.5	21.8	9.2	.0037
Madison	48,280	10,832	9.0	18.4	25.3	10.0	.0030
☐ Manassas	129,452	27,537	2.5	7.7	24.6	58.2	.0088
Manassas	129,452	27,537	2.5	7.7	24.6	58.2	.0088
☐ Manassas Park	60,464	25,806	1.1	4.9	35.8	53.5	.0032
Manassas Park	60,464	25,806	1.1	4.9	35.8	53.5	.0032
Martinsville	123,477	18,328	6.0	16.3	34.3	27.0	.0119
Martinsville	123,477	18,328	6.0	16.3	34.3	27.0	.0119
Mathews	51,706	12,548	7.8	20.0	25.1	14.9	.0030
Mecklenburg	129,208	11,099	9.0	20.0	24.1	10.4	.0101
Middlesex	37,728	10,535	6.9	20.2	23.2	8.7	.0026
Montgomery	329,344	13,462	7.6	22.1	28.7	14.6	.0230
Nelson	39,062	8,453	10.3	18.7	18.8	4.6	.0027
Northampton	59,750	7,652	10.2	18.1	13.6	6.0	.0050
Northumberland	47,035	10,234	8.2	16.8	21.2	12.8	.0029
Norton	28,780	15,489	6.1	12.5	25.2	26.3	.0032
Norton	28,780	15,489	6.1	12.5	25.2	26.3	.0032
Nottoway	66,966	12,787	7.5	18.2	29.1	13.2	.0049
Orange	91,355	13,075	7.5	19.6	27.9	14.7	.0064
Page	95,329	11,609	8.6	23.7	25.3	9.0	.0062
Patrick	72,584	11,530	9.4	23.1	29.5	5.1	.0047
Prince Edward	71,884	11,038	8.2	19.6	23.4	11.3	.0059
☐ Prince William	1,089,568	28,017	2.1	7.7	24.1	59.2	.0661
Pulaski	204,376	16,114	5.9	19.0	34.2	20.0	.0123
Radford	88,483	19,424	5.4	14.0	30.2	32.2	.0062
Radford	88,483	19,424	5.4	14.0	30.2	32.2	.0062
Rappahannock	26,660	10,562	8.4	18.8	24.3	9.1	.0016
Richmond	34,114	11,841	7.9	18.0	27.6	11.1	.0026
Rockbridge	86,571	13,742	6.3	21.3	29.4	15.3	.0050
Rockingham	314,745	14,738	7.3	21.0	33.8	15.0	.0168
Russell	119,756	10,995	8.4	18.7	26.8	8.5	.0079
☐ Scott	117,719	11,911	7.0	17.4	28.8	10.5	.0078
Shenandoah	144,826	12,642	9.0	21.8	29.3	10.0	.0095
Smyth	133,761	11,045	11.4	25.5	24.5	5.9	.0107
Southampton	97,723	11,972	9.4	17.9	24.0	16.3	.0056
South Boston	40,542	12,980	8.2	19.2	25.7	16.8	.0044
South Boston	40,542	12,980	8.2	19.2	25.7	16.8	.0044
Spotsylvania	173,282	15,094	6.4	19.6	30.9	19.6	.0121
Stafford	227,200	16,636	4.4	19.4	34.9	22.6	.0113
Staunton	125,868	14,117	7.0	22.6	31.6	14.1	.0109
Staunton	125,868	14,117	7.0	22.6	31.6	14.1	.0109
Surry	27,299	13,167	7.0	20.1	28.3	14.2	.0016
Sussex	60,978	14,259	7.2	16.9	26.2	21.3	.0036
Tazewell	282,219	14,035	7.5	16.5	29.2	17.8	.0213
Warren	139,393	15,605	6.5	19.2	32.7	19.8	.0087
☐ Washington	240,842	14,167	6.9	18.3	28.6	18.2	.0153
Waynesboro	124,380	18,522	5.4	16.7	35.1	28.0	.0084
Waynesboro	124,380	18,522	5.4	16.7	35.1	28.0	.0084
Westmoreland	64,364	9,741	9.3	19.4	19.6	9.8	.0044
Winchester	163,345	15,023	5.9	19.9	28.3	21.8	.0158
Winchester	163,345	15,023	5.9	19.9	28.3	21.8	.0158
Wise	253,294	13,863	6.9	15.6	26.7	19.9	.0172
Wythe	136,505	14,490	7.2	18.9	30.7	17.4	.0094
TOTAL METRO COUNTIES	**27,799,283**	**19,587**	**4.8**	**14.4**	**29.5**	**34.8**	**1.6901**
TOTAL STATE	**36,924,549**	**17,288**	**5.8**	**16.0**	**29.1**	**28.5**	**2.3079**

WASHINGTON

WASH.
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1979 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
△ BREMERTON	**134.7**	**.0608**	**29.9**	**14.3**	**16.1**	**15.9**	**25.9**	**48.3**	**470,852**	**120,214**	**39,444**	**45,537**	**20,576**	**86,967**	**36,176**
Kitsap	134.7	.0608	29.9	14.3	16.1	15.9	25.9	48.3	470,852	120,214	39,444	45,537	20,576	86,967	36,176
• Bremerton	41.7	.0188	28.0	21.2	15.8	13.9	25.1	15.4	283,381	56,948	23,816	43,717	15,045	59,251	23,433
SUBURBAN TOTAL	93.0	.0420	30.7	11.2	16.3	16.8	26.2	32.9	187,471	63,266	15,628	1,820	5,531	27,716	12,743
OLYMPIA	**118.7**	**.0536**	**29.9**	**11.9**	**16.4**	**16.6**	**25.1**	**43.6**	**437,679**	**107,632**	**42,196**	**42,951**	**29,580**	**84,386**	**19,597**
Thurston	118.7	.0536	29.9	11.9	16.4	16.6	25.1	43.6	437,679	107,632	42,196	42,951	29,580	84,386	19,597
• Olympia	30.1	.0136	32.5	12.4	14.7	15.2	31.1	12.6	234,719	50,723	21,030	12,709	19,204	69,582	3,828
SUBURBAN TOTAL	88.6	.0400	29.2	11.8	17.0	17.0	23.1	31.0	202,960	56,909	21,166	30,242	10,376	14,804	15,769
ICHLAND - KENNEWICK - PASCO	**133.6**	**.0604**	**28.9**	**10.8**	**16.4**	**17.8**	**22.2**	**43.8**	**678,926**	**150,023**	**55,716**	**80,206**	**29,195**	**133,177**	**42,775**
Benton	101.9	.0460	29.4	10.3	17.1	17.9	22.5	33.4	527,915	118,927	41,358	61,486	23,811	90,945	34,990
• Kennewick	30.2	.0136	29.3	11.7	16.8	17.0	23.5	10.3	368,394	73,066	25,526	57,973	17,976	63,571	19,703
• Richland	34.5	.0156	29.3	10.3	18.0	17.6	22.2	11.7	119,222	33,417	13,482	3,327	5,270	14,643	14,333
Franklin	31.7	.0144	27.0	12.2	14.4	17.2	21.3	10.4	151,011	31,096	14,358	18,720	5,384	42,232	7,785
• Pasco	16.5	.0074	28.9	12.6	13.8	16.0	25.6	5.6	131,263	26,125	12,440	14,434	5,148	39,774	6,364
SUBURBAN TOTAL	52.4	.0238	28.2	10.0	15.9	18.8	20.4	16.2	60,047	17,415	4,268	4,472	801	15,189	2,375

EVERETT
SNOHOMISH COUNTY
KING COUNTY
Seattle

Grab the growth half of the Seattle-Everett SMSA...the Pacific Northwest's #1 Market!

Through Snohomish County's only daily newspaper, you can reach

62,336 Daily*
87,336 each Wednesday with
80% Total Market Coverage**

EVERETT HERALD

Call your Branham Representative today!

*ABC Audit, March 11, 1980 **25,000 additional controlled circulation available for $.21 per line pick-up rate

WASH. (cont.) S&MM ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
SEATTLE - EVERETT	**1,526.8**	**.6890**	**30.2**	**14.2**	**19.5**	**17.2**	**23.3**	**585.2**	**7,433,300**	**1,479,676**	**832,779**	**906,791**	**398,230**	**1,428,148**	**277,741**
King	1,221.7	.5513	30.5	14.6	19.3	17.2	24.1	476.5	6,127,687	1,196,020	710,738	737,835	321,562	1,130,608	233,196
Bellevue	74.5	.0336	28.6	10.4	21.8	22.6	13.4	24.5	656,061	112,369	56,764	62,990	35,199	141,431	19,292
● Seattle	505.3	.2280	33.2	17.3	16.8	15.1	31.9	223.9	2,664,176	444,110	375,827	329,233	125,397	498,470	94,131
Snohomish	305.1	.1377	29.0	12.4	20.0	17.4	20.6	108.7	1,305,613	283,656	122,041	162,956	76,668	297,540	44,545
● Everett	55.9	.0252	31.7	14.7	15.9	15.9	28.8	22.5	429,180	89,358	38,771	91,661	21,649	87,286	9,559
SUBURBAN TOTAL	965.6	.4358	28.8	12.5	21.2	18.4	18.5	338.8	4,339,944	946,208	418,181	479,897	251,184	842,392	174,051
SEATTLE - TACOMA CONSOLIDATED AREA	***1,982.1***	***.8945***	***29.6***	***15.0***	***18.6***	***16.9***	***23.1***	***740.7***	***9,108,062***	***1,804,879***	***980,819***	***1,131,111***	***486,452***	***1,800,084***	***335,564***
SPOKANE	**332.5**	**.1500**	**29.9**	**14.4**	**15.2**	**15.5**	**26.7**	**122.2**	**1,343,591**	**267,917**	**121,193**	**182,949**	**79,590**	**276,886**	**50,738**
Spokane	332.5	.1500	29.9	14.4	15.2	15.5	26.7	122.2	1,343,591	267,917	121,193	182,949	79,590	276,886	50,738
● Spokane	177.8	.0802	32.3	14.1	13.2	15.0	31.4	71.8	871,052	150,922	81,908	155,823	50,130	174,315	32,282
SUBURBAN TOTAL	154.7	.0698	27.8	14.8	17.4	16.1	21.4	50.4	472,539	116,995	39,285	27,126	29,460	102,571	18,456

WASHINGTON
MONTANA
SPOKANE
OREGON
IDAHO

Come over the mountains to a brighter market!

When you buy the Pacific Northwest include Spokane. It's the bright, rich market on the east side of the Cascade Mountains.

Bright Economy

Spokane's economy is exceptional. In the midst of national economic uncertainty, its diversified base stands strong. The 1.4 million people who live in this 35-county area spend $5.3 billion on retail sales.

Bright Test

Sales & Marketing Management includes list of test markets. Perfect. Spokane in its prestigious demographic characteristics. Isolation from outside media.

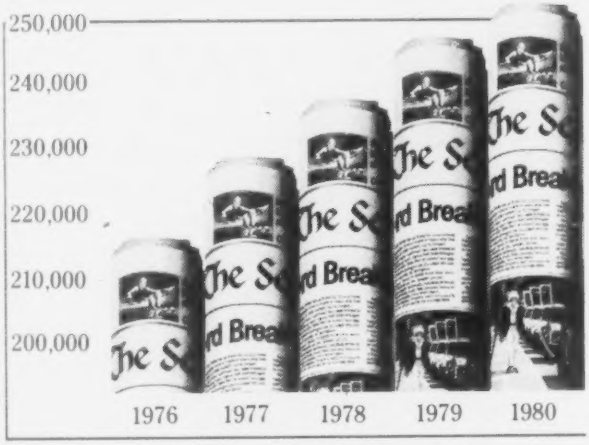
Bright Newspapers

It's rare to get massive coverage, strong circulation and intensive penetration of an entire market with just one newspaper buy. You do with the Spokane dailies. The Spokesman-Review and Spokane Daily Chronicle deliver 88.2% un-duplicated coverage in this dynamic 80,000 square mile area that spans parts of three states.

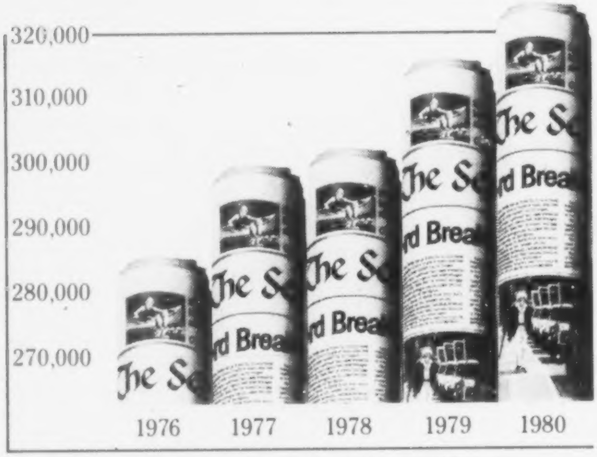
Find your place in the sun! When you buy the Pacific Northwest, include the market with sunshine — Spokane!

THE SPOKESMAN-REVIEW
Morning and Sunday
Spokane Daily Chronicle
Evening
Represented nationally by
Cresmer, Woodward, O'Mara & Ormsbee, Inc.

ANNOUNCING TWO RECORD-BREAKING TIMES.



Seattle Times Daily Circulation.



Seattle Times Sunday Circulation.

It's official.

The Seattle Times now has the biggest lead ever over the Seattle Post-Intelligencer: 95,000 daily and 150,000 Sunday in the City and Retail Trading Zones.

Which simply means we can help you reach more people in Seattle than any other newspaper.

More professionals. More college graduates. More households with incomes of $25,000 and up.

And with our new morning edition, we'll help you reach them all day long.

So when you're looking for a more efficient media buy in Seattle, call our National Advertising Department at (206) 464-2441.

THE SEATTLE TIMES
Washington's Best Selling Newspaper

Figures based on March 1980 A.B.C. Fas-Fax. Represented by Cresmer, Woodward, O'Mara, and Ormsbee, Inc. Member, Metropolitan Sunday Newspapers, Inc.

WASH. (cont.)
S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000
TACOMA	**455.3**	**.2055**	**27.2**	**18.0**	**15.4**	**15.9**	**22.1**	**155.5**	**1,674,762**	**325,203**	**148,040**	**230,320**	**88,222**	**371,936**	**57,8**
Pierce	455.3	.2055	27.2	18.0	15.4	15.9	22.1	155.5	1,674,762	325,203	148,040	230,320	88,222	371,936	57,8
• Tacoma	160.7	.0725	34.4	12.8	13.9	15.8	29.2	65.1	850,960	114,077	72,630	176,422	42,766	225,382	26,6
SUBURBAN TOTAL	294.6	.1330	25.2	20.8	16.2	16.0	18.2	90.4	823,802	211,126	75,410	53,898	45,456	146,554	31,20
YAKIMA	**160.3**	**.0723**	**30.3**	**11.4**	**14.8**	**15.3**	**27.8**	**59.0**	**645,408**	**137,182**	**55,768**	**75,638**	**30,997**	**143,883**	**24,48**
Yakima	160.3	.0723	30.3	11.4	14.8	15.3	27.8	59.0	645,408	137,182	55,768	75,638	30,997	143,883	24,48
• Yakima	50.1	.0226	32.4	12.9	13.9	14.3	32.1	20.8	397,975	81,510	37,504	55,589	21,436	84,422	10,1
SUBURBAN TOTAL	110.2	.0497	29.5	10.7	14.9	15.8	26.0	38.2	247,433	55,672	18,264	20,049	9,561	59,461	14,28
OTHER COUNTIES															
Adams	15.3	.0069	27.7	10.5	15.8	17.1	21.4	5.1	41,135	11,510	6,506	922	904	5,179	4,27
Asotin	15.1	.0068	32.8	9.6	14.0	16.0	30.9	5.5	31,183	9,575	3,441	47	2,186	3,206	3,58
Chelan	43.1	.0194	33.8	11.3	14.2	16.5	[illegible]	16.8	213,983	44,183	19,258	23,046	6,712	44,063	9,55
Clallam	45.1	.0204	32.1	10.5	14.6	15.5	30.3	16.9	207,713	54,508	22,608	11,277	8,615	32,820	14,29
☐ Clark	179.3	.0809	29.5	11.9	17.7	16.0	24.2	64.0	541,841	125,152	60,244	72,074	19,658	100,877	24,14
Vancouver	50.5	.0228	31.2	13.9	16.2	14.7	29.1	20.5	218,685	36,555	31,086	20,723	13,528	48,785	8,23
Columbia	4.7	.0021	38.0	8.9	13.6	16.3	36.9	1.5	7,123	2,388	809	330	223	1,049	45
Cowlitz	76.3	.0344	29.7	12.4	17.0	16.4	24.6	27.8	298,343	64,370	26,108	43,904	12,288	69,589	11,81
Douglas	21.1	.0096	31.1	10.0	16.9	17.9	25.5	7.3	66,603	21,752	3,942	7,142	2,930	7,555	7,89
Ferry	5.5	.0024	29.2	9.7	16.5	15.1	25.4	2.2	8,208	2,994	707	535	90	1,536	148
Garfield	2.8	.0012	36.0	5.9	12.9	18.7	32.6	1.1	2,800	914	167	31	61	498	141
Grant	49.9	.0225	28.1	11.2	15.4	17.3	22.2	16.9	167,459	48,449	15,381	3,674	6,295	30,730	11,310

SEATTLE-TACOMA is a two paper buy.

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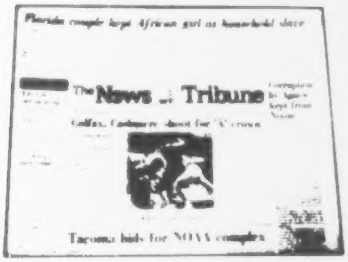

The Seattle Times
Post-Intelligencer
Carter to Act Today

Seattle and Tacoma Retail Outlets
1979 Lineage Shown In Inches

The retailers, who sell your products, offer positive proof that Seattle-Tacoma is a two-paper buy. Here's how they place their own advertising.

No. 1 in the Sea-Tac Market

Tacoma News Tribune
1950 South State Street
Tacoma, Washington 98411
Circulation over 110,000 • Represented by Sawyer-Ferguson-Walker

	TNT	TIMES	P-I
K MART	122,303	408,400	52,408
J. C. PENNEY	184,944	216,387	27,483
SEARS	171,738	77,530	70,246
FRED MEYER	188,281	108,679	17,882
BON MARCHE	90,186	198,254	70,388
PAY 'N SAVE	40,483	53,417	12,053
SAFEWAY	46,273	40,806	32,738
ERNST	37,780	34,886	2,482
SCHUCK'S	10,300	14,785	7,172
PAY 'N PAK	24,484	22,232	4,404
TOTAL	1,232,873	1,165,883	694,882
(83 Accounts)	(42%)	(39.8%)	(16.2%)

WASH. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Grays Harbor	65.7	.0297	31.7	11.6	15.3	15.7	29.2	24.8	314,811	80,979	31,515	18,968	17,189	61,692	7,472
Island	41.1	.0185	26.9	16.0	17.4	13.7	22.1	14.6	93,515	24,217	8,089	2,631	4,733	20,753	1,169
Jefferson	14.0	.0064	34.9	9.5	13.4	15.7	34.2	5.5	49,470	11,931	7,957	507	1,089	5,347	2,000
Kittitas	25.4	.0115	25.1	28.4	14.9	11.8	23.4	8.6	93,427	20,180	11,325	3,969	2,714	12,825	1,091
Klickitat	14.7	.0066	31.7	8.9	14.9	15.2	29.9	5.4	26,625	4,621	2,474	422	103	7,891	1,163
Lewis	51.8	.0234	32.5	10.3	14.0	15.4	31.1	19.4	225,493	49,522	19,687	33,698	12,461	37,469	10,875
Lincoln	9.9	.0044	37.8	7.3	14.0	16.0	36.9	3.9	17,669	5,750	2,237	200	124	1,800	995
Mason	26.5	.0120	33.1	10.3	14.7	16.0	31.2	9.4	90,472	29,118	8,741	2,068	3,385	14,419	2,049
Okanogan	29.5	.0133	32.4	9.2	14.1	16.9	29.4	10.8	101,159	32,337	7,813	4,172	2,955	19,317	3,286
Pacific	16.1	.0073	35.7	10.2	12.9	14.4	36.2	6.5	49,188	14,413	7,577	3,886	1,246	4,283	1,825
Pend Oreille	8.5	.0038	33.9	7.2	12.9	15.6	33.1	3.0	12,895	3,514	1,626	286	203	3,964	474
San Juan	7.3	.0033	45.3	7.0	13.1	13.5	45.8	3.0	21,939	7,870	3,075	159	162	209	890
Skagit	60.0	.0271	32.1	10.9	15.6	15.9	29.6	21.7	273,636	59,513	22,885	6,964	11,495	58,157	18,375
Skamania	6.2	.0028	30.9	9.2	16.8	15.6	27.5	2.4	6,771	2,613	755		32	595	663
Stevens	26.4	.0119	32.8	7.6	13.9	15.6	31.3	9.7	79,355	20,193	7,701	4,378	4,012	14,859	2,055
Wahkiakum	3.8	.0017	32.9	9.7	15.4	15.4	31.3	1.3	3,453	738	625	450	61		327
Walla Walla	44.2	.0200	31.1	16.9	13.9	15.1	29.5	15.8	148,160	30,090	14,770	15,549	10,264	31,616	11,623
Whatcom	98.7	.0445	29.0	17.7	15.2	14.0	26.9	35.7	444,914	77,304	50,494	59,467	23,065	91,573	16,046
Whitman	41.2	.0186	24.0	35.6	15.1	10.9	18.9	12.4	78,553	22,761	8,290	315	3,402	16,618	2,977
TOTAL METRO COUNTIES	**3,041.2**	**1.3725**	**29.7**	**14.2**	**17.6**	**16.6**	**24.0**	**1,121.6**	**13,226,359**	**2,712,999**	**1,355,380**	**1,630,466**	**696,048**	**2,626,260**	**533,478**
TOTAL STATE	**3,911.1**	**1.7650**	**29.8**	**14.1**	**17.1**	**16.3**	**24.8**	**1,436.6**	**16,402,414**	**3,471,306**	**1,671,943**	**1,879,463**	**835,047**	**3,225,872**	**682,297**

WASH.
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
△ **BREMERTON**	**1,279,452**	**24,620**	**3.7**	**8.8**	**23.3**	**49.0**	**.0676**
Kitsap	1,279,452	24,620	3.7	8.8	23.3	49.0	.0676
• Bremerton	391,604	21,936	4.3	10.0	23.5	42.5	.0254
SUBURBAN TOTAL	887,848	25,686	3.5	8.2	23.3	52.0	.0422
△ **OLYMPIA**	**1,041,647**	**21,836**	**4.4**	**10.9**	**26.8**	**41.2**	**.0577**
Thurston	1,041,647	21,836	4.4	10.9	26.8	41.2	.0577
• Olympia	312,527	21,639	5.2	11.9	21.4	43.0	.0203
SUBURBAN TOTAL	729,120	21,890	4.1	10.4	29.1	40.5	.0374

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
RICHLAND - KENNEWICK - PASCO	**1,029,367**	**22,140**	**4.4**	**10.6**	**29.1**	**40.9**	**.0668**
Benton	777,899	22,084	4.4	10.7	30.3	40.1	.0510
• Kennewick	238,349	21,932	4.8	10.8	29.3	40.0	.0225
• Richland	296,352	23,871	3.7	9.1	29.7	46.2	.0163
Franklin	251,468	22,393	4.6	10.4	25.0	43.6	.0158
• Pasco	132,800	21,581	4.5	11.4	23.1	42.2	.0100
SUBURBAN TOTAL	361,866	21,130	4.7	11.4	30.5	37.2	.0180

YAKIMA ADI+ BUY

INCREASE YOUR NORTHWEST SALES BY ADDING THE YAKIMA ADI+ (PLUS) BUY!

6 DAILIES—160,724 CIRCULATION—13% DISCOUNT
ONE BILL

- **YAKIMA** HERALD-REPUBLIC
- **PASCO** TRI-CITY HERALD
- **WALLA WALLA** UNION BULLETIN
- **LEWISTON** MORNING TRIBUNE
- **PENDLETON** EAST OREGONIAN
- **WENATCHEE** WORLD

YAKIMA ADI+ BUY Represented by **BRANHAM** Newspaper Sales

WASH. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
SEATTLE - EVERETT	**13,095,355**	**20,370**	**4.2**	**12.2**	**32.0**	**35.0**	**.7934**
King	10,951,838	20,877	4.3	11.8	30.3	37.1	.6556
Bellevue	754,303	29,016	2.2	6.5	22.9	62.0	.0522
● Seattle	4,600,246	17,748	5.5	14.2	28.9	29.3	.2778
Snohomish	2,143,517	18,703	4.0	13.9	38.9	25.9	.1378
● Everett	396,132	16,036	5.2	15.4	33.3	20.3	.0318
SUBURBAN TOTAL	8,098,977	22,059	3.3	10.7	33.8	39.8	.4838
SEATTLE - TACOMA CONSOLIDATED AREA	***16,501,228***	***19,995***	***4.4***	***12.6***	***31.9***	***33.9***	***.9963***
SPOKANE	**2,461,526**	**17,785**	**5.5**	**12.8**	**29.0**	**29.3**	**.1514**
Spokane	2,461,526	17,785	5.5	12.8	29.0	29.3	.1514
● Spokane	1,364,874	16,241	6.1	13.4	27.2	26.3	.0877
SUBURBAN TOTAL	1,096,652	19,703	4.8	12.0	31.5	33.6	.0637
TACOMA	**3,405,873**	**18,559**	**5.0**	**13.8**	**31.8**	**29.7**	**.2029**
Pierce	3,405,873	18,559	5.0	13.8	31.8	29.7	.2029
● Tacoma	1,224,007	16,665	5.5	14.1	30.4	24.7	.0811
SUBURBAN TOTAL	2,181,866	19,828	4.7	13.7	32.7	33.3	.1218
YAKIMA	**1,063,672**	**15,677**	**6.6**	**14.1**	**26.8**	**25.1**	**.0691**
Yakima	1,063,672	15,677	6.6	14.1	26.8	25.1	.0691
● Yakima	374,480	15,090	7.1	13.0	24.9	25.2	.029
SUBURBAN TOTAL	689,192	15,940	6.4	14.8	27.6	25.1	.0396
OTHER COUNTIES							
Adams	105,685	18,337	5.5	16.2	33.2	29.9	.0059
Asotin	95,279	15,503	6.1	14.6	29.9	21.8	.0055
Chelan	338,971	17,422	5.8	14.0	27.3	29.6	.0216
Clallam	347,588	18,483	4.6	13.1	29.5	30.7	.0219
☐ Clark	1,374,022	20,042	4.3	11.7	32.5	33.7	.0768
Vancouver	417,591	18,380	5.1	12.9	30.0	30.3	.0249
Columbia	29,711	16,625	5.7	13.0	28.0	27.4	.0017
Cowlitz	531,987	18,427	4.7	13.2	36.6	25.1	.0333
Douglas	177,404	22,722	4.0	9.9	28.1	42.3	.0097
Ferry	32,468	13,677	7.0	16.8	32.0	13.7	.0017
Garfield	18,689	15,333	4.5	17.9	30.3	21.1	.0009
Grant	376,845	20,012	4.9	13.0	27.5	36.2	.0219

WHAT SELLS IN THE NORTHWEST?

Fisher Broadcasting knows. For two years, we've been tracking retail buying and selling in the Northwest. Brand names. Share of market. Chief shoppers. Where purchased. Media habits. And more. For all the product categories shown below. And, because the Northwest's leading retailers help us select the categories measured, we know the most about what they want to sell too.

AIRLINES
AUTOMOTIVE
Motor oil
Mufflers
Batteries
Shocks
Tires
General accessories
Tune up parts
Engine parts
Specialized equipment

CHILDREN'S APPAREL
Infant/toddlers
Boys clothing
Girls clothing
Boys/girls shoes

COSMETICS
Facial or skin treatments
Color makeups
Perfume/cologne

DOMESTICS AND LINENS
FAST FOOD RESTAURANTS
GROCERY STORES
HOME FURNISHINGS
Furniture
Rugs/carpeting
Floor covering
Draperies/curtains

HOME IMPROVEMENTS
Construction items
Paint
Electrical supplies
Shop tools
Hardware accessories
Wallpaper
Insulation/weatherstripping

JEWELRY
Watches
Fine jewelry
Costume/fashion jewelry

LAWN AND GARDEN
Plants
Outdoor power tools
Fertilizer/chemicals

MAJOR HOUSEHOLD APPLIANCES

MATTRESSES/WATERBEDS
MEN'S APPAREL
Suits
Sport coats
Dress slacks
Top coat/rainwear
Shoes
Active sportswear
Dress shirts
Basic furnishings
Casual pants/jeans
Casual shirt/top
Sweaters

PHOTOGRAPHIC EQUIPMENT
35mm camera
Pocket camera
Photographic accessories
Film
Film processing

SIT DOWN RESTAURANTS
SMALL ELECTRIC APPLIANCES

SPORTING GOODS
Athletic shoes/footwear
Ski equipment/clothing
Hunting/fishing/camping equipment
Other sporting goods

STEREO AND TAPE EQUIPMENT
TELEVISION SETS
WOMEN'S APPAREL
Active sportswear
Sportswear separates
Tops and blouses
Dresses
Jeans
Pants
Shoes/boots
Lingerie and foundations
Coat/jacket
Fashion accessories
Hosiery
Sweaters
Loungewear/sleepwear

WE'D LOVE TO SHARE!

If you're marketing in the Northwest, or seriously planning to do so, fill in the coupon below. Or call us.

☑ YES! I'd like to know more about the way my product moves in the Northwest.

Name___ Title___ Company___
Type of business___ Address___ City___
State/Zip___ Phone___

s/mm

Fisher Broadcasting Inc.
100 Fourth Avenue North, Seattle, WA 98109
(206) 223-4000

abc

KOMO Radio and Television
(206) 223-4000

KATU Television
(503) 231-4222

Seattle
KOMO
WASHINGTON
OREGON
Portland
KATU

WASH. (cont.)
ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Grays Harbor	480,430	17,661	4.8	12.8	30.7	27.9	.0313
Island	304,444	17,635	6.3	15.9	29.4	28.6	.0163
Jefferson	92,284	15,897	6.1	14.3	36.2	17.3	.0059
Kittitas	156,740	14,934	6.6	15.2	28.4	21.4	.0103
Klickitat	117,107	19,219	5.1	12.7	33.6	30.7	.0058
Lewis	349,225	16,614	5.1	12.8	31.3	23.5	.0231
Lincoln	73,627	16,941	5.8	16.3	31.3	25.7	.0038
Mason	211,748	20,187	5.1	11.0	29.4	36.0	.0120
Okanogan	217,612	17,293	5.7	12.9	27.3	29.3	.0128
Pacific	103,906	13,910	6.7	15.4	29.4	17.8	.0063
Pend Oreille	48,031	14,787	5.0	13.4	30.3	19.0	.0028
San Juan	47,670	12,913	7.0	16.7	27.3	15.1	.0027
Skagit	446,811	18,416	5.3	12.0	30.6	30.0	.0285
Skamania	52,383	22,045	3.7	9.8	27.7	41.1	.0025
Stevens	170,417	14,439	7.0	15.7	25.6	22.6	.0104
Wahkiakum	22,165	15,204	6.7	15.0	34.4	16.4	.0011
Walla Walla	381,140	20,216	5.1	11.6	23.7	39.0	.0208
Whatcom	712,586	18,019	5.1	11.7	30.5	28.1	.0460
Whitman	286,037	18,431	6.2	14.3	28.3	31.8	.0152
TOTAL METRO COUNTIES	**24,750,914**	**19,870**	**4.6**	**12.3**	**30.6**	**34.2**	**1.4857**
TOTAL STATE	**31,079,904**	**19,417**	**4.8**	**12.5**	**30.4**	**32.9**	**1.8674**

WEST VIRGINIA

W.VA.
S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
CHARLESTON	**260.0**	**.1173**	**31.9**	**11.4**	**16.0**	**18.3**	**26.7**	**94.1**	**1,224,415**	**244,796**	**82,715**	**199,259**	**53,815**	**314,567**	**35,452**
Kanawha	226.9	.1024	32.1	11.5	15.7	18.3	27.2	82.9	1,131,908	220,678	80,495	192,278	52,249	290,949	33,015
• Charleston	66.4	.0300	35.1	11.4	14.1	17.4	32.8	26.9	563,203	80,830	37,727	144,085	20,569	135,372	14,531
Putnam	33.1	.0149	30.6	10.7	18.3	18.2	23.6	11.2	92,507	24,118	2,220	6,981	1,566	23,618	2,437
SUBURBAN TOTAL	193.6	.0873	31.0	11.4	16.7	18.6	24.7	67.2	661,212	163,966	44,988	55,174	33,246	179,195	20,921
HUNTINGTON - ASHLAND	**302.0**	**.1362**	**31.4**	**12.2**	**16.0**	**17.4**	**26.9**	**106.7**	**1,124,433**	**268,349**	**70,345**	**161,004**	**65,754**	**212,285**	**36,564**
Cabell	104.4	.0471	32.5	14.3	15.0	16.6	29.6	39.1	496,829	112,507	38,727	73,363	26,[illegible]38	90,632	18,686
• Huntington	70.5	.0318	34.2	15.5	13.2	16.2	32.7	27.9	374,101	78,374	30,095	55,022	24,891	73,427	14,962
Wayne	42.2	.0191	31.1	11.2	16.3	17.8	25.8	14.5	93,429	27,876	4,189	3,052	4,388	15,590	2,712
Boyd, Ky.	*54.9*	*.0247*	*31.8*	*11.4*	*16.1*	*17.9*	*26.9*	*19.1*	*264,438*	*50,898*	*13,607*	*58,611*	*15,605*	*49,960*	*7,403*
• *Ashland*	*29.4*	*.0133*	*35.3*	*9.8*	*14.3*	*18.3*	*32.0*	*10.9*	*238,003*	*45,405*	*12,068*	*55,772*	*13,570*	*47,414*	*6,758*
Greenup, Ky.	*36.9*	*.0166*	*29.6*	*11.2*	*17.9*	*18.3*	*22.2*	*11.9*	*72,853*	*27,241*	*3,998*	*3,623*	*3,001*	*14,759*	*1,541*
Lawrence, Ohio	*63.6*	*.0287*	*30.7*	*11.1*	*16.3*	*17.2*	*25.7*	*22.1*	*196,884*	*49,827*	*9,824*	*22,355*	*14,322*	*41,344*	*6,222*
SUBURBAN TOTAL	202.1	.0911	30.2	11.5	17.2	17.6	24.1	67.9	512,329	144,570	28,182	50,210	27,293	91,444	14,844
PARKERSBURG - MARIETTA	**159.0**	**.0717**	**31.0**	**11.9**	**17.2**	**16.6**	**26.5**	**55.0**	**698,039**	**158,620**	**45,323**	**123,477**	**28,715**	**136,795**	**18,425**
Wirt	5.1	.0023	34.0	9.4	14.8	13.9	34.7	1.7	5,792	920	181	421	18	1,163	
Wood	92.8	.0419	31.2	11.4	18.0	17.0	26.2	32.5	450,891	89,233	27,436	98,088	19,159	97,751	10,280
• Parkersburg	41.9	.0189	33.2	12.1	16.0	16.2	30.8	15.5	312,836	73,416	18,471	45,853	10,074	86,944	8,220
Washington, Ohio	*61.1*	*.0275*	*30.4*	*12.9*	*16.2*	*16.3*	*26.2*	*20.8*	*241,356*	*68,467*	*17,706*	*24,968*	*9,538*	*37,881*	*8,145*
• *Marietta*	*16.2*	*.0073*	*31.3*	*19.4*	*11.3*	*15.4*	*30.5*	*5.7*	*140,602*	*36,158*	*11,637*	*20,381*	*6,024*	*19,942*	*5,791*
SUBURBAN TOTAL	100.9	.0455	30.2	10.7	18.7	16.9	24.1	33.8	244,601	49,046	15,215	57,243	12,617	29,909	4,414
STEUBENVILLE - WEIRTON	**161.4**	**.0728**	**32.8**	**11.4**	**14.6**	**18.2**	**28.6**	**56.0**	**549,455**	**143,214**	**39,774**	**87,290**	**23,328**	**91,212**	**18,022**
Brooke	30.3	.0137	32.6	11.4	15.5	19.1	27.3	10.5	68,396	17,177	7,380	1,940	4,340	18,514	3,546
Hancock	39.3	.0177	32.3	10.4	15.5	19.1	26.7	13.4	130,928	41,476	9,992	20,591	5,070	18,093	4,843
• Weirton	25.1	.0113	33.7	10.1	14.1	19.8	28.4	8.6	130,546	40,200	9,855	20,542	5,371	18,913	4,898
Jefferson, Ohio	*91.8*	*.0414*	*33.1*	*11.7*	*14.2*	*17.5*	*29.8*	*32.1*	*350,131*	*84,561*	*22,402*	*64,759*	*13,918*	*54,605*	*9,633*
• *Steubenville*	*30.4*	*.0137*	*36.6*	*13.9*	*12.1*	*16.1*	*35.7*	*11.7*	*216,348*	*35,152*	*12,097*	*51,972*	*11,455*	*34,240*	*7,369*
SUBURBAN TOTAL	105.9	.0478	31.8	10.9	15.6	18.4	26.6	35.7	202,561	67,862	17,822	14,776	6,502	38,059	5,755

WASHINGTON STATE OPEN BOOK QUIZ

(Reference to S&MM data encouraged.)

What major city in Washington has:
1. The highest median EBI?
2. The fourth largest population?
3. The fourth largest total in retail sales?

What newspaper covers this area and:
4. Has a circulation of 72,000 daily?

ANSWERS

1. Bellevue
2. Bellevue
3. Bellevue
4. Journal-American

FOR MORE INFORMATION CALL:
(206) 453-4270
OR WRITE:

Journal American
P.O. BOX 310
BELLEVUE, WA. 98009

W.VA. (cont.)

ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROU 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales - ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
WHEELING	**183.1**	**.0825**	**34.4**	**11.9**	**13.5**	**16.8**	**32.4**	**66.6**	**695,099**	**162,380**	**62,152**	**99,889**	**40,871**	**136,171**	**19,00**
Marshall	41.1	.0185	32.7	11.0	15.7	17.7	28.7	14.4	136,980	37,163	8,849	28,816	7,461	24,117	4,26
Ohio	58.7	.0265	34.5	14.2	12.7	16.3	33.0	21.8	290,158	40,753	28,255	41,833	28,716	63,072	8,19
• Wheeling	43.7	.0197	37.1	11.9	11.8	17.0	35.4	17.0	268,181	38,870	25,118	41,682	26,803	58,526	8,19
Belmont, Ohio	*83.3*	*.0375*	*35.3*	*10.7*	*13.2*	*16.7*	*33.7*	*30.4*	*267,961*	*84,464*	*25,048*	*29,240*	*4,694*	*48,982*	*6,53*
SUBURBAN TOTAL	139.4	.0628	33.7	11.9	14.2	16.7	31.4	49.6	426,918	123,510	37,034	58,207	14,068	77,645	10,80
OTHER COUNTIES															
Barbour	17.5	.0079	33.5	12.1	13.2	14.5	33.5	6.0	30,846	8,791	2,111	995	1,111	6,168	86
Berkeley	42.6	.0193	31.7	10.9	16.0	17.0	27.8	14.7	131,903	37,763	8,328	14,038	3,841	25,852	5,61
Boone	29.5	.0133	30.2	10.7	13.7	16.5	26.9	9.8	75,214	25,510	2,970	7,982	4,404	11,094	2,17
Braxton	13.4	.0060	35.0	10.0	12.7	14.8	35.2	4.6	35,794	10,979	1,554	2,169	1,053	7,582	964
Calhoun	8.4	.0038	33.6	9.9	12.8	14.9	33.4	2.8	16,834	5,414	688	1,678	480	2,844	63
Clay	10.8	.0049	30.2	9.7	13.1	14.5	29.2	3.5	13,308	5,886	466	1,557	152	1,504	149
Doddridge	7.2	.0032	37.1	8.9	12.1	14.9	37.2	2.8	7,442	2,800	251	417	848	455	229
Fayette	56.6	.0256	33.5	10.8	10.4	15.8	32.7	19.1	159,939	41,776	7,258	10,828	7,508	39,624	6,868
Gilmer	8.2	.0037	29.6	19.7	12.3	13.2	30.2	2.8	11,385	4,620	665	804	248	2,347	459
Grant	9.5	.0043	31.9	10.5	16.1	16.1	28.9	3.1	21,208	6,468	1,676	867	486	3,615	281
Greenbrier	35.1	.0158	34.0	10.3	14.0	16.6	32.0	12.1	134,209	35,436	6,258	14,182	2,830	32,080	3,984
Hampshire	15.2	.0069	32.7	10.4	13.9	16.8	30.0	5.2	28,088	6,305	1,108	1,651	1,072	6,630	888
Hardy	9.5	.0043	34.0	10.6	14.0	16.7	31.9	3.5	24,217	9,408	1,073	580	458	3,915	
Harrison	77.7	.0350	34.7	10.6	14.0	16.9	32.6	28.5	275,385	64,226	19,215	25,981	14,956	78,483	8,427
Jackson	24.8	.0112	31.2	8.8	17.8	19.7	23.6	8.0	79,868	24,823	2,587	5,683	1,544	12,451	3,456
Jefferson	27.3	.0'24	30.1	14.9	16.6	15.9	26.0	9.2	65,175	16,574	8,409	979	3,455	10,633	5,955
Lewis	18.8	.0084	36.5	9.7	13.8	15.5	36.0	6.5	49,714	15,361	3,130	5,284	3,168	7,392	1,774
Lincoln	22.3	.0101	29.6	10.8	14.8	15.0	27.0	7.1	34,232	11,337	1,336	2,571	430	10,610	599
Logan	49.8	.0225	29.3	10.4	12.3	17.6	25.3	16.0	171,336	48,880	6,144	17,180	6,901	32,663	5,812
McDowell	51.5	.0232	28.9	10.6	11.8	15.9	26.9	16.2	126,545	38,421	5,373	8,722	6,313	27,112	2,421
Marion	66.2	.0299	34.4	12.6	13.6	16.6	32.5	24.5	272,424	61,380	13,246	68,744	11,729	46,178	7,296
Mason	26.4	.0120	31.3	10.5	16.3	18.1	25.9	8.7	60,153	16,133	2,383	4,982	1,707	14,080	3,012
Mercer	68.7	.0310	32.1	12.8	13.4	16.5	29.6	24.3	290,221	65,262	20,049	35,067	16,810	60,971	8,207
Mineral	26.3	.0118	31.7	11.9	16.0	16.6	28.1	9.1	43,504	10,089	2,886	4,981	2,089	8,270	1,034
Mingo	37.3	.0169	28.0	10.7	12.2	16.1	25.4	11.4	153,819	46,971	3,145	11,456	14,127	34,673	4,478
Monongalia	70.0	.0316	25.5	27.4	15.1	13.4	22.2	23.8	263,088	60,648	18,743	37,629	16,679	33,067	9,764
Monroe	13.6	.0061	34.8	10.4	14.6	16.0	33.7	4.3	14,669	3,247	138	1,333	894	4,246	807
Morgan	9.6	.0043	33.3	10.4	15.0	17.5	29.9	3.5	15,417	2,397	1,939	108	1,086	1,188	1,043
Nicholas	26.7	.0121	30.8	9.8	14.0	16.9	27.2	9.0	98,889	26,578	3,581	13,414	1,531	22,091	1,683
Pendleton	7.4	.0033	35.6	9.7	13.5	16.2	34.4	2.7	15,503	4,957	1,071	1,385	177	4,736	
Pleasants	8.1	.0037	32.0	10.6	15.4	16.6	28.8	2.5	16,641	4,87	726	263	177	5,823	508
Pocahontas	9.4	.0042	39.2	8.2	12.9	15.0	39.2	3.4	22,288	7,169	998	839	183	7,097	538
Preston	28.7	.0130	32.1	10.3	14.5	16.1	29.6	9.7	64,378	16,254	2,111	4,740	1,339	18,934	1,885
Raleigh	84.5	.0381	32.2	10.8	12.6	16.6	29.8	29.0	393,446	90,882	15,309	60,809	21,664	83,955	11,032
Randolph	27.3	.0124	31.8	13.1	14.7	14.6	30.6	9.4	104,285	24,514	4,851	14,779	2,881	24,433	3,844
Ritchie	10.6	.0047	35.2	9.3	14.0	13.9	36.3	4.1	21,821	6,747	394	1,049	1,039	8,040	744
Roane	15.6	.0071	35.6	9.4	13.4	15.7	35.0	5.3	32,194	9,636	1,453	2,470	294	8,646	2,146
Summers	14.9	.0067	36.3	9.2	11.6	16.4	35.0	5.6	30,009	10,919	2,466	2,190	1,385	4,873	624
Taylor	15.3	.0069	34.8	9.4	14.0	16.3	33.5	5.8	35,075	10,095	2,817	3,098	1,661	5,830	1,414
Tucker	8.1	.0037	34.8	9.2	14.8	14.8	34.8	2.9	14,409	5,542	1,280	375	267	2,811	428
Tyler	10.6	.0047	33.4	9.4	16.0	16.0	31.4	3.8	21,263	5,753	836	1,537	40	4,986	548
Upshur	24.1	.0109	29.8	16.7	13.3	14.0	29.1	8.3	68,938	18,642	4,410	7,773	1,970	16,389	1,782
Webster	11.1	.0050	31.8	9.7	13.0	14.6	31.3	3.8	26,124	5,478	808	3,143	507	5,112	680
Wetzel	21.4	.0096	32.1	10.0	16.3	17.0	28.3	7.3	78,408	24,455	4,859	9,749	3,593	13,882	3,082
Wyoming	33.6	.0152	27.1	11.8	14.2	17.6	21.2	10.3	83,441	27,417	1,424	9,137	3,775	19,975	1,427
TOTAL METRO COUNTIES	**673.9**	**.3041**	**32.1**	**12.0**	**15.7**	**17.7**	**27.8**	**242.0**	**2,897,818**	**611,901**	**20[illegible],724**	**467,363**	**151,405**	**643,499**	**87,985**
TOTAL STATE	**1,885.1**	**.8508**	**31.9**	**12.0**	**14.5**	**16.7**	**28.8**	**656.0**	**6,630,867**	**1,598,719**	**400,197**	**892,561**	**320,267**	**1,426,839**	**207,563**

W.VA.

ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
CHARLESTON	**2,049,904**	**19,782**	**4.7**	**11.5**	**28.2**	**34.9**	**.1282**
Kanawha	1,845,250	20,178	4.8	11.4	27.0	36.5	.1158
• Charleston	644,492	19,993	5.1	11.6	21.6	39.5	.0449
Putnam	204,654	17,718	4.6	12.5	36.8	23.0	.0124
SUBURBAN TOTAL	1,405,412	19,727	4.6	11.5	30.8	33.0	.0833
HUNTINGTON - ASHLAND	**1,994,607**	**16,212**	**5.9**	**14.3**	**28.5**	**25.2**	**.1269**
Cabell	776,531	16,869	6.0	13.3	26.7	28.8	.0502
• Huntington	545,654	15,758	6.4	13.6	24.3	27.8	.0359
Wayne	234,987	14,263	6.9	14.8	29.0	18.7	.0143
Boyd, Ky.	*410,065*	*19,401*	*5.1*	*12.2*	*27.2*	*34.0*	*.0265*
• Ashland	*238,181*	*19,426*	*5.2*	*12.2*	*24.2*	*35.9*	*.0181*
Greenup, Ky.	*245,612*	*19,136*	*5.1*	*11.8*	*30.6*	*31.4*	*.0135*

ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Lawrence, Ohio	*327,412*	*13,402*	*6.2*	*18.9*	*31.6*	*12.0*	*.0224*
SUBURBAN TOTAL	1,210,772	16,018	5.8	14.9	30.9	22.4	.0729
PARKERSBURG - MARIETTA	**1,078,522**	**18,026**	**4.6**	**13.8**	**32.0**	**28.0**	**.0713**
Wirt	21,563	10,259	7.9	16.6	24.7	9.6	.0013
Wood	690,348	19,744	4.1	11.5	31.5	33.7	.0451
• Parkersburg	323,178	18,809	4.9	12.2	29.5	32.0	.0243
Washington, Ohio	*366,611*	*16,107*	*5.0*	*17.3*	*33.6*	*20.4*	*.0249*
• Marietta	*105,475*	*15,378*	*5.7*	*16.8*	*27.6*	*23.7*	*.0095*
SUBURBAN TOTAL	649,869	18,093	4.2	14.0	34.1	26.8	.0375
STEUBENVILLE - WEIRTON	**1,238,395**	**21,070**	**4.2**	**10.7**	**31.8**	**36.4**	**.0713**
Brooke	259,259	23,548	3.7	9.6	27.6	45.4	.0130
Hancock	326,233	23,561	3.8	9.5	28.6	45.1	.0180

W.VA. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000-$9,999 (B) $10,000-$14,999 (C) $15,000-$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
• Weirton	219,539	24,227	3.3	8.0	29.2	47.[illegible]	.0135
Jefferson, Ohio	*662,903*	*19,562*	*4.5*	*11.5*	*34.4*	*29.9*	*.0403*
• *Steubenville*	*239,846*	*18,383*	*5.1*	*11.5*	*29.0*	*29.4*	*.0175*
SUBURBAN TOTAL	779,010	21,098	4.1	11.0	33.4	36.1	.0403
WHEELING	**1,302,271**	**17,849**	**5.1**	**13.2**	**32.4**	**26.8**	**.0802**
Marshall	283,354	18,934	4.8	12.5	34.4	28.1	.0171
Ohio	472,130	18,592	5.0	12.4	28.6	31.5	.0297
• Wheeling	356,821	17,628	5.4	12.9	27.0	30.1	.0240
Belmont, Ohio	*546,787*	*16,909*	*5.3*	*14.2*	*34.0*	*22.7*	*.0334*
SUBURBAN TOTAL	945,450	17,909	5.0	13.4	34.0	25.7	.0562
OTHER COUNTIES							
Barbour	83,986	11,013	9.6	17.0	24.8	12.7	.0052
Berkeley	273,516	16,455	5.7	16.2	31.8	23.3	.0168
Boone	145,229	12,597	7.8	15.3	28.8	14.5	.0098
Braxton	62,476	9,225	7.5	13.0	20.7	13.5	.0043
Calhoun	45,706	11,653	6.2	14.2	22.2	19.1	.0028
Clay	46,199	10,434	8.1	16.3	23.0	12.4	.0028
Doddridge	27,330	8,043	7.1	22.1	16.8	4.2	.0018
Fayette	268,328	11,503	8.4	15.7	26.2	13.1	.0187
Gilmer	33,029	8,203	8.7	16.6	17.7	7.9	.0023
Grant	43,201	11,326	8.3	18.9	22.6	13.9	.0028
Greenbrier	227,970	15,872	5.9	15.5	27.0	25.8	.0147
Hampshire	72,591	12,113	9.1	20.9	27.3	11.5	.0047
Hardy	43,809	10,307	9.2	21.2	21.7	8.4	.0030
Harrison	466,552	14,762	6.6	16.6	32.4	16.8	.0307
Jackson	136,768	16,811	6.1	11.6	36.8	19.7	.0092
Jefferson	158,286	15,126	7.0	17.9	30.4	20.0	.0095
Lewis	88,282	10,978	9.2	18.8	24.4	10.8	.0061

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000-$9,999 (B) $10,000-$14,999 (C) $15,000-$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Lincoln	96,026	10,295	6.8	13.0	23.3	14.6	.0061
Logan	270,951	15,050	6.7	13.4	28.8	21.4	.0187
McDowell	267,424	13,767	7.5	13.8	26.1	20.9	.0172
Marion	447,958	16,954	5.8	13.7	30.6	25.4	.0290
Mason	146,079	15,377	5.9	14.3	28.8	22.4	.0090
Mercer	507,109	17,632	5.6	13.6	25.7	31.0	.0316
Mineral	135,136	13,971	6.2	17.8	32.7	13.4	.0079
Mingo	188,467	12,453	6.8	13.7	21.4	22.7	.0144
Monongalia	450,432	16,089	6.7	15.3	28.7	24.5	.0291
Monroe	56,705	11,060	5.6	19.4	22.9	11.3	.0036
Morgan	56,031	14,814	7.1	15.2	31.4	17.8	.0031
Nicholas	150,732	15,246	6.0	11.9	28.8	21.9	.0104
Pendleton	34,777	9,918	7.9	18.1	22.1	9.5	.0022
Pleasants	51,102	18,556	5.2	10.9	28.3	31.3	.0029
Pocahontas	45,762	11,220	7.9	19.3	24.7	11.0	.0030
Preston	166,861	14,481	6.7	16.9	25.5	22.8	.0100
Raleigh	51[illegible]62	14,817	7.3	15.2	27.2	22.3	.0367
Randolph	156,466	13,680	7.1	16.8	27.3	18.5	.0110
Ritchie	53,968	11,145	6.8	17.7	25.9	10.1	.0032
Roane	84,814	13,034	7.3	16.1	26.6	17.8	.0052
Summers	69,933	9,498	8.0	13.9	22.2	12.0	.0045
Taylor	77,729	11,862	7.3	18.7	27.5	10.6	.0049
Tucker	32,662	9,352	9.9	19.7	19.8	7.3	.0023
Tyler	65,817	15,011	5.9	15.2	27.0	23.1	.0037
Upshur	107,633	10,161	8.0	17.1	22.9	10.5	.0078
Webster	50,200	9,611	8.4	16.1	18.3	14.1	.0034
Wetzel	112,590	14,309	5.5	14.9	31.5	15.9	.0080
Wyoming	170,625	15,964	6.4	13.1	34.7	18.0	.0110
TOTAL METRO COUNTIES	**5,114,309**	**19,109**	**4.9**	**12.0**	**28.8**	**32.9**	**.3169**
TOTAL STATE	**11,904,218**	**15,801**	**6.2**	**14.2**	**28.0**	**24.3**	**.7620**

S&MM'S FOUR SURVEY ISSUES

Each year Sales & Marketing Management publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographic markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

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WISCONSIN

WISC. SMM ESTIMATES	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
APPLETON - OSHKOSH	**295.9**	**.1336**	**28.6**	**14.8**	**16.4**	**15.6**	**23.8**	**96.5**	**1,136,870**	**234,754**	**108,216**	**145,152**	**51,094**	**237,114**	**29,068**
Calumet	29.1	.0132	28.1	11.9	16.5	15.4	23.2	9.0	75,638	22,262	11,588	2,080	2,072	19,000	1,638
Outagamie	130.9	.0591	27.8	13.8	16.4	15.6	22.5	42.1	612,289	125,432	46,714	98,334	29,737	145,042	11,484
• Appleton	65.6	.0296	29.0	14.6	16.0	15.9	24.4	22.8	283,338	64,723	15,573	58,987	18,561	32,422	7,348
Winnebago	135.9	.0613	29.4	16.3	16.2	15.7	25.3	45.4	448,943	87,060	49,914	44,738	19,285	73,072	15,946
• Oshkosh	50.5	.0228	28.0	23.9	14.3	13.5	26.5	17.6	258,052	47,057	24,340	38,331	9,453	36,046	8,804
SUBURBAN TOTAL	179.8	.0812	28.5	12.3	17.0	16.1	22.9	56.1	595,480	122,974	58,303	47,834	23,080	168,646	12,914
DULUTH - SUPERIOR	**266.1**	**.1202**	**31.8**	**13.5**	**13.3**	**15.5**	**30.1**	**97.9**	**1,108,633**	**233,023**	**97,138**	**158,820**	**47,910**	**160,871**	**29,006**
Douglas	45.7	.0207	31.6	14.3	13.4	14.4	31.1	17.0	153,148	30,708	18,557	11,170	2,982	22,726	4,084
• Superior	30.8	.0139	31.5	15.9	13.3	14.0	31.3	11.7	126,616	24,933	12,856	10,557	2,738	22,543	4,084
St. Louis, Minn.	*220.4*	*.0995*	*31.8*	*13.3*	*13.3*	*15.8*	*29.9*	*80.9*	*955,485*	*202,315*	*78,581*	*147,650*	*44,928*	*138,145*	*24,922*
• Duluth	*97.0*	*.0438*	*31.6*	*15.7*	*13.4*	*14.9*	*30.6*	*37.8*	*467,232*	*88,631*	*48,149*	*107,499*	*26,376*	*53,242*	*13,557*
SUBURBAN TOTAL	138.3	.0625	31.9	11.4	13.1	16.3	29.6	48.4	514,785	119,459	36,133	40,764	18,796	85,086	11,365
EAU CLAIRE	**126.4**	**.0570**	**28.5**	**17.0**	**13.8**	**14.7**	**26.3**	**42.0**	**554,470**	**88,804**	**58,252**	**91,420**	**19,072**	**105,746**	**15,045**
Chippewa	49.8	.0224	29.9	11.6	14.2	15.3	27.4	16.0	173,003	30,717	13,050	6,347	4,390	54,305	3,905
Eau Claire	76.6	.0346	27.6	20.5	13.7	14.2	25.6	26.0	381,467	58,087	45,202	85,073	14,682	51,441	11,140
• Eau Claire	50.5	.0228	27.0	24.4	12.9	13.2	26.5	17.7	373,696	56,237	42,925	85,010	14,233	49,315	10,760
SUBURBAN TOTAL	75.9	.0342	29.4	12.0	14.6	15.6	26.2	24.3	180,774	32,567	15,327	6,410	4,839	56,431	4,285
GREEN BAY	**180.0**	**.0812**	**27.6**	**14.2**	**17.1**	**15.4**	**21.9**	**57.1**	**789,660**	**151,250**	**73,486**	**143,001**	**43,470**	**154,152**	**17,482**
Brown	180.0	.0812	27.6	14.2	17.1	15.4	21.9	57.1	789,660	151,250	73,486	143,001	43,470	154,152	17,482
• Green Bay	91.5	.0413	28.9	14.7	16.4	15.6	24.4	31.7	535,729	101,108	43,793	109,877	28,859	89,822	14,998
SUBURBAN TOTAL	88.5	.0399	26.4	13.7	17.9	15.2	19.4	25.4	253,931	50,142	29,693	33,124	14,611	64,330	2,484

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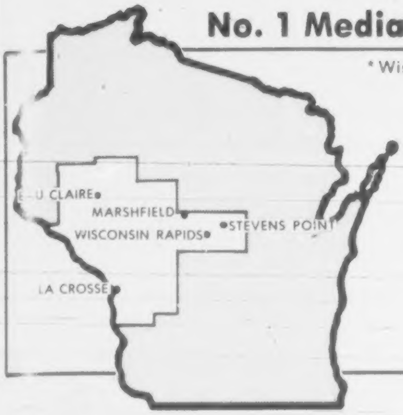

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WISC. (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/79								RETAIL SALES BY STORE GROUP 1979						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
JANESVILLE - BELOIT	**136.4**	**.0615**	**29.5**	**12.8**	**17.4**	**16.4**	**24.0**	**46.4**	**614,625**	**134,451**	**53,043**	**109,136**	**22,833**	**106,206**	**15,992**
Rock	136.4	.0615	29.5	12.8	17.4	16.4	24.0	46.4	614,625	134,451	53,043	109,136	22,833	106,206	15,992
• Beloit	35.2	.0159	29.6	14.7	16.2	16.3	25.0	12.5	189,293	44,311	16,063	33,401	6,007	40,422	6,004
• Janesville	51.1	.0231	28.8	11.5	19.2	16.3	21.9	17.7	335,734	67,509	28,218	75,086	14,849	52,340	8,282
SUBURBAN TOTAL	50.1	.0225	30.1	12.7	16.5	16.6	25.3	16.2	89,598	22,631	8,762	649	1,977	13,444	1,706
KENOSHA	**127.8**	**.0577**	**30.1**	**12.8**	**17.1**	**16.6**	**25.1**	**44.0**	**382,456**	**94,624**	**44,954**	**51,962**	**14,549**	**51,967**	**8,227**
Kenosha	127.8	.0577	30.1	12.8	17.1	16.6	25.1	44.0	382,456	94,624	44,954	51,962	14,549	51,967	8,227
• Kenosha	86.4	.0390	30.3	13.3	16.9	16.1	25.9	30.1	290,513	70,920	30,590	49,821	12,603	46,635	7,137
SUBURBAN TOTAL	41.4	.0187	29.9	11.7	17.3	17.5	23.7	13.9	91,943	23,704	14,364	2,141	1,946	5,332	1,090
LA CROSSE	**90.6**	**.0409**	**29.0**	**17.9**	**14.3**	**14.6**	**26.8**	**31.2**	**434,545**	**74,933**	**52,689**	**65,774**	**21,884**	**79,060**	**12,010**
La Crosse	90.6	.0409	29.0	17.9	14.3	14.6	26.8	31.2	434,545	74,933	52,689	65,774	21,884	79,060	12,010
• La Crosse	49.3	.0222	29.0	20.9	12.8	13.5	28.9	17.8	361,125	55,761	44,129	64,736	21,040	65,189	8,355
SUBURBAN TOTAL	41.3	.0187	28.9	14.4	16.4	15.9	24.1	13.4	73,420	19,172	8,560	1,038	844	13,871	3,655
MADISON	**325.5**	**.1469**	**26.4**	**21.9**	**19.1**	**14.4**	**19.1**	**118.3**	**1,537,137**	**255,893**	**171,003**	**191,858**	**88,507**	**289,103**	**35,540**
Dane	325.5	.1459	26.4	21.9	19.1	14.4	19.1	118.3	1,537,137	255,893	171,003	191,858	88,507	289,103	35,540
• Madison	174.2	.0786	25.0	27.4	18.8	13.2	18.1	65.3	988,051	124,980	118,821	178,307	67,704	184,611	27,216
SUBURBAN TOTAL	151.3	.0683	27.8	15.4	19.6	15.6	20.4	53.0	549,086	130,913	52,182	13,551	20,803	104,492	8,324
△ MANITOWOC - TWO RIVERS	**84.9**	**.0383**	**31.4**	**11.9**	**14.9**	**15.9**	**28.7**	**28.8**	**270,446**	**60,794**	**25,971**	**47,135**	**8,871**	**62,332**	**7,749**
Manitowoc	84.9	.0383	31.4	11.9	14.9	15.9	28.7	28.8	270,446	60,794	25,971	47,135	8,871	62,332	7,749
• Manitowoc	33.3	.0150	33.5	12.3	14.0	15.5	32.4	12.5	176,443	29,822	15,203	45,507	4,522	40,624	5,301
• Two Rivers	13.8	.0062	32.1	12.6	14.9	16.4	29.2	5.0	50,534	17,604	5,104	913	2,095	9,921	2,212
SUBURBAN TOTAL	37.8	.0171	29.4	11.3	15.5	16.1	25.3	11.3	43,469	13,368	5,664	715	2,254	11,787	236

IN WISCONSIN
Madison outspends Milwaukee

They outspend Milwaukee in eating and drinking place sales, furniture and household appliance store sales, food store sales, automotive sales, gasoline service station sales, building material, hardware sales and total retail sales per household.

Call Madison Newspaper's National Advertising Manager at (608) 252-6266.

PER HOUSEHOLD RETAIL SALES

Madison S.M.S.A.	U.S. Rank	Milwaukee S.M.S.A.	U.S. Rank
$13,000	83rd	$12,600	116th

	Total Circulation	Adult Readers Per Copy	Total Adult Readers
Daily	109,978	2.0	220,000
Sunday	127,830	2.3	294,000

Madison Newspapers, inc.

Sources: Publisher's Statement 6-Month Average Period Ending 3/31/80, Belden Associates 1978 Madison Market Study, 1980 S&MM Survey of Buying Power

WISC. (cont.)
S&MM ESTIMATES

POPULATION—12/31/79

RETAIL SALES BY STORE GROU 1979

METRO AREA County City	Total Population (Thou-sands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				House-holds (Thou-sands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Auto-motive ($000)	Drug ($000
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
MILWAUKEE	**1,413.4**	**.6378**	**30.4**	**12.9**	**16.8**	**17.4**	**24.8**	**493.0**	**6,191,419**	**1,347,122**	**606,716**	**875,998**	**306,979**	**1,167,996**	**183,27**
Milwaukee	965.6	.4358	30.9	13.9	16.3	16.4	26.9	355.1	4,398,959	913,175	467,256	673,358	230,858	752,016	131,72
• Milwaukee	616.4	.2782	30.6	15.0	16.2	15.6	27.2	233.2	2,366,873	551,079	305,703	280,723	139,515	347,781	73,8
Wauwatosa	50.6	.0228	36.6	9.6	14.0	17.2	34.6	17.8	525,941	37,722	35,830	108,188	29,338	96,082	9,2
West Allis	65.1	.0294	32.2	13.1	16.3	16.4	29.1	24.6	367,229	85,041	35,781	35,136	24,253	83,662	10,74
Ozaukee	71.3	.0321	29.5	10.3	17.6	19.1	21.2	22.0	224,641	50,659	20,924	2,148	8,399	58,064	5,35
Washington	85.0	.0384	28.4	11.2	18.2	16.6	21.3	26.8	287,110	69,280	24,416	24,563	15,640	39,414	8,70
Waukesha	291.5	.1315	29.6	10.6	17.7	20.6	19.8	89.1	1,280,709	314,008	94,110	175,929	52,082	318,502	37,49
SUBURBAN TOTAL	797.0	.3596	30.2	11.3	17.1	18.9	22.9	259.8	3,824,546	796,043	301,013	595,275	167,464	820,215	109,46
MILWAUKEE - RACINE CONSOLIDATED AREA	***1,591.9***	***.7184***	***30.3***	***12.8***	***16.8***	***17.4***	***24.6***	***555.5***	***6,818,606***	***1,503,500***	***664,838***	***948,860***	***337,322***	***1,280,627***	***200,93***
RACINE	**178.5**	**.0806**	**29.5**	**12.2**	**17.2**	**17.0**	**23.5**	**62.5**	**627,187**	**156,378**	**58,122**	**72,862**	**30,343**	**112,631**	**17,654**
Racine	178.5	.0806	29.5	12.2	17.2	17.0	23.5	62.5	627,187	156,378	58,122	72,862	30,343	112,631	17,654
• Racine	99.5	.0449	30.3	12.6	16.7	16.2	25.9	37.3	368,957	93,029	33,004	65,008	16,660	43,656	12,53
SUBURBAN TOTAL	79.0	.0357	28.5	11.7	17.6	18.0	20.6	25.2	258,230	63,349	25,118	7,854	13,683	68,975	5,11
△ **SHEBOYGAN**	**102.3**	**.0462**	**31.7**	**12.0**	**15.1**	**15.7**	**29.3**	**36.4**	**368,253**	**89,480**	**31,180**	**65,222**	**10,372**	**65,912**	**11,540**
Sheboygan	102.3	.0462	31.7	12.0	15.1	15.7	29.3	36.4	368,253	89,480	31,180	65,222	10,372	65,912	11,540
• Sheboygan	50.0	.0226	33.1	11.9	14.8	15.3	31.9	18.8	254,695	63,350	17,247	55,165	7,284	44,577	9,89
SUBURBAN TOTAL	52.3	.0236	30.4	12.2	15.5	16.1	26.8	17.6	113,558	26,130	13,933	10,057	3,088	21,335	1,644
△ **WAUSAU**	**110.5**	**.0499**	**29.7**	**11.7**	**15.9**	**16.1**	**25.5**	**36.6**	**403,918**	**89,860**	**34,193**	**53,313**	**17,238**	**74,572**	**7,476**
Marathon	110.5	.0499	29.7	11.7	15.9	16.1	25.5	36.6	403,918	89,860	34,193	53,313	17,238	74,572	7,476
• Wausau	34.1	.0154	33.4	12.8	13.4	16.4	31.5	12.9	203,725	31,353	12,959	45,785	10,050	37,664	5,94
SUBURBAN TOTAL	76.4	.0345	28.4	11.2	17.2	15.9	22.8	23.7	200,193	58,507	21,234	7,528	7,188	36,908	1,533
OTHER COUNTIES															
Adams	12.3	.0055	36.3	8.4	12.4	14.5	36.7	4.6	22,149	4,801	3,059	784	694	5,025	265
Ashland	16.7	.0076	34.1	12.3	11.9	13.7	35.2	6.2	75,174	19,141	5,656	5,999	2,028	12,334	1,928
Barron	38.9	.0175	33.5	9.9	12.7	14.9	33.1	13.9	137,834	26,613	13,512	13,540	3,891	29,979	3,229
Bayfield	13.7	.0062	36.9	8.8	12.3	13.8	37.9	5.2	26,206	6,337	6,813	801	60	1,168	481
Buffalo	14.6	.0066	33.4	9.7	13.7	15.4	32.4	4.8	33,466	3,989	4,432	3,066	3,569	6,897	968
Burnett	12.4	.0056	40.4	7.1	11.6	14.2	40.9	4.5	32,390	10,574	5,172	1,176	193	2,686	1,023
Clark	33.7	.0152	33.3	8.2	12.6	14.8	33.0	11.4	118,853	17,355	8,074	2,651	2,286	18,516	1,666
Columbia	43.6	.0197	32.5	10.2	14.9	15.7	30.5	15.5	159,353	37,410	16,665	3,261	3,694	33,802	4,631
Crawford	16.7	.0076	33.4	9.1	12.8	15.0	33.0	5.7	59,343	13,236	4,956	6,550	3,088	14,653	965
Dodge	75.4	.0340	31.6	10.9	15.6	16.2	28.5	25.3	191,994	50,678	15,868	19,348	5,956	34,205	4,089
Door	24.3	.0109	34.9	9.3	12.4	14.4	35.5	9.0	101,511	23,418	16,003	8,988	911	18,874	1,703
Dunn	34.6	.0156	26.7	23.4	12.5	12.9	26.8	11.2	103,794	20,691	12,611	10,995	2,746	21,659	3,699
Florence	4.3	.0019	35.4	8.7	12.8	15.8	34.7	1.4	6,316	770	1,905			1,586	117
Fond du Lac	90.4	.0408	29.5	14.0	15.1	15.5	26.2	29.6	332,391	63,845	34,950	54,576	14,979	57,997	14,762
Forest	8.8	.0040	32.5	8.6	12.5	14.4	32.5	3.0	16,365	3,307	2,056	289	32	3,522	446
Grant	51.4	.0232	27.7	16.7	13.5	14.1	26.1	16.3	175,575	41,308	19,502	9,059	5,544	37,004	4,314
Green	30.7	.0138	32.2	10.8	14.4	15.6	30.3	11.1	218,559	23,566	12,254	9,406	8,294	34,984	3,495
Green Lake	18.2	.0082	35.0	10.4	13.7	15.5	34.4	6.8	85,644	16,309	6,593	11,482	2,262	26,650	1,336
Iowa	19.4	.0088	31.2	10.3	13.0	15.6	29.5	6.6	56,891	14,388	6,457	949	2,957	15,589	996
Iron	6.6	.0030	41.7	8.6	10.2	15.2	41.6	2.8	20,009	3,405	3,932	1,371	34	1,180	505
Jackson	16.0	.0072	33.2	9.6	13.0	14.7	32.9	5.8	59,642	13,026	4,499	2,960	1,059	9,512	1,817
Jefferson	67.6	.0305	30.3	14.4	15.8	15.0	27.6	22.7	217,613	56,504	28,412	23,778	8,089	36,279	5,437
Juneau	[illegible]	.0090	33.1	9.3	13.6	14.9	32.5	7.3	80,568	15,045	8,785	3,992	1,476	11,609	1,862
Kewaunee	20.0	.0090	30.7	11.9	13.9	14.7	29.3	6.7	54,178	13,092	4,712	3,046	2,916	8,009	771
Lafayette	17.7	.0080	31.0	10.2	13.0	15.8	28.9	5.9	28,277	7,998	2,952	403	415	7,706	546
Langlade	20.1	.0090	33.2	10.1	12.4	14.4	33.4	7.2	80,689	20,353	7,203	3,664	1,022	18,807	1,108
Lincoln	27.0	.0122	33.1	9.5	14.5	15.7	31.6	9.4	87,776	23,344	9,751	4,522	3,213	18,181	1,799
Marinette	39.2	.0177	34.3	9.8	13.4	14.6	34.5	14.2	126,830	31,372	16,080	9,654	4,163	25,582	2,447
Marquette	11.6	.0052	37.4	7.2	12.2	14.4	37.8	4.3	24,405	8,165	5,540	394	690	1,884	201
Menominee	2.9	.0013	21.3	9.2	12.9	13.2	18.9	.7	1,454	662	187	379			
Monroe	35.1	.0158	33.0	9.7	13.1	16.1	31.3	11.7	118,719	22,817	11,318	4,134	4,221	19,936	2,971
Oconto	29.4	.0133	33.3	9.2	12.6	14.6	33.2	10.5	67,984	16,599	8,234	1,549	777	13,032	1,327
Oneida	33.2	.0150	34.0	8.9	13.7	15.8	32.8	12.0	163,912	30,051	15,287	11,833	7,236	32,005	4,207
Pepin	7.7	.0035	32.3	10.1	12.4	13.8	32.9	2.6	23,560	3,068	2,297	380	835	6,184	614
Pierce	32.5	.0147	26.5	19.6	14.0	13.2	25.0	10.2	82,331	19,447	10,582	1,360	2,946	19,253	3,159
Polk	32.5	.0147	33.6	9.3	13.2	14.5	33.6	11.5	110,786	26,096	10,777	3,821	3,095	17,158	3,736
Portage	56.9	.0256	25.5	21.4	14.5	13.2	23.0	16.9	216,190	40,788	23,040	24,160	10,353	33,870	4,586
Price	16.1	.0073	37.0	7.9	12.0	14.7	37.2	5.8	47,240	15,326	3,953	1,739	1,328	8,231	1,11
Richland	16.9	.0076	32.9	11.0	12.8	15.3	32.0	6.0	40,984	7,153	3,068	2,279	1,967	9,671	98
Rusk	15.9	.0072	33.1	10.0	11.7	14.3	33.4	5.2	42,667	10,087	2,898	2,043	1,054	6,025	65
☐ St. Croix	43.1	.0195	28.6	11.0	16.0	15.8	23.9	13.6	137,458	31,541	11,221	5,265	2,713	36,103	5,72
Sauk	41.4	.0187	32.3	10.6	14.3	15.4	30.7	14.6	199,714	49,301	23,856	12,798	7,395	32,019	4,25
Sawyer	12.6	.0056	38.5	6.6	11.7	14.0	39.3	5.0	48,354	13,582	4,962	787	493	9,414	1,46
Shawano	37.0	.0167	34.1	9.1	13.5	15.3	33.5	12.9	108,646	25,419	12,636	11,483	4,507	17,939	2,03
Taylor	20.1	.0091	30.6	9.5	12.6	14.8	29.7	6.3	55,435	10,962	5,768	9,336	2,229	10,704	1,68
Trempealeau	25.6	.0115	34.5	9.2	13.3	14.8	34.5	8.9	72,656	18,847	7,449	1,913	1,058	17,801	1,14
Vernon	25.1	.0114	35.9	8.6	12.8	15.9	35.0	9.1	53,029	12,674	6,231	1,343	2,552	8,268	1,85
Vilas	15.8	.0071	39.5	7.3	12.1	15.1	39.4	6.3	70,869	26,822	9,186	1,229	730	8,485	99
Walworth	71.0	.0320	29.7	16.3	15.2	15.0	27.0	23.8	255,328	64,302	39,722	8,548	6,822	43,802	6,84
Washburn	13.3	.0060	35.8	8.1	12.4	14.1	36.7	5.0	52,520	15,023	5,365	3,999	648	9,817	2,48
Waupaca	42.8	.0194	35.5	9.1	13.1	14.3	36.3	15.3	141,479	34,224	15,935	11,209	6,114	26,960	4,46
Waushara	16.2	.0073	35.6	9.2	13.1	14.6	36.0	6.0	50,261	8,880	6,866	2,021	281	8,096	1,00
Wood	71.7	.0324	29.9	11.5	15.9	16.0	25.8	23.3	364,585	73,435	24,202	40,080	12,144	85,534	8,25
TOTAL METRO COUNTIES	**3,261.0**	**1.4718**	**29.4**	**14.2**	**16.6**	**16.4**	**24.3**	**1,123.4**	**13,601,592**	**2,840,592**	**1,347,603**	**1,929,268**	**640,907**	**2,565,620**	**370,87**
TOTAL STATE	**4,738.5**	**2.1385**	**30.1**	**13.4**	**15.8**	**15.9**	**26.4**	**1,631.4**	**18,694,090**	**3,976,197**	**1,889,826**	**2,304,395**	**805,953**	**3,525,703**	**497,31**

THE MILWAUKEE JOURNAL/MILWAUKEE SENTINEL

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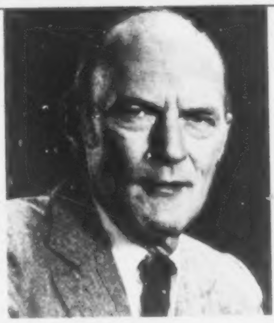

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Bill Born
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Journal Square
Milwaukee, WI 53202

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Company ______________________________

Name ______________ Position ______________

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City ______________ State ________ Zip ________

THE MILWAUKEE JOURNAL/MILWAUKEE SENTINEL

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WISC.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
APPLETON - OSHKOSH	**2,047,910**	**19,312**	**4.3**	**12.1**	**37.6**	**29.0**	**.1283**
Calumet	195,786	20,162	4.0	11.5	33.8	33.7	.0112
Outagamie	917,618	19,959	4.0	11.4	37.7	31.1	.0608
• Appleton	518,892	20,320	4.1	11.6	35.0	33.7	.0315
Winnebago	934,506	18,583	4.6	13.1	38.2	26.1	.0563
• Oshkosh	328,989	16,728	5.3	15.4	37.1	20.0	.0234
SUBURBAN TOTAL	1,200,029	19,742	4.1	11.5	38.6	30.0	.0734
DULUTH - SUPERIOR	**1,911,412**	**17,855**	**5.3**	**12.2**	**32.9**	**26.5**	**.1207**
Douglas	303,032	16,063	6.1	14.1	33.8	19.6	.0188
• Superior	216,316	16,129	6.2	14.1	32.1	21.4	.0137
St. Louis, Minn.	*1,608,380*	*18,259*	*5.2*	*11.8*	*32.5*	*28.0*	*.1019*
• Duluth	*778,333*	*18,109*	*5.7*	*12.0*	*28.5*	*30.2*	*.0486*
SUBURBAN TOTAL	916,763	18,065	4.8	12.0	36.2	24.9	.0584
EAU CLAIRE	**714,622**	**15,571**	**5.6**	**16.5**	**34.1**	**18.2**	**.0522**
Chippewa	288,120	16,633	5.0	15.1	32.8	23.1	.0192
Eau Claire	426,502	14,992	6.0	17.4	34.7	15.3	.0330
• Eau Claire	295,201	15,186	5.7	17.1	34.4	16.4	.0263
SUBURBAN TOTAL	419,421	15,895	5.5	16.1	33.9	19.5	.0259
GREEN BAY	**1,194,276**	**19,468**	**4.3**	**12.5**	**38.7**	**28.5**	**.0798**
Brown	1,194,276	19,468	4.3	12.5	38.7	28.5	.0798
• Green Bay	623,357	18,591	5.1	13.5	38.6	25.6	.0456
SUBURBAN TOTAL	570,919	20,561	3.3	11.3	38.9	32.0	.0342
JANESVILLE - BELOIT	**1,075,761**	**22,012**	**4.0**	**9.6**	**31.7**	**39.3**	**.0663**
Rock	1,075,761	22,012	4.0	9.6	31.7	39.3	.0663
• Beloit	275,099	21,630	4.5	9.4	29.5	38.1	.0181
• Janesville	437,458	22,955	3.8	8.7	31.0	43.1	.0295
SUBURBAN TOTAL	363,204	21,352	3.9	10.6	34.2	36.2	.0187
KENOSHA	**1,065,325**	**22,906**	**3.7**	**10.1**	**29.4**	**43.1**	**.0573**
Kenosha	1,065,325	22,906	3.7	10.1	29.4	43.1	.0573
• Kenosha	705,714	22,173	3.8	10.4	30.5	40.7	.0394
SUBURBAN TOTAL	359,611	24,451	3.4	9.5	27.2	48.1	.0179
LA CROSSE	**536,562**	**15,444**	**5.7**	**17.4**	**34.3**	**17.5**	**.0395**
La Crosse	536,562	15,444	5.7	17.4	34.3	17.5	.0395
• La Crosse	298,725	14,690	6.1	16.5	31.0	17.8	.0259
SUBURBAN TOTAL	237,837	16,272	5.3	18.6	38.5	17.2	.0136
MADISON	**2,667,694**	**20,051**	**4.9**	**12.6**	**30.1**	**34.6**	**.1638**
Dane	2,667,694	20,051	4.9	12.6	30.1	34.6	.1638
• Madison	1,404,469	18,843	5.5	13.2	29.1	31.6	.0925
SUBURBAN TOTAL	1,263,225	21,392	4.1	11.8	31.5	38.1	.0713
△ MANITOWOC - TWO RIVERS	**538,905**	**17,059**	**5.0**	**15.5**	**36.6**	**21.7**	**.0334**
Manitowoc	538,905	17,059	5.0	15.5	36.6	21.7	.0334
• Manitowoc	241,327	17,018	5.5	14.8	34.7	22.5	.0164
• Two Rivers	86,060	16,637	5.0	16.3	37.8	19.0	.0056
SUBURBAN TOTAL	211,518	17,282	4.5	16.0	38.1	21.9	.0114
MILWAUKEE	**11,187,697**	**20,835**	**4.1**	**11.3**	**33.2**	**35.7**	**.6825**
Milwaukee	7,374,807	19,114	4.7	12.9	34.9	29.5	.4637
• Milwaukee	4,243,741	17,045	5.5	15.1	35.3	22.4	.2667
Wauwatosa	475,246	23,578	3.9	8.9	30.3	45.3	.0370
West Allis	519,404	20,318	3.9	11.5	39.9	30.7	.0343
Ozaukee	600,728	24,488	2.6	7.6	32.0	48.0	.0327
Washington	652,298	22,613	3.7	8.8	33.8	41.2	.0374
Waukesha	2,559,864	26,445	2.4	6.5	27.3	55.4	.1487
SUBURBAN TOTAL	6,943,956	24,366	2.9	7.8	31.4	47.6	.4158

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
MILWAUKEE - RACINE CONSOLIDATED AREA	***12,537,411***	***20,710***	***4.1***	***11.4***	***33.8***	***35.0***	***.7615***
RACINE	**1,349,714**	**19,821**	**4.3**	**12.4**	**36.9**	**30.5**	**.0790**
Racine	1,349,714	19,821	4.3	12.4	36.9	30.5	.0790
• Racine	723,210	18,150	5.1	14.5	36.2	25.3	.0438
SUBURBAN TOTAL	626,504	22,108	3.1	9.4	37.8	38.3	.0352
△ SHEBOYGAN	**722,530**	**18,572**	**4.8**	**12.9**	**37.8**	**25.4**	**.0440**
Sheboygan	722,530	18,572	4.8	12.9	37.8	25.4	.0440
• Sheboygan	356,554	17,781	5.2	13.9	37.7	22.6	.0241
SUBURBAN TOTAL	365,976	19,374	4.5	11.8	38.1	28.1	.0199
△ WAUSAU	**780,408**	**19,652**	**4.6**	**12.6**	**32.4**	**32.0**	**.0477**
Marathon	780,408	19,652	4.6	12.6	32.4	32.0	.0477
• Wausau	282,012	19,533	5.0	12.2	28.9	33.4	.0187
SUBURBAN TOTAL	498,396	19,712	4.3	12.7	34.4	31.3	.0290
OTHER COUNTIES							
Adams	67,159	13,122	4.8	18.1	27.4	14.6	.0039
Ashland	89,565	12,042	8.4	17.3	28.2	11.7	.0069
Barron	244,742	14,929	6.7	15.9	26.9	22.8	.0156
Bayfield	71,112	11,454	8.1	18.3	27.3	9.9	.0044
Buffalo	79,482	14,530	6.4	15.8	30.2	18.3	.0049
Burnett	61,821	11,509	7.2	18.1	25.6	12.0	.0042
Clark	174,674	12,993	7.2	18.6	27.2	15.3	.0114
Columbia	278,639	16,678	5.6	15.3	34.3	21.8	.0180
Crawford	84,342	12,034	7.6	18.5	25.2	14.7	.0062
Dodge	548,028	20,024	4.6	11.3	33.2	32.9	.0302
Door	163,857	16,242	4.8	14.7	31.6	23.1	.0105
Dunn	213,357	15,618	7.0	14.7	29.1	22.8	.0132
Florence	23,196	14,480	6.5	18.0	31.2	16.9	.0013
Fond du Lac	544,701	17,114	5.0	15.5	38.9	20.0	.0362
Forest	35,582	9,847	10.1	24.5	18.5	6.2	.0025
Grant	296,172	15,855	6.3	15.4	31.6	21.0	.0197
Green	221,123	17,372	5.6	15.3	31.2	25.9	.0170
Green Lake	129,044	17,128	5.4	15.1	34.6	22.9	.0085
Iowa	118,377	15,462	5.1	15.9	30.2	21.4	.0073
Iron	39,443	12,545	8.6	19.5	28.2	11.3	.0026
Jackson	118,818	17,096	6.4	14.2	27.4	28.1	.0070
Jefferson	469,864	18,766	5.1	12.9	33.6	28.8	.0280
Juneau	121,576	14,494	6.4	16.2	30.9	17.3	.0083
Kewaunee	133,002	17,635	4.4	16.2	30.7	28.0	.0078
Lafayette	92,141	13,973	7.5	19.5	31.3	14.8	.0053
Langlade	114,814	13,426	6.4	17.8	28.4	15.9	.0081
Lincoln	141,567	14,128	7.1	18.5	34.2	12.7	.0099
Marinette	222,173	13,850	6.6	18.1	31.1	14.6	.0147
Marquette	69,665	13,693	8.0	16.3	28.8	17.5	.0040
Menominee	8,386	10,816	10.4	29.5	22.3	3.9	.0006
Monroe	209,521	15,801	5.5	16.5	29.8	22.9	.0137
Oconto	163,657	13,796	6.8	16.6	30.2	15.9	.0099
Oneida	208,490	15,856	5.9	16.0	33.8	19.3	.0150
Pepin	42,483	13,738	7.5	15.9	27.0	18.9	.0028
Pierce	208,778	17,136	6.2	13.6	29.9	27.0	.0121
Polk	199,131	15,126	6.4	16.5	31.2	19.3	.0128
Portage	356,772	18,821	4.9	13.1	34.2	28.3	.0235
Price	87,640	13,190	6.7	18.7	28.8	13.9	.0057
Richland	97,347	13,658	7.2	13.6	28.0	18.5	.0060
Rusk	85,836	13,842	5.6	16.2	26.9	19.1	.0055

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W SC. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
St. Croix	292,435	19,155	4.8	11.9	34.1	30.0	.0176
Sauk	246,877	15,792	5.9	17.6	35.4	18.1	.0180
Sawyer	68,200	10,811	8.8	19.7	20.8	12.4	.0050
Shawano	229,996	15,690	5.4	16.4	31.2	21.4	.0141
Taylor	113,677	15,871	5.3	14.6	29.2	23.5	.0073
Trempealeau	147,657	14,177	6.9	16.4	27.5	19.8	.0092
Vernon	144,795	12,569	8.3	15.3	25.5	17.3	.0085
Vilas	94,077	12,411	7.4	19.1	26.5	14.0	.0068
Walworth	467,284	17,291	5.5	14.2	33.3	24.9	.0295
Washburn	78,891	12,683	8.9	17.0	26.2	16.9	.0054
Waupaca	234,288	13,146	6.8	20.2	29.9	12.6	.0160
Waushara	83,184	11,585	7.9	18.6	25.4	11.8	.0057
Wood	498,633	20,195	4.1	11.2	33.8	33.1	.0342
TOTAL METRO COUNTIES	**24,476,871**	**19,902**	**4.4**	**12.1**	**33.9**	**32.5**	**1.5102**
TOTAL STATE	**33,520,507**	**18,617**	**4.9**	**13.2**	**33.1**	**29.0**	**2.0951**

WYOMING

WYO.
S&MM ESTIMATES

POPULATION—12/31/79 · RETAIL SALES BY STORE GROUP 1979

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
△ CHEYENNE	**69.6**	**.0314**	**29.1**	**12.9**	**17.5**	**17.5**	**22.3**	**25.4**	**322,400**	**46,766**	**24,573**	**34,638**	**15,744**	**57,600**	**5,565**
Laramie	69.6	.0314	29.1	12.9	17.5	17.5	22.3	25.4	322,400	46,766	24,573	34,638	15,744	57,600	5,565
• Cheyenne	50.1	.0226	30.4	11.6	16.5	17.6	24.9	19.1	293,879	40,733	23,162	31,186	15,497	56,547	5,039
SUBURBAN TOTAL	19.5	.0088	26.4	16.3	20.2	17.1	15.5	6.3	28,521	6,033	1,411	3,452	247	1,053	526
OTHER COUNTIES															
Albany	31.5	.0142	23.7	32.2	16.9	11.2	15.9	10.3	119,410	24,687	12,160	2,757	6,785	20,342	2,170
Big Horn	12.5	.0056	33.7	8.8	13.9	15.7	32.5	4.5	24,768	7,589	2,974	640	1,075	1,940	1,584
Campbell	22.9	.0104	26.6	14.3	22.0	17.5	14.1	7.5	130,348	22,965	10,550	8,557	1,580	27,457	2,414
Carbon	20.6	.0093	30.8	9.9	15.5	17.2	26.3	7.5	99,215	16,400	8,375	3,771	2,174	21,300	5,083
Converse	13.8	.0062	31.2	8.4	15.0	17.2	27.1	4.4	60,350	13,359	5,763	2,151	1,150	12,196	875
Crook	5.7	.0026	30.9	11.0	15.5	17.4	26.3	1.9	11,602	1,905	1,631	467		245	297
Fremont	36.4	.0164	28.2	11.5	17.9	17.4	20.3	12.0	168,024	33,282	12,760	12,319	6,410	30,360	4,801
Goshen	12.5	.0056	33.1	10.9	13.9	16.5	30.8	4.9	42,612	10,701	2,338	3,360	519	7,670	1,702
Hot Springs	5.3	.0024	36.4	8.6	11.6	16.2	35.3	2.0	19,430	4,768	2,247	537	341	3,278	918
Johnson	6.8	.0031	32.3	9.6	13.9	16.2	30.1	2.6	27,834	5,901	2,924	1,376	804	5,688	643
Lincoln	11.3	.0051	28.6	8.7	13.8	15.6	25.6	3.9	50,662	11,245	3,884	1,693	251	12,466	1,775
Natrona	70.1	.0316	28.8	13.2	16.5	19.2	20.5	24.8	455,476	82,725	31,700	34,242	28,685	119,086	14,247
Niobrara	2.9	.0013	38.0	8.4	13.7	18.1	35.6	1.2	13,899	3,208	1,323	451	142	633	285
Park	21.6	.0098	30.6	11.3	15.9	18.3	24.7	7.8	87,477	13,324	6,786	12,651	2,766	17,909	3,765
Platte	9.4	.0042	34.3	8.6	15.7	15.8	33.0	3.6	41,945	7,703	2,626	2,521	372	9,039	459
Sheridan	24.4	.0110	36.0	10.2	12.6	16.9	34.1	9.8	116,004	25,138	10,619	12,164	6,935	23,509	3,229
Sublette	4.5	.0021	30.2	11.1	18.3	18.8	22.4	1.9	20,252	3,274	2,655	349	347	1,226	633
Sweetwater	41.4	.0187	29.3	11.0	14.8	16.6	24.9	14.9	157,804	38,936	13,336	13,952	9,506	27,673	4,744
Teton	7.7	.0034	28.9	10.7	19.2	19.5	18.8	2.5	76,311	15,888	10,263	2,090	769	5,454	2,625
Uinta	11.4	.0052	28.9	9.7	13.1	16.9	25.1	3.4	52,775	9,887	3,691	4,764	2,660	7,660	3,421
Washakie	8.5	.0038	30.6	10.1	15.8	17.5	25.6	3.1	34,761	8,978	2,052	2,960	958	11,151	1,034
Weston	7.4	.0033	30.0	9.8	15.6	18.7	23.6	2.4	29,577	7,080	2,689	1,509	412	3,681	892
TOTAL METRO COUNTIES	**69.6**	**.0314**	**29.1**	**12.9**	**17.5**	**17.5**	**22.3**	**25.4**	**322,400**	**46,766**	**24,573**	**34,638**	**15,744**	**57,600**	**5,565**
TOTAL STATE	**458.2**	**.2067**	**29.3**	**12.8**	**16.2**	**17.1**	**23.6**	**162.3**	**2,162,936**	**415,709**	**177,919**	**159,919**	**90,385**	**427,563**	**63,161**

WYO.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1979

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
△ CHEYENNE	**576,356**	**19,994**	**4.9**	**13.8**	**28.9**	**35.6**	**.0350**
Laramie	576,356	19,994	4.9	13.8	28.9	35.6	.0350
• Cheyenne	436,352	20,398	5.1	12.8	26.0	37.9	.0279
SUBURBAN TOTAL	140,004	19,144	4.3	16.9	37.1	29.0	.0071
OTHER COUNTIES							
Albany	195,327	15,498	6.6	17.5	28.3	23.3	.0129
Big Horn	95,597	18,513	5.8	13.4	28.9	30.8	.0050
Campbell	219,579	25,983	2.5	8.6	27.2	53.1	.0133
Carbon	163,063	20,611	5.0	12.0	31.8	34.2	.0101
Converse	80,767	17,238	5.4	13.2	31.1	25.4	.0059
Crook	29,128	13,376	7.9	23.5	29.6	13.6	.0017
Fremont	250,814	19,390	4.7	12.2	33.5	30.5	.0167
Goshen	86,173	12,617	8.9	20.5	27.4	13.9	.0053
Hot Springs	33,961	14,543	5.9	14.4	27.9	20.5	.0022
Johnson	59,933	16,776	6.1	13.9	23.7	32.2	.0034
Lincoln	70,236	16,770	5.8	16.8	35.8	22.3	.0049
Natrona	618,564	22,910	3.9	10.1	26.0	44.3	.0408
Niobrara	16,922	11,552	8.9	22.7	21.9	13.1	.0012
Park	172,716	19,560	4.9	14.7	29.9	33.5	.0102
Platte	62,203	15,471	6.4	15.5	28.4	23.2	.0043
Sheridan	181,246	15,018	6.6	15.8	27.9	22.2	.0117
Sublette	36,875	16,151	4.5	21.0	33.2	21.7	.0022
Sweetwater	354,750	22,648	4.1	9.5	28.7	41.1	.0201
Teton	59,931	19,591	3.9	13.0	32.5	33.6	.0050
Uinta	69,818	18,635	3.9	15.4	39.4	26.0	.0050
Washakie	58,793	17,833	5.9	14.7	35.0	23.8	.0038
Weston	51,290	17,916	5.5	11.5	35.7	26.4	.0033
TOTAL METRO COUNTIES	**576,356**	**19,994**	**4.9**	**13.8**	**28.9**	**35.6**	**.0350**
TOTAL STATE	**3,544,042**	**19,199**	**5.1**	**13.3**	**29.4**	**33.0**	**.2240**

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Section D

Data in this *Survey of Buying Power* are organized into four sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

CANADIAN SURVEY OF BUYING POWER

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S&MM metropolitan area summaries of population and retail sales D-6
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Census metropolitan area summaries of population and retail sales D-9
Census metropolitan area summaries of Effective Buying Income . D-10

Effective Buying Income and retail sales are expressed in Canadian dollars.
Census Metropolitan Areas are defined by Statistics Canada on an urban population basis.

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ESTIMATES		POPULATION 12/31/79				RETAIL SALES BY STORE GROUP—1979											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality

ESTIMATES		EFFECTIVE BUYING INCOME—1979				% of Households by EBI Group (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E

ESTIMATES		EFFECTIVE BUYING INCOME—1979				% of Households by EBI Group (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E

S&MM's Canadian metropolitan county areas and their code numbers

501.∆ **Brantford, Ont.**—Brant Co.
502. **Calgary, Alta.**—Div. 6
Cambridge, Ont.
(See Kitchener-Cambridge)
503. **Chicoutimi-Jonquière, Que.**—Chicoutimi Co.
Dartmouth, N.S.
(see Halifax-Dartmouth)
504. **Edmonton, Alta.**—Div. 11
Glace Bay, N.S. (See Sydney-Glace Bay)
505.∆ **Guelph, Ont.**—Wellington Co.
506. **Halifax-Dartmouth, N.S.**—Halifax Co.
507. **Hamilton, Ont.**—Hamilton-Wentworth Reg. Mun.
Jonquière, Que.
(See Chicoutimi Jonquière)
508.∆ **Kamloops, B.C.**—Thompson-Nicola Reg. Dist.
509.∆ **Kelowna, B.C.**—Central Okanagan Reg. Dist.
510.∆ **Kingston, Ont.**—Frontenac Co.
511. **Kitchener-Cambridge, Ont.**—Waterloo Reg. Mun.
512. **London, Ont.**—Middlesex Co.
513.∆ **Moncton, N.B.**—Albert, Westmorland* cos.
514. **Montreal, Que.**—Chambly, Châteauguay, Deux-Montagnes, Ile-de-Montreal*, Ile-Jésus, Laprairie, L'Assomption, Terrebonne, Vaudreuil cos.
Niagara Falls, Ont.
(See St.Catharines-Niagara)
515.∆ **North Bay, Ont.**—Nipissing Terr. Dist.
516. **Oshawa, Ont.**—Durham Reg. Mun.
517. **Ottawa, Ont.**—
Ontario Portion —Ottawa-Carleton Reg. Mun*, Russell Co.
Quebec Portion—Gatineau, Hull cos.
518.∆ **Peterborough, Ont.**—Peterborough Co.
519.∆ **Prince George, B.C.**—Fraser-Fort George Reg. Dist.
520. **Quebec, Que.**—Lévis, Montmorency 1, Montmorency 2, Quebec* cos.
521. **Regina, Sask.**—Div. 6
522. **St. Catharines-Niagara, Ont.**—Niagara Reg. Mun.
523. **St. John, N.B.**—Kings, St. John* cos.
524. **St. John's, Nfld.**—Div. 1
525.∆ **Sarnia, Ont.**—Lambton Co.
526. **Saskatoon, Sask.**—Div. 11
527.∆ **Sault Ste. Marie, Ont.**—Algoma Terr. Dist.
Shawinigan, Que. (See Trois Rivieres-Shawinigan)
528.∆ **Sherbrooke, Que.**—Sherbrooke Co.
529. **Sudbury, Ont.**—Sudbury Reg. Mun.
530.∆ **Sydney-Glace Bay, N.S.**—Cape Breton Co.
531. **Thunder Bay, Ont.**—Thunder Bay Terr. Dist.
532. **Toronto, Ont.**—Toronto Metro. Mun.*; Halton, Peel, York reg. muns.
533.∆ **Trois Rivières-Shawinigan, Que.**—Champlain, St.-Maurice* cos.
534. **Vancouver, B.C.**—Greater Vancouver Reg. Dist.
535. **Victoria, B.C.**—Capitol Reg. Dist.
536. **Windsor, Ont.**—Essex Co.
537. **Winnipeg, Man.**—Div. 11

∆ A potential metro area as defined by S&MM.
*The county in a multicounty market where the central city is located. If more than one county has an asterisk, it is because a multiname market has central cities in more than one county. The central city of a one-county market will be located in that county.

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And you'll know why we need your business as a Red Cross Volunteer. In your community. And all across America. Contact your local Red Cross Chapter to see how your company can become a volunteer.

Red Cross is counting on you.

1980 CANADIAN SURVEY OF BUYING POWER

Energy development heats up Alberta's population growth while the rest of the country slows down. Visions of an oil boom make Newfoundland, lowest on the buying power scale, hope for a similar miracle.

Alberta today—Newfoundland tomorrow?

By THAYER C. TAYLOR
Editorial Director
Survey of Buying Power

In the west, Fort McMurray . . . Lloydminster . . . Fort St. John. In the east, Hibernia P-15 . . . Adolphus 2K-41 . . . Hopedale E-33.

These are the names—frontier towns in the west, test drilling sites for oil off Newfoundland's coast in the east—that symbolize current and, possibly, future Canadian population mainstreams.

Fort McMurray, a new town created by discoveries in the oil-rich Athabasca sand and shale, Lloydminster, astride the Alberta/Saskatchewan border amid deposits of heavy oil, and Fort St. John, a farming community that abuts an oil-sand basin in northeast British Columbia, are three of the boomtowns created almost overnight by the rush to develop oil and gas resources in Canada's two westernmost provinces: Alberta and British Columbia.

The energy magnet triggered rapid growth in the 1970s. Between the two census years of 1971 and 1976, each province doubled Canada's growth rate—2.6% per year vs. 1.3%. Since 1976, *Sales & Marketing Management*'s estimates show, growth has prevailed, but this time with an unusual twist. While Canada's annual growth rate ebbed a mite, to 1.2%, Alberta's accelerated to 3.7% and British Columbia's dipped to 1.7%

The westernization trend has been strong enough to enable the two provinces' metropolitan markets to buck the slowdown that has overtaken Canada's biggest metropolises. The top ten metro markets (see table), collectively, posted an above-average annual growth rate of 1.4% in the 1971–76 period. In recent years, as Canadians turned away from the bigger metros (just as in the U.S.), the top ten's growth rate slipped to a below-average 0.8%

However, no such letdown occurred in Alberta, where population growth of its two metro areas, Calgary and Edmonton, gathered momentum as the decade wore on. Calgary's population growth rate shot up from 3.3% in the 1971–76 period to 5.2% in the 1976–79 period; Edmonton's from 2.3% to 2.6%. They are, in fact, the only markets among Canada's top ten metropolises to chalk up faster growth rates in recent years compared to the early 1970s.

Only one other major metro

Top ten metros

	1979 Pop. (Thous.)	Annual % Growth Rate	
Census Metro Areas		1976–1979	1971–1976
Toronto	2,866.9	+0.8%	+1.5%
Montreal	2,787.3	–0.2	+0.5
Vancouver	1,196.8	+0.9	+1.6
Ottawa-Hull	729.1	+1.7	+2.4
Edmonton	597.9	+2.6	+2.3
Winnipeg	586.4	+0.5	+1.0
Quebec	543.7	+0.1	+1.6
Calgary	542.8	+5.2	+3.3
Hamilton	536.5	+0.4	+1.0
St. Catharines-Niagara	310.1	+0.9	+1.1
Total	**10,697.5**	**+0.8**	**+1.4**
Canada	**23,787.7**	**+1.2%**	**+1.3%**

Note: Census metropolitan areas as defined by Statistics Canada.
Sources: *Sales & Marketing Management's 1980 Survey of Buying Power*; Statistics Canada. *Canada's Population; Demographic Perspectives.*
© Sales & Marketing Management.

market is currently expanding faster than the all-Canada rate. That's Ottawa-Hull, which averaged 1.7% a year in the 1976–79 period. The primary reason: Ottawa is the home of the federal government, and government bureaucracy is as much a "growth industry" there as in the U.S. Notes Russell E. Harrison, chairman of Canadian Imperial Bank of Commerce, in the current issue of the bank's *Spectrum* newsletter: "Total government expenditures, which in the mid-1960s amounted to about 30% of gross national product, rose to more than 40% in the second half of the 1970s."

While U.S. marketers will focus on the booming western markets for the near-term future, those with longer planning horizons are watching the waters off the Newfoundland coast, from the Grand Banks up to the Labrador coast. Today, the buying power of Newfoundlanders is the lowest in the country, about one-third below the Canada norm, but visions of an oil boom may make the province an Alberta in the East.

Although test drilling has proven the existence of "black gold" under the sea floor, estimates of the potential range from 2.5 to 10 billion barrels. Recovering the oil and gas will be extremely tricky—the Grand Banks, the world's most prolific fishing grounds, are involved—and technologically difficult, more so than was the case with Alaska's North Slope and Great Britain's North Sea. In addition to the hazards of violent storms, there is the unique danger of floating icebergs.

The latter threat, says John H. Hayward Jr., vice president at Merrill Lynch, could give "marketers of subsea production and other specialized equipment the first general use of their equipment for large-scale field development." He estimates that, based on potential development costs of $15,000–$20,000 per daily barrel of productive capacity and minimum production of 100,000–150,000 barrels per day, development of just one field would total $1.5–$3.0 billion.

Involved, too, are critical trade-offs that will have to be confronted. "The vision of large-scale oil development is one of terrible beauty for Newfoundlanders," says *Canadian Business* magazine. "An oil boom might also mean a devastated fishing industry, a coastline awash in oil slicks, and permanent loss of 'traditional Newfoundland values.'" Progress never comes easy, and remember the devil always wants his due. ■

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1979 SUMMARIES OF POPULATION & RETAIL SALES BY PROVINCE

ESTIMATES	POPULATION 12/31/79				RETAIL SALES BY STORE GROUP—1979											SALES/ ADVERTISING INDEXES		
rovince	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
lberta	2,039.5	8.5738	680.0	8.5397	8,734,703	10.4737	1,412,337	683,684	1,698,262	403,817	302,307	2,196,182	479,571	75,617	226,404	122	9.4597	110
ritish Columbia	2,593.0	10.9006	928.6	11.6617	10,093,964	12.1036	2,184,883	973,936	1,785,339	410,972	358,231	1,963,702	637,798	72,002	371,728	111	11.7148	107
anitoba	1,027.1	4.3178	351.5	4.4143	3,206,908	3.8453	711,412	285,750	683,855	116,866	82,497	703,055	140,627	31,765	95,312	89	4.0492	94
ew Brunswick	705.1	2.9641	215.4	2.7051	2,103,999	2.5229	482,270	146,144	333,989	86,602	65,065	520,256	136,864	27,457	58,184	85	2.4750	83
ewfoundland	578.9	2.4336	147.3	1.8499	1,526,557	1.8305	354,949	120,493	346,225	68,160	46,378	284,467	125,228	4,263	56,181	75	1.8605	76
ova Scotia	850.7	3.5763	268.1	3.3669	2,698,125	3.2353	638,230	187,651	419,043	129,263	70,498	583,104	215,182	25,993	95,488	90	3.1921	89
ntario	8,529.8	35.8580	2,902.6	36.4520	30,032,314	36.0114	7,245,812	2,704,349	3,986,012	1,453,603	1,124,430	6,102,140	2,197,535	224,116	944,167	100	37.4625	104
ince Edward Island	123.3	.5183	36.9	.4634	383,974	.4604	65,787	27,094	95,584	14,344	11,763	83,987	34,778	1,147	9,525	89	.4327	83
uebec	6,313.4	26.5406	2,092.9	26.2835	21,020,688	25.2057	5,709,789	1,921,111	2,389,661	1,164,372	888,094	4,340,590	1,243,957	308,788	396,276	95	25.1558	95
askatchewan	961.7	4.0428	321.9	4.0425	3,375,171	4.0471	609,404	221,644	661,070	123,857	119,275	908,410	196,662	32,354	101,822	100	3.9184	97
ukon & N.W. Territories	65.2	.2741	17.6	.2210	220,283	.2641	33,273	17,926	80,760	3,005	2,867	35,297	7,423	4,366	4,209	96	.2793	102
Total Canada	23,787.7	100.0000	7,962.8	100.0000	83,396,686	100.0000	19,448,146	7,289,782	12,479,800	3,974,861	3,071,405	17,721,190	5,415,625	807,868	2,359,296	100	100.0000	100

1979 SUMMARIES OF EFFECTIVE BUYING INCOME BY PROVINCE

% of Households by EBI Group
(A) $0–$4,999
(B) $5,000–$7,999
(C) $8,000–$9,999
(D) $10,000–$14,999
(E) $15,000 & Over

S&MM ESTIMATES	EFFECTIVE BUYING INCOME—1979				% of Households by EBI Group				
Province	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Alberta	16,344,647	9.2057	8,014	24,036	5.5	7.1	6.3	25.0	56.1
British Columbia	20,963,252	11.8071	8,085	22,575	6.6	6.4	5.0	21.9	60.1
Manitoba	7,215,783	4.0642	7,025	20,529	8.4	9.0	8.1	31.2	43.3
New Brunswick	3,995,983	2.2507	5,667	18,551	6.9	11.2	10.6	34.1	37.2
Newfoundland	2,928,091	1.6492	5,058	19,878	8.5	12.1	8.9	29.5	41.0
Nova Scotia	5,348,548	3.0124	6,287	19,950	7.0	11.7	10.2	32.2	38.9
Ontario	69,199,198	38.9749	8,113	23,840	6.0	5.7	5.3	25.8	57.2
Prince Edward Island	677,999	.3819	5,499	18,374	8.7	17.7	15.8	31.9	25.9
Quebec	43,626,913	24.5719	6,910	20,845	5.3	8.1	7.4	30.8	48.4
Saskatchewan	6,731,668	3.7914	7,000	20,912	7.8	9.3	7.8	26.1	49.0
Yukon & N.W. Territories	515,966	.2906	7,914	29,316	7.2	5.4	3.9	13.3	70.2
Total Canada	177,548,048	100.0000	7,464	22,297	6.1	7.4	6.5	27.4	52.6

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S&MM METROPOLITAN AREA SUMMARIES OF 1979 POPULATION & RETAIL SALES

S&MM ESTIMATES	POPULATION 12/31/79				RETAIL SALES BY STORE GROUP—1979												SALES/ ADVERTIS INDEXES		
PROVINCE S&MM Metropolitan Area	Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	
ALBERTA																		
Calgary	609.2	2.5610	211.4	2.6549	2,847,811	3.4148	480,537	230,165	561,908	147,153	115,168	686,852	157,153	9,769	54,515	133	2.9636	16
Edmonton	690.7	2.9036	236.2	2.9663	3,206,710	3.8452	504,742	216,046	679,714	137,937	109,535	805,413	154,688	20,256	98,372	132	3.3441	15
BRITISH COLUMBIA																		
Kamloops	94.6	.3977	31.7	.3981	420,414	.5041	80,387	44,040	67,141	17,443	11,073	91,623	38,151	2,388	11,139	127	.4511	13
Kelowna	83.3	.3502	29.7	.3730	295,491	.3543	73,006	19,224	35,617	15,958	13,575	54,536	18,992	2,618	15,217	101	.3482	[illegible]
Prince George	85.3	.3586	26.9	.3378	383,632	.4600	66,217	28,241	77,544	10,914	11,195	102,187	26,401	970	8,697	128	.4027	112
Vancouver	1,108.6	4.6604	415.6	5.2193	4,619,704	5.5394	928,212	514,787	958,543	183,112	170,684	853,507	252,128	17,429	179,148	119	5.3338	114
Victoria	231.4	.9728	91.4	1.1478	899,645	1.0788	187,241	77,090	209,006	37,691	34,639	137,089	49,606	3,523	27,600	111	1.0793	111
MANITOBA																		
Winnipeg	568.3	2.3890	209.6	2.6322	2,051,225	2.4596	480,195	189,863	452,021	74,135	50,241	403,572	83,223	7,486	55,240	103	2.4092	101
NEW BRUNSWICK																		
Moncton	130.2	.5473	41.8	.5250	453,550	.5438	97,631	30,957	78,080	19,264	11,925	116,751	29,674	2,114	15,704	99	.4959	91
St. John	144.4	.6071	46.7	.5865	459,820	.5514	113,826	33,983	74,990	18,538	9,431	119,431	24,766	2,039	11,889	91	.5439	90
NEWFOUNDLAND																		
St. John's	236.4	.9938	63.8	.8012	709,075	.8502	175,758	49,354	113,086	36,631	21,989	160,669	54,990	1,291	31,831	86	.8180	82
NOVA SCOTIA																		
Halifax-Dartmouth	284.9	1.1976	95.1	1.1943	1,025,818	1.2300	231,433	96,258	141,683	62,009	24,059	227,154	70,932	4,234	38,872	103	1.2434	104
Sydney-Glace Bay	121.6	.5112	34.2	.4295	357,987	.4293	105,826	21,454	66,421	20,958	9,182	58,530	24,517	1,537	9,069	84	.4213	82
ONTARIO																		
Brantford	105.5	.4436	36.5	.4583	323,629	.3881	80,637	23,147	40,842	19,376	17,914	64,519	22,025	1,857	7,952	87	.4497	101
Guelph	127.0	.5339	42.3	.5313	401,442	.4814	100,014	27,989	44,231	19,064	14,957	87,194	35,826	2,516	14,543	90	.5237	98
Hamilton	411.0	1.7278	147.3	1.8499	1,412,811	1.6941	369,953	110,979	233,957	61,886	59,064	235,483	97,720	8,583	45,287	98	1.7277	100
Kingston	110.8	.4658	38.5	.4835	420,272	.5040	98,621	27,826	64,803	22,[illegible]8	16,643	80,078	36,095	1,521	12,984	108	.4924	106
Kitchener-Cambridge	302.2	1.2704	103.3	1.2972	1,052,662	1.2622	218,088	80,103	170,485	52,502	42,950	255,314	76,625	5,576	21,634	99	1.3232	104
London	315.0	1.3242	112.6	1.4140	1,160,328	1.3913	277,023	105,106	178,511	56,882	40,652	220,174	82,449	5,673	26,116	105	1.4130	107
North Bay	80.5	.3384	25.6	.3215	291,704	.3498	67,947	28,284	40,757	12,674	10,266	61,172	24,525	2,133	6,327	103	.3243	96
Oshawa	289.7	1.2178	91.0	1.1428	912,111	1.0937	215,240	63,628	145,166	31,447	22,357	180,515	70,291	17,048	23,403	90	1.2187	100
Ottawa	759.3	3.1920	269.1	3.3794	2,779,916	3.3333	699,407	266,396	444,403	125,425	98,385	486,612	164,991	26,881	66,731	104	3.5622	112
Peterborough	100.6	.4230	34.4	.4320	370,088	.4438	89,352	29,401	49,116	17,113	15,884	76,168	24,976	2,109	8,978	105	.4118	97
St. Catharines-Niagara	373.4	1.5697	127.6	1.6024	1,255,801	1.5058	314,052	126,353	145,237	65,830	47,446	248,858	89,413	6,893	36,912	96	1.5850	101
Sarnia	126.9	.5334	42.4	.5325	405,797	.4866	95,256	33,085	55,734	19,601	15,285	87,557	28,488	2,796	11,880	91	.5491	103
Sault Ste. Marie	133.3	.5603	41.8	.5250	427,870	.5130	112,472	37,789	67,839	19,004	14,258	62,020	33,005	3,682	11,389	92	.5395	96
Sudbury	168.3	.7075	53.6	.6731	644,554	.7729	175,949	52,421	77,548	35,586	24,563	127,717	42,675	4,013	14,203	109	.7293	103
Thunder Bay	154.8	.6508	50.2	.6304	543,825	.6521	136,973	42,069	94,088	19,087	14,026	95,019	41,738	2,625	19,599	100	.6657	102
Toronto	2,999.1	12.6078	1,035.2	13.0004	11,134,811	13.3516	2,676,808	1,161,446	1,419,728	582,026	409,728	2,287,581	748,026	60,272	412,348	106	14.1612	112
Windsor	312.8	1.3149	107.4	1.3488	1,076,418	1.2907	256,080	101,325	149,500	58,099	52,042	214,093	69,346	6,575	35,359	98	1.3513	103
QUEBEC																		
Chicoutimi-Jonquière	163.9	.6890	47.2	.5928	498,401	.5977	144,497	32,904	64,571	34,175	26,095	95,912	31,024	2,227	8,472	87	.5935	86
Montréal	2,885.7	12.1311	1,026.2	12.8874	10,296,401	12.3462	2,856,211	1,098,628	1,212,466	575,013	402,740	1,870,704	553,486	164,768	223,427	102	12.2138	101
Québec	554.8	2.3322	184.2	2.3133	2,231,003	2.6752	561,276	211,073	276,428	136,756	92,692	445,529	102,962	30,090	47,790	115	2.4697	106
Sherbrooke	114.3	.4805	39.7	.4986	442,086	.5301	111,552	30,633	44,962	35,941	21,076	94,378	26,971	2,398	7,915	110	.4797	100
Trois Rivières-Shawinigan	231.4	.9728	77.0	.9670	719,117	.8623	206,463	60,189	61,297	44,662	34,824	152,540	40,121	14,333	13,633	89	.8497	87
SASKATCHEWAN																		
Regina	196.1	.8244	67.6	.8489	812,283	.9740	153,859	57,589	147,491	28,424	30,757	210,009	46,248	6,308	23,533	118	.8516	103
Saskatoon	173.2	.7281	60.2	.7560	738,859	.8859	122,531	49,524	145,807	37,907	26,423	185,780	41,294	3,703	27,941	122	.7605	104
TOTAL ABOVE AREAS	**15,578.5**	**65.4897**	**5,395.0**	**67.7524**	**58,083,071**	**69.6467**	**13,665,272**	**5,409,349**	**8,890,721**	**2,892,331**	**2,143,723**	**11,742,240**	**3,515,541**	**460,234**	**1,685,649**	**106**	**69.1008**	106

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*Source: Sales & Marketing Management, 1979 Survey of Buying Power

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S&MM METROPOLITAN AREA SUMMARIES OF 1979 EFFECTIVE BUYING INCOME

S&MM ESTIMATES

PROVINCE S&MM Metropolitan Area	EFFECTIVE BUYING INCOME—1979				% of Households by EBI Group (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over				
	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
ALBERTA									
Calgary	5,067,487	2.8542	[illegible]	23,971	5.3	7.3	6.6	28.5	52.3
Edmonton	5,716,571	3.2197	8,276	24,202	4.5	6.1	5.5	24.3	59.6
BRITISH COLUMBIA									
Kamloops	782,445	.4407	8,271	24,683	5.8	5.3	5.1	25.0	58.8
Kelowna	609,899	.3435	7,322	20,535	7.8	9.1	6.8	22.3	54.0
Prince George	685,397	.3860	8,035	25,479	3.7	5.2	4.5	22.0	64.6
Vancouver	9,728,948	5.4796	8,776	23,409	5.7	5.1	4.1	22.5	62.6
Victoria	1,992,507	1.1223	8,611	21,800	7.3	6.8	5.4	23.4	57.1
MANITOBA									
Winnipeg	4,238,102	2.3870	7,458	20,220	7.1	7.8	7.3	36.2	41.6
NEW BRUNSWICK									
Moncton	792,351	.4463	6,086	18,956	6.3	10.1	11.3	29.1	43.2
St. John	913,110	.5143	6,323	19,553	5.9	9.1	9.3	33.3	42.4
NEWFOUNDLAND									
St. John's	1,293,220	.7284	5,470	20,270	7.8	11.9	10.5	33.3	36.5
NOVA SCOTIA									
Halifax-Dartmouth	2,253,947	1.2695	7,911	23,701	4.1	8.1	8.3	30.9	48.6
Sydney-Glace Bay	675,629	.3806	5,556	19,755	7.1	9.2	7.4	36.3	40.0
ONTARIO									
Brantford	868,584	.4892	8,233	23,797	5.8	5.9	5.3	29.8	53.2
Guelph	967,788	.5451	7,620	22,879	6.5	7.7	5.7	35.0	45.1
Hamilton	3,102,744	1.7475	7,549	21,064	7.5	5.4	4.4	25.0	57.7
Kingston	880,972	.4962	7,951	22,882	7.1	7.8	6.6	26.5	52.0
Kitchener-Cambridge	2,451,393	1.3807	8,112	23,731	4.2	6.4	6.2	32.8	50.4
London	2,594,611	1.4614	8,237	22,043	6.6	6.3	5.9	33.2	48.0
North Bay	538,410	.3032	6,688	21,032	8.7	7.1	5.7	23.4	55.1
Oshawa	2,297,724	1.2941	7,931	25,250	3.7	4.1	3.4	21.4	67.4
Ottawa	6,830,950	3.9473	8,996	25,384	4.4	5.3	5.3	25.9	59.1
Peterborough	688,964	.3880	6,849	20,028	9.3	7.3	5.5	27.9	50.0
St. Catharines-Niagara	2,909,490	1.6387	7,792	22,802	6.9	5.6	4.4	22.4	60.7
Sarnia	1,052,252	.5927	8,292	24,817	6.6	5.0	3.8	13.5	71.1
Sault Ste. Marie	971,491	.5472	7,288	23,241	4.2	2.8	2.3	10.1	80.6
Sudbury	1,263,845	.7119	7,509	23,579	3.3	3.0	2.5	13.0	78.2
Thunder Bay	1,206,924	.6798	7,797	24,042	5.3	3.6	3.1	17.2	70.8
Toronto	27,109,190	15.2688	9,039	26,187	4.3	4.6	4.8	26.1	60.2
Windsor	2,489,558	1.4022	7,959	23,180	6.8	5.4	4.0	15.1	68.7
QUEBEC									
Chicoutimi-Jonquière	981,756	.5529	5,990	20,800	3.3	5.3	5.6	24.0	61.8
Montréal	21,602,050	12.1669	7,486	21,051	5.5	8.4	7.5	31.1	47.5
Québec	4,264,258	2.4018	7,686	23,150	4.1	6.9	7.0	28.8	53.2
Sherbrooke	797,228	.4490	6,975	20,081	6.0	9.0	8.4	35.5	41.1
Trois Rivières-Shawinigan	1,407,310	.7926	6,082	18,277	7.6	9.4	7.5	25.8	49.7
SASKATCHEWAN									
Regina	1,400,981	.7890	7,144	20,725	5.8	7.1	7.0	29.3	50.8
Saskatoon	1,239,495	.6981	7,156	20,590	6.5	8.8	7.5	29.6	47.6
TOTAL ABOVE AREAS	**124,667,581**	**70.2164**	**8,003**	**23,108**	**5.4**	**6.5**	**5.9**	**27.1**	**55.1**

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***Sources:** *S&MM's Canadian Metropolitan Area projections 1978-1983. ABC audit reports and KWR circulation dept.*

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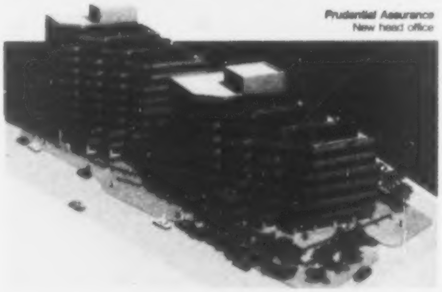

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CENSUS METROPOLITAN AREA SUMMARIES OF 1979 POPULATION & RETAIL SALES

ESTIMATES	POPULATION 12/31/79						RETAIL SALES BY STORE GROUP—1979									SALES/ ADVERTISING INDEXES		
PROVINCE Census Metropolitan Area	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
ALBERTA																		
Calgary	542.8	2.2819	191.3	2.4024	2,703,547	3.2418	457,305	216,219	539,259	135,964	112,141	647,084	142,650	4,707	52,784	142	2.7252	119
Edmonton	597.9	2.5133	209.7	2.6328	2,830,603	3.3942	483,046	215,869	674,817	136,187	106,985	479,848	141,759	16,662	96,471	135	2.9628	118
BRITISH COLUMBIA																		
Vancouver	1,196.8	5.0314	444.2	5.5795	4,873,799	5.8440	987,107	528,210	979,029	195,831	182,336	927,341	270,572	19,291	190,920	116	5.6492	112
Victoria	218.7	.9196	86.9	1.0914	877,905	1.0527	179,225	75,237	206,489	37,252	34,112	135,100	47,434	3,321	26,500	114	1.0309	112
MANITOBA																		
Winnipeg	586.4	2.4658	215.0	2.7020	2,089,028	2.5047	489,037	194,768	454,377	75,382	51,706	413,912	85,217	8,365	57,244	102	2.4664	100
NEW BRUNSWICK																		
St. John	120.3	.5061	39.4	.4964	417,991	.5011	102,499	31,159	71,545	17,934	8,322	107,273	20,152	1,708	10,117	99	.4677	92
NEWFOUNDLAND																		
St. John's	146.0	.6140	40.6	.5100	558,631	.6698	129,201	35,330	96,343	33,597	19,875	119,316	45,951	1,116	24,456	109	.5723	93
NOVA SCOTIA																		
Halifax	273.2	1.1482	[illegible]	1.1520	1,006,361	1.2067	226,436	95,796	140,657	61,558	23,876	223,098	67,959	4,071	37,714	105	1.2062	105
ONTARIO																		
Hamilton	536.5	2.2557	188.4	2.3664	1,835,447	2.2008	475,960	141,092	286,261	83,022	70,231	335,712	129,605	11,012	62,255	98	2.3195	103
Kitchener	285.0	1.1979	98.4	1.2349	994,473	1.1925	206,449	75,794	161,900	51,450	40,596	240,400	67,764	4,645	21,329	100	1.2583	105
London	280.3	1.1784	102.3	1.2864	1,071,881	1.2852	255,540	101,162	167,947	55,023	37,465	199,465	73,000	4,441	22,385	109	1.2876	109
Oshawa	156.8	.6591	50.9	.6392	619,827	.7432	144,215	37,931	125,817	24,960	15,086	129,856	36,885	11,500	14,239	113	.7008	106
Ottawa-Hull	729.1	3.0657	260.1	3.2683	2,691,377	3.2269	677,045	258,478	432,995	123,964	94,788	465,749	155,681	26,401	65,567	105	3.4497	113
St. Catharines-Niagara	310.1	1.3032	107.1	1.3448	1,105,940	1.3261	277,828	103,205	138,993	62,311	41,551	219,390	78,087	5,236	30,413	102	1.3342	102
Sudbury	157.3	.6615	50.5	.6353	623,496	.7475	169,958	49,859	76,832	34,902	23,615	123,539	40,345	3,785	13,579	113	.6925	105
Thunder Bay	122.1	.5133	40.6	.5107	459,023	.5503	122,263	30,870	79,592	17,487	12,014	81,109	29,338	2,290	17,958	107	.5430	106
Toronto	2,866.9	12.0519	991.8	12.4547	10,619,314	12.7334	2,566,549	1,121,566	1,369,081	556,378	396,031	2,131,462	707,897	57,516	391,145	106	13.5070	112
Windsor	246.0	1.0344	87.1	1.0948	937,115	1.1236	222,563	90,005	141,971	53,394	45,685	177,714	58,275	4,585	30,212	109	1.1133	108
QUEBEC																		
Chicoutimi-Jonquière	126.7	.5326	37.4	.4702	406,748	.4877	119,733	26,208	45,080	30,247	21,001	81,749	21,235	1,788	7,347	92	.4735	89
Montréal	2,787.3	11.7187	994.6	12.4951	9,968,212	11.9524	2,747,564	1,062,473	1,194,343	557,538	386,335	1,827,001	524,636	156,813	217,143	102	11.8562	101
Québec	543.7	2.2863	180.8	2.2738	2,200,458	2.6383	553,868	207,416	275,493	136,613	91,885	432,139	101,202	30,156	46,989	115	2.4248	106
SASKATCHEWAN																		
Regina	160.6	.6752	56.3	.7073	730,519	.8759	133,896	48,284	138,874	26,697	29,946	189,142	35,912	4,486	21,273	130	.7234	107
Saskatoon	137.4	.5776	49.3	.6191	659,172	.7904	105,991	41,550	133,860	35,589	26,133	161,335	32,628	1,764	25,916	137	.6264	108
TOTAL ABOVE AREAS	**13,127.9**	**55.1918**	**4,614.5**	**57.9675**	**50,280,867**	**60.2892**	**11,833,278**	**4,788,481**	**7,931,555**	**2,543,280**	**1,871,715**	**9,848,734**	**2,914,184**	**385,659**	**1,483,958**	**109**	**59.3909**	**108**

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CENSUS METROPOLITAN AREA SUMMARIES OF 1979 EFFECTIVE BUYING INCOME

S&MM ESTIMATES	EFFECTIVE BUYING INCOME—1979				% of Households by EBI Group (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over				
PROVINCE Census Metropolitan Area	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
ALBERTA									
Calgary	4,603,075	2.5926	8,480	24,062	4.9	7.1	6.6	29.1	52.3
Edmonton	5,120,101	2.8838	8,563	24,416	4.3	6.1	5.5	24.3	59.8
BRITISH COLUMBIA									
Vancouver	10,260,941	5.7791	8,574	23,100	5.9	5.3	4.2	22.3	62.3
Victoria	1,886,417	1.0625	8,626	21,708	7.4	6.7	5.3	23.5	57.1
MANITOBA									
Winnipeg	4,338,900	2.4436	7,399	20,181	7.2	7.8	7.3	36.1	41.6
NEW BRUNSWICK									
St. John	767,975	.4325	6,384	19,492	5.8	9.1	9.4	33.4	42.3
NEWFOUNDLAND									
St. John's	882,755	.4971	6,046	21,743	6.6	10.8	10.5	32.5	39.6
NOVA SCOTIA									
Halifax	2,181,730	1.2289	7,986	23,766	4.0	8.1	8.3	30.9	48.7
ONTARIO									
Hamilton	4,289,561	2.4159	7,995	22,768	6.4	4.9	4.0	24.3	60.4
Kitchener	2,346,909	1.3219	8,235	23,851	4.3	6.5	6.3	33.2	49.7
London	2,366,224	1.3327	8,442	23,130	6.5	6.2	5.7	33.8	47.8
Oshawa	1,228,593	.6920	7,835	24,137	4.1	4.2	3.8	23.3	64.6
Ottawa-Hull	6,635,018	3.7369	9,100	25,509	4.4	5.4	5.2	26.1	58.9
St. Catharines-Niagara	2,399,378	1.3514	7,737	22,403	6.8	5.7	4.5	22.1	60.9
Sudbury	1,192,910	.6718	7,584	23,622	3.3	3.0	2.5	12.9	78.3
Thunder Bay	977,480	.5505	8,006	24,076	5.0	3.6	3.3	18.4	69.7
Toronto	25,838,895	14.5533	9,013	26,053	4.3	4.7	4.8	26.4	59.8
Windsor	2,021,774	1.1387	8,219	23,212	7.0	5.2	4.0	14.8	69.0
QUEBEC									
Chicoutimi-Jonquière	783,652	.4413	6,185	20,953	3.4	5.6	6.0	22.2	62.8
Montreal	21,045,780	11.8532	7,551	21,160	5.5	8.4	7.5	31.2	47.4
Québec	4,177,151	2.3525	7,683	23,104	4.2	7.1	7.2	29.2	52.3
SASKATCHEWAN									
Regina	1,156,230	.6512	7,199	20,537	5.2	6.7	6.8	28.9	52.4
Saskatoon	971,968	.5474	7,014	19,715	5.8	8.5	7.7	30.0	48.0
TOTAL ABOVE AREAS	**107,473,417**	**60.5308**	**8,187**	**23,290**	**5.2**	**6.3**	**5.9**	**27.4**	**55.2**

YUKON & NORTHWEST TERRITORIES

Yuk.-N.W.T. S&MM ESTIMATES		POPULATION 12/31/79				RETAIL SALES BY STORE GROUP—1979											SALES/ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Baffin Region		7.1	.0299	1.4	.0176	15,928	.0191	2,014	1,661	8,293	284	352	118	0	0	0	64	.0209	70
Fort Smith Region		25.3	.1063	6.9	.0866	86,526	.1037	9,034	7,854	37,023	1,277	1,350	8,573	1,943	4,286	2,217	98	.1122	106
Inuvik Region		7.1	.0299	1.7	.0214	12,027	.0144	680	2,317	6,289	0	71	653	120	80	240	48	.0239	80
Keewatin Region		4.0	.0168	.8	.0100	10,671	.0128	0	0	8,548	0	27	77	0	0	0	76	.0115	68
Yukon Territory		21.7	.0912	6.8	.0854	95,131	.1141	21,545	6,094	20,607	1,444	1,067	25,876	5,360	0	1,752	125	.1108	121
Province Totals		65.2	.2741	17.6	.2210	220,283	.2641	33,273	17,926	80,760	3,005	2,867	35,297	7,423	4,366	4,209	96	.2793	102

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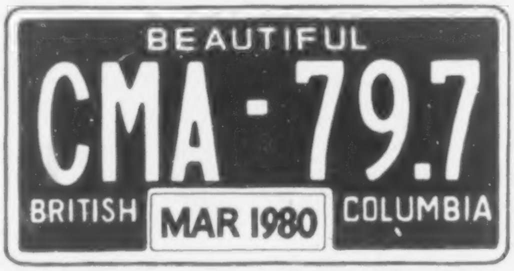
Yukon-N.W.T. ESTIMATES County City	Metro Area Code	EFFECTIVE BUYING INCOME—1979 Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	% of Households by EBI Group (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over A	B	C	D	E
Baffin Region		32,660	.0184	4,600	23,329	13.3	7.4	4.1	11.1	64.1
Fort Smith Region		212,650	.1198	8,405	30,819	6.7	5.3	4.0	14.2	69.8
Inuvik Region		48,225	.0271	6,792	28,368	7.9	6.9	5.1	16.6	63.5
Keewatin Region		15,192	.0086	3,798	18,990	23.6	11.0	5.6	11.9	47.9
Yukon Territory		207,239	.1167	9,550	30,476	4.4	4.1	3.2	12.2	76.1
Province Totals		515,966	.2906	7,914	29,316	7.2	5.4	3.9	13.3	70.2

BRITISH COLUMBIA

B.C. ESTIMATES		POPULATION 12/31/79				RETAIL SALES BY STORE GROUP—1979											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Alberni-Clayoquot		38.4	.1614	12.6	.1582	132,110	.1584	26,750	6,463	36,036	4,576	5,166	23,743	6,216	3,187	4,126	98	.1644	102
Bulkley-Nechako		32.4	.1362	9.6	.1206	104,462	.1253	28,468	6,181	13,032	4,111	2,081	20,543	8,433	3,229	2,680	92	.1276	94
Capital	535	231.4	.9728	91.4	1.1478	899,645	1.0788	187,241	77,090	209,006	37,691	34,639	137,089	49,606	3,526	27,600	111	1.0793	111
▲Victoria		58.3	.2451	29.9	.3755	601,841	.7217	77,442	51,719	174,531	31,688	27,430	109,849	19,857	756	12,534	294	.4174	170
Cariboo		52.5	.2207	16.2	.2035	202,000	.2422	46,784	17,631	24,960	8,788	3,866	51,040	15,990	2,290	4,521	110	.2151	97
Central Coast		4.3	.0181	1.2	.0150	8,530	.0102	2,772	460	1,633	189	350	106	787	95	264	56	.0128	71
Central Fraser Valley		96.3	.4048	31.4	.3944	285,689	.3426	69,465	13,553	11,337	15,745	16,550	85,127	21,903	2,073	13,404	85	.3351	83
Central Kootenay		50.9	.2140	18.3	.2298	165,339	.1982	47,046	11,995	22,188	5,990	5,078	27,204	11,246	2,302	7,064	93	.2016	94
Central Okanagan	509	83.3	.3502	29.7	.3730	295,491	.3543	73,006	19,224	35,617	15,958	13,575	54,536	18,992	2,618	15,217	101	.3482	99
△Kelowna		56.3	.2367	20.7	.2600	278,514	.3340	65,687	18,148	33,693	15,797	13,438	53,626	16,456	2,544	14,497	141	.2629	111
Columbia-Shuswap		35.2	.1479	12.2	.1532	128,426	.1540	21,256	15,646	20,407	5,370	3,011	23,619	16,511	2,797	3,194	104	.1519	103
Comox-Strathcona		65.6	.2758	22.3	.2800	234,109	.2808	66,551	15,968	26,517	11,621	8,880	39,318	16,686	3,435	9,580	102	.2812	102
Cowichan Valley		54.5	.2291	19.1	.2399	168,387	.2019	55,758	13,379	13,289	6,923	7,552	27,730	13,416	2,024	5,896	88	.2264	99
Dewdney-Alouette		56.6	.2379	18.3	.2298	155,932	.1869	33,494	9,496	22,120	6,627	4,336	43,587	10,368	1,162	7,088	79	.2096	88
East Kootenay		49.0	.2060	16.4	.2060	203,141	.2436	50,052	20,186	18,710	8,720	7,053	40,122	16,555	3,347	6,539	118	.2235	108
Fraser-Cheam		57.6	.2422	20.2	.2537	183,528	.2201	37,111	20,872	22,026	8,542	8,218	34,175	21,570	2,185	7,861	91	.2321	96
Fraser-Fort George	519	85.3	.3586	26.9	.3378	383,632	.4600	66,217	28,241	77,544	10,914	11,195	102,187	26,401	970	8,697	128	.4027	112
△Prince George		63.2	.2657	20.4	.2562	353,667	.4241	59,433	24,657	69,247	9,937	10,933	100,780	21,170	900	8,200	160	.3291	124
Greater Vancouver	534	1,108.6	4.6604	415.6	5.2193	4,619,704	5.5394	928,212	514,787	958,543	183,112	170,684	853,507	252,128	17,429	179,148	119	5.3338	114
New Westminster		35.1	.1476	17.0	.2135	317,970	.3813	26,694	18,892	89,735	10,803	7,063	113,220	8,488	658	6,920	258	.2393	162
North Vancouver		31.4	.1320	14.8	.1859	168,636	.2022	42,605	24,773	13,898	7,324	4,967	38,152	8,219	1,626	7,501	153	.1743	132

Vancouver's more than just a pretty face.



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And the medium with the broadest reach in this growing market is the twin buy of The Vancouver Sun and the Province.

In a March 1980 research study, approved by C.A.R.F., these two newspapers had a combined unduplicated weekly reach of 79.7% of all adults in the Vancouver C.M.A.

Equally impressive is that on any given weekday The Sun and the Province are read by 516,000 or 56.7% of all adults.

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B.C. (cont.)
ESTIMATES

POPULATION 12/31/79 — RETAIL SALES BY STORE GROUP—1979 — SALES/ADVERTISING INDEXES

County City	Metro Area Code	Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Q
Port Coquitlam		26.1	.1097	8.1	.1017	47,628	.0571	21,614	2,761	2,322	730	1,859	11,028	3,706	466	805	52	.0950	8
▲Vancouver		392.6	1.6504	164.6	2.0671	2,338,000	2.8035	409,527	309,326	440,162	109,446	103,980	482,170	98,582	6,402	97,142	170	2.1871	13
Kitimat-Stikine		36.3	.1526	10.4	.1306	131,827	.1581	31,357	8,041	35,207	4,516	2,882	22,778	5,314	1,286	3,525	104	.1535	10
Kootenay Boundary		31.8	.1336	11.3	.1419	111,135	.1333	28,007	5,946	17,290	4,971	3,765	26,824	6,279	1,079	3,649	100	.1364	10
Mount Waddington		12.5	.0526	3.8	.0477	37,146	.0445	9,945	6,630	4,072	803	265	6,085	1,325	1,052	1,483	85	.0563	10
Nanaimo		72.8	.3060	27.0	.3391	313,518	.3759	77,017	28,450	40,556	12,531	9,533	64,818	21,191	2,613	12,111	123	.3337	10
Nanaimo		44.5	.1871	16.2	.2034	258,075	.3095	59,917	23,734	38,536	10,767	7,912	57,052	14,781	1,173	9,324	165	.2302	12
North Okanagan		55.0	.2312	18.7	.2348	214,628	.2574	45,702	13,443	28,936	7,235	7,377	56,149	10,839	2,722	10,340	111	.2252	97
Okanagan-Similkameen		62.7	.2636	23.8	.2989	245,374	.2942	61,667	27,759	19,764	11,683	7,681	46,736	18,915	5,232	11,121	112	.2693	10
Penticton		25.4	.1068	10.0	.1256	150,818	.1808	33,427	15,233	12,843	7,898	5,972	33,792	11,021	1,210	7,059	169	.1311	12
Peace River-Liard		46.7	.1963	14.3	.1796	185,124	.2220	34,593	16,878	27,380	4,721	6,271	46,881	13,546	1,026	5,112	113	.2039	104
Powell River		16.7	.0702	5.7	.0716	56,152	.0673	19,009	1,730	7,897	2,344	2,096	9,110	3,978	572	1,194	96	.0710	101
Skeena-Queen Charlotte		29.3	.1232	8.9	.1117	105,068	.1260	27,982	10,945	17,008	6,644	3,483	13,215	3,761	320	3,708	102	.1374	112
Squamish-Lillooet		18.7	.0786	6.3	.0792	65,520	.0786	15,136	16,410	3,110	1,703	832	12,348	5,134	905	2,888	100	.0799	102
Stikine		2.1	.0089	.7	.0087	2,473	.0030	866	0	694	0	13	30	241	0	110	34	.0075	84
Sunshine Coast		11.9	.0500	4.6	.0578	35,460	.0425	13,032	2,492	3,319	1,501	726	3,472	2,916	141	2,469	85	.0443	89
Thompson-Nicola	.508	94.6	.3977	31.7	.3981	420,414	.5041	80,387	44,040	67,141	17,443	11,073	91,623	38,151	2,388	11,139	127	.4511	113
△Kamloops		61.0	.2564	21.0	.2637	297,484	.3567	60,819	28,205	31,330	15,189	8,770	82,092	17,434	1,537	8,436	139	.3148	12
Province Totals		2,593.0	10.9006	928.6	11.6617	10,093,964	12.1036	2,184,883	973,936	1,785,339	410,972	358,231	1,963,702	637,798	72,002	371,728	111	11.7148	107

B.C.
ESTIMATES

EFFECTIVE BUYING INCOME—1979

% of Households by EBI Group
(A) $0–$4,999
(B) $5,000–$7,999
(C) $8,000–$9,999
(D) $10,000–$14,999
(E) $15,000 & Over

County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
Alberni-Clayoquot		300,018	.1690	7,813	23,811	6.6	4.5	4.0	18.6	66.3
Bulkley-Nechako		223,094	.1256	6,886	23,239	5.8	8.0	6.6	23.9	55.7
Capital	.535	1,992,507	1.1223	8,611	21,800	7.3	6.8	5.4	23.4	57.1
▲Victoria		539,233	.3037	9,249	18,035	9.2	4.7	2.8	25.2	58.1
Cariboo		348,888	.1965	6,645	21,536	6.9	7.7	5.2	18.5	61.7
Central Coast		21,655	.0122	5,036	18,046	12.6	9.9	6.9	17.3	53.3
Central Fraser Valley		537,486	.3027	5,581	17,117	7.5	7.0	5.3	19.9	60.3
Central Kootenay		353,232	.1990	6,940	19,302	10.4	11.8	8.0	22.5	47.3
Central Okanagan	.509	609,899	.3435	7,322	20,535	7.8	9.1	6.8	22.3	54.0
△Kelowna		409,500	.2306	7,274	19,783	9.1	9.0	7.1	25.4	49.4
Columbia-Shuswap		270,348	.1522	7,680	22,160	7.6	7.3	4.2	14.2	66.7
Comox-Strathcona		503,703	.2837	7,678	22,588	7.7	6.8	5.0	25.7	54.8
Cowichan Valley		426,149	.2401	7,819	22,311	6.0	9.1	6.6	15.8	62.5
Dewdney-Alouette		375,978	.2117	6,643	20,545	9.2	8.6	5.7	18.4	58.1
East Kootenay		387,813	.2184	7,915	23,647	5.2	6.2	5.4	19.6	63.6
Fraser-Cheam		417,797	.2354	7,253	20,683	11.6	9.3	6.9	21.7	50.5
Fraser-Fort George	.519	685,397	.3860	8,035	25,479	3.7	5.2	4.5	22.0	64.6
△Prince George		528,265	.2975	8,359	25,895	3.7	4.8	4.2	23.2	64.1
Greater Vancouver	.534	9,728,948	5.4796	8,776	23,409	5.7	5.1	4.1	22.5	62.6
New Westminster		338,621	.1907	9,647	19,919	10.1	6.6	4.4	18.6	60.3
North Vancouver		309,765	.1745	9,865	20,930	6.6	6.3	4.8	29.8	52.5
Port Coquitlam		198,471	.1118	7,604	24,503	3.7	5.1	5.7	32.2	53.3
▲Vancouver		3,607,553	2.0319	9,189	21,917	7.7	6.0	4.4	20.9	61.0
Kitimat-Stikine		268,394	.1512	7,394	25,807	3.2	5.8	4.4	18.8	67.8
Kootenay Boundary		247,581	.1394	7,786	21,910	7.3	4.7	4.1	17.1	66.8
Mount Waddington		115,030	.0648	9,202	30,271	2.4	8.2	12.4	18.8	58.2
Nanaimo		567,219	.3195	7,791	21,008	7.7	9.4	5.8	22.6	54.5
Nanaimo		354,936	.1999	7,976	21,910	6.7	8.1	3.6	21.4	60.2
North Okanagan		361,206	.2034	6,567	19,316	10.1	9.7	6.9	20.1	53.2
Okanagan-Similkameen		455,693	.2567	7,268	19,147	11.8	10.5	5.9	22.6	49.2
Penticton		197,066	.1110	7,759	19,707	12.0	8.9	6.9	24.5	47.7
Peace River-Liard		348,071	.1960	7,453	24,341	5.8	6.0	4.0	27.0	57.2
Powell River		130,602	.0736	7,820	22,913	9.1	8.0	7.2	16.4	59.3
Skeena-Queen Charlotte		266,611	.1501	9,099	29,956	2.3	3.0	3.9	15.6	75.2
Squamish-Lillooet		144,218	.0813	7,712	22,892	4.9	8.2	9.2	14.0	63.7
Stikine		16,807	.0094	8,003	24,010	1.3	.4	1.0	14.9	82.4
Sunshine Coast		76,463	.0431	6,425	16,622	14.0	12.3	7.9	25.1	40.7
Thompson-Nicola	.508	782,445	.4407	8,271	24,683	5.8	5.3	5.1	25.0	58.8
△Kamloops		555,788	.3130	9,111	26,466	3.9	4.3	4.3	26.6	60.9
Province Totals		20,963,252	11.8071	8,085	22,575	6.6	6.4	5.0	21.9	60.1

ALBERTA

Alta.
ESTIMATES

POPULATION 12/31/79 — RETAIL SALES BY STORE GROUP—1979 — SALES/ADVERTISING INDEXES

County City	Metro Area Code	Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Division 1		59.7	.2510	19.9	.2499	240,300	.2882	45,035	21,077	32,502	14,668	11,095	54,771	16,179	3,075	5,617	115	.2690	107
Medicine Hat		42.8	.1799	15.0	.1884	212,144	.2544	38,161	18,651	31,005	13,697	10,662	49,879	10,616	1,863	5,219	141	.2046	114
Division 2		99.5	.4183	32.5	.4081	444,798	.5333	75,318	32,206	74,828	24,002	18,707	121,886	20,056	3,273	10,637	127	.4628	111
Lethbridge		48.4	.2035	17.4	.2185	315,913	.3788	53,029	22,640	61,007	20,581	15,672	68,500	11,466	2,127	8,308	186	.2717	134
Division 3		33.9	.1425	9.7	.1219	93,601	.1123	15,698	9,345	14,462	4,351	4,369	22,856	6,067	2,599	2,889	79	.1233	87
Division 4		12.4	.0521	4.1	.0514	39,419	.0472	5,178	2,134	6,978	1,566	773	13,465	2,384	892	1,144	91	.0582	112
Division 5		35.1	.1476	10.7	.1344	98,938	.1187	15,229	8,270	17,767	3,864	1,968	25,442	7,490	3,054	3,914	80	.1446	96
Division 6	.502	609.2	2.5610	211.4	2.6549	2,847,811	3.4148	480,537	230,165	561,908	147,153	115,168	686,852	157,153	9,769	54,515	133	2.9636	11
▲Calgary		542.8	2.2819	191.3	2.4024	2,703,547	3.2418	457,305	216,219	539,259	135,964	112,141	647,084	142,650	4,707	52,784	142	2.7252	11
Division 7		37.1	.1559	12.2	.1532	117,743	.1411	16,014	10,461	19,273	6,022	3,414	31,952	7,044	4,602	3,555	91	.1550	99
Division 8		110.5	.4645	35.4	.4445	472,260	.5663	59,198	31,013	75,933	17,561	11,972	150,293	30,452	7,361	12,972	122	.4978	107
Red Deer		39.0	.1640	13.2	.1658	260,874	.3128	26,878	15,232	44,430	9,845	6,332	100,667	6,101	3,324	8,419	191	.2232	13
Division 9		15.9	.0669	5.4	.0679	104,510	.1253	24,056	21,701	6,962	4,932	1,665	14,184	9,832	981	3,636	187	.0812	121
Division 10		73.2	.3077	24.3	.3051	233,837	.2804	33,895	18,234	41,222	11,914	6,559	64,082	14,341	4,875	6,212	91	.2935	95
Division 11	.504	690.7	2.9036	236.2	2.9663	3,206,710	3.8452	504,742	216,046	679,714	137,937	109,535	805,413	154,688	20,256	98,372	132	3.3441	115
▲Edmonton		475.5	1.9989	174.7	2.1940	2,465,732	2.9566	458,848	215,014	669,555	133,622	103,795	179,185	127,875	13,215	93,437	148	2.4877	12
St. Albert		39.0	.1640	11.1	.1394	27,301	.0327	4,725	695	865	993	901	8,456	2,278	221	1,327	20	.1328	8
Division 12		71.4	.3002	20.3	.2550	206,157	.2472	37,287	11,998	46,245	6,254	5,275	52,181	10,988	4,408	6,542	82	.2901	97
Division 13		51.3	.2156	16.4	.2059	151,477	.1816	28,110	13,147	24,695	6,314	2,004	41,083	9,235	3,622	4,364	84	.2016	94
Division 14		20.3	.0854	6.5	.0816	86,447	.1037	16,276	17,499	11,296	2,967	1,647	15,916	6,763	2,154	3,310	121	.0887	104
Division 15		119.3	.5015	35.0	.4396	390,695	.4684	55,764	40,388	84,477	14,312	8,156	95,806	26,899	4,696	8,725	93	.4862	97
Province Totals		2,039.5	8.5738	680.0	8.5397	8,734,703	10.4737	1,412,337	683,684	1,698,262	403,817	302,307	2,196,182	479,571	75,617	226,404	122	9.4597	11

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Edmonton's First Media Buy

Alta. S&MM ESTIMATES		EFFECTIVE BUYING INCOME—1979				% of Households by EBI Group: (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Division 1		469,623	.2645	7,866	23,599	4.6	6.9	5.9	23.2	59.4
Medicine Hat		327,671	.1846	7,656	21,845	4.4	7.4	6.2	22.8	59.2
Division 2		778,432	.4384	7,823	23,952	6.3	8.2	7.1	28.3	5[illegible].1
Lethbridge		416,715	.2347	8,610	23,949	5.8	7.9	7.3	30.7	48.3
Division 3		217,435	.1225	6,414	22,416	6.6	8.9	7.2	34.9	42.4
Division 4		118,686	.0668	9,571	28,948	4.8	8.0	6.0	13.1	68.1
Division 5		282,363	.1590	8,045	26,389	6.7	9.1	7.4	22.9	53.9
Division 6	502	5,067,487	2.8542	8,318	23,971	5.3	7.3	6.6	28.5	52.3
▲Calgary		4,603,075	2.5926	8,480	24,062	4.9	7.1	6.6	29.1	52.3
Division 7		289,036	.1628	7,791	23,691	7.9	10.1	8.3	23.8	49.9
Division 8		834,398	.4699	7,551	23,571	6.7	7.7	6.5	26.6	52.5
Red Deer		342,950	.1932	8,794	25,981	3.4	6.2	6.2	30.3	53.9
Division 9		107,417	.0605	6,756	19,892	5.6	7.5	4.1	15.3	6[illegible]
Division 10		525,082	.2958	7,173	21,608	9.8	9.6	8.1	25.9	4[illegible]
Division 11	504	5,716,571	3.2197	8,276	24,202	4.5	6.1	5.5	24.3	5[illegible]
▲Edmonton		4,264,403	2.4018	8,968	24,410	4.4	6.2	5.5	24.1	[illegible]
St. Albert		320,346	.1804	8,214	28,860	1.2	3.5	4.1	27.8	6[illegible]
Division 12		553,654	.3118	7,754	27,274	7.5	10.9	11.1	15.8	5[illegible]
Division 13		369,026	.2079	7,193	22,502	7.7	6.7	6.6	19.3	5[illegible]
Division 14		144,117	.0812	7,099	22,172	4.8	3.7	3.3	8.2	80.0
Division 15		871,320	.4907	7,304	24,895	5.5	6.3	5.2	16.1	66.9
Province Totals		16,344,647	9.2057	8,014	24,036	5.5	7.1	6.3	25.0	56.1

SASKATCHEWAN

Sask. S&MM ESTIMATES		POPULATION 12/31/79				RETAIL SALES BY STORE GROUP—1979											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Division 1		33.5	.1408	11.6	.1456	104,397	.1251	15,453	7,288	22,799	2,356	3,675	29,095	6,208	1,962	3,566	89	.1419	101
Division 2		26.9	.1131	9.4	.1181	82,081	.0985	14,265	4,339	17,037	2,455	4,304	25,340	4,493	724	1,736	87	.1210	107
Division 3		20.2	.0849	7.1	.0891	54,745	.0656	8,181	3,008	10,542	1,547	1,230	17,404	3,054	1,384	2,289	77	.0919	108
Division 4		14.2	.0597	4.7	.0591	45,745	.0549	6,746	3,324	10,419	1,607	1,398	11,978	3,239	448	1,614	92	.0617	103
Division 5		41.5	.1745	14.3	.1796	123,099	.1476	32,833	8,903	18,221	3,121	3,032	24,886	8,915	3,020	4,734	85	.1561	89
Division 6	521	196.1	.8244	67.6	.8489	812,283	.9740	153,859	57,589	147,491	28,424	30,757	210,009	46,248	6,308	23,533	118	.8516	103
▲Regina		159.0	.6684	55.8	.7008	726,756	.8714	132,978	47,856	138,478	26,618	29,909	188,182	35,437	4,403	21,169	130	.7176	107
Division 7		50.8	.2135	17.9	.2248	204,502	.2452	53,768	10,416	39,833	5,807	7,885	42,940	10,021	2,793	3,654	115	.2213	104
Moose Jaw		32.8	.1379	12.2	.1532	149,593	.1794	25,331	7,473	31,038	5,436	7,477	38,701	5,356	1,777	3,132	130	.1521	110
Division 8		34.6	.1455	11.9	.1494	127,966	.1534	17,379	8,846	18,805	3,959	4,954	49,337	8,968	1,179	3,537	105	.1590	109
Division 9		47.6	.2001	16.6	.2085	146,763	.1760	24,859	10,628	30,536	6,801	5,672	40,042	9,208	1,929	3,133	88	.1787	89
Division 10		28.4	.1194	9.4	.1181	64,604	.0775	9,395	6,355	14,813	1,938	1,286	15,920	6,133	1,263	2,785	65	.0959	80
Division 11	526	173.2	.7281	60.2	.7560	738,859	.8859	122,531	49,524	145,807	37,907	26,423	185,780	41,294	3,703	27,941	122	.7605	104
▲Saskatoon		137.4	.5776	49.3	.6191	659,172	.7904	105,991	41,550	133,860	35,589	26,133	161,335	32,628	1,764	25,918	137	.6264	108
Division 12		26.7	.1122	8.9	.1117	64,182	.0770	13,973	5,331	11,095	1,981	2,524	13,626	4,698	893	1,505	69	.1090	97
Division 13		28.4	.1194	9.2	.1156	87,380	.1048	15,471	6,198	16,649	3,376	2,500	28,246	4,269	866	2,595	88	.1264	106
Division 14		50.2	.2110	16.5	.2072	152,740	.1831	22,772	7,806	32,749	6,814	4,597	52,140	7,802	1,275	4,807	87	.1796	85
Division 15		80.8	.3397	25.5	.3202	268,478	.3219	47,703	14,172	45,921	8,172	9,147	86,822	13,860	2,743	7,614	95	.3100	91
Prince Albert		30.2	.1270	10.3	.1294	147,191	.1765	27,995	6,627	23,143	6,568	7,964	43,320	6,727	298	4,262	139	.1364	107
Division 16		44.6	.1875	14.0	.1759	142,121	.17[illegible]	21,817	8,887	29,762	3,996	6,516	41,547	9,877	1,030	2,926	91	.1586	85
Division 17		38.8	.1631	11.5	.1444	100,958	.1210	17,541	4,524	27,939	3,213	3,213	25,113	6,160	590	2,706	74	.1314	81
Division 18		25.2	.1059	5.6	.0703	54,268	.0651	10,858	4,506	20,652	383	162	8,185	2,215	244	1,147	61	.0638	60
Province Totals		961.7	4.0428	321.9	4.0425	3,375,171	4.0471	609,404	221,644	661,070	123,857	119,275	908,410	196,662	32,354	101,822	100	3.9184	97

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Sask. S&MM ESTIMATES		$$ EFFECTIVE BUYING INCOME—1979				% of Households by EBI Group (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
Division 1		270,969	.1526	8,089	23,359	7.2	9.2	6.0	24.7	52.9
Division 2		244,087	.1375	9,074	25,967	6.5	10.2	8.0	33.3	42.0
Division 3		195,946	.1103	9,700	27,598	8.7	10.8	8.6	27.1	44.8
Division 4		118,322	.0667	8,333	25,175	6.3	6.0	4.7	28.6	54.4
Division 5		273,279	.1539	6,585	19,110	8.7	12.6	7.3	17.5	53.9
Division 6	521	1,400,981	.7890	7,144	20,725	5.8	7.1	7.0	29.3	50.8
▲Regina		1,144,966	.6449	7,201	20,519	5.2	6.6	6.8	28.8	52.6
Division 7		372,955	.2101	7,342	20,835	7.4	9.2	7.7	28.1	47.6
Moose Jaw		251,193	.1415	7,658	20,590	5.9	8.5	7.4	28.5	49.7
Division 8		297,950	.1678	8,611	25,038	5.5	10.1	8.2	27.0	49.2
Division 9		304,662	.1716	6,400	18,353	13.6	13.7	11.3	28.5	32.9
Division 10		173,492	.0977	6,109	18,457	17.5	12.6	11.3	28.1	30.5
Division 11	526	1,239,495	.6981	7,156	20,590	6.5	8.8	7.5	29.6	47.6
▲Saskatoon		971,968	.5474	7,074	19,715	5.8	8.5	7.7	30.0	48.0
Division 12		225,269	.1269	8,437	25,311	10.0	7.5	5.6	18.4	58.5
Division 13		252,451	.1422	8,889	27,440	4.1	5.8	5.1	13.1	71.9
Division 14		292,932	.1650	5,835	17,753	8.3	10.8	8.9	19.3	52.7
Division 15		516,487	.2909	6,392	20,254	8.6	10.0	8.5	21.3	51.6
Prince Albert		206,019	.1160	6,822	20,002	7.4	7.6	7.0	21.9	56.1
Division 16		248,405	.1399	5,570	17,743	10.5	10.8	9.6	27.9	41.2
Division 17		221,943	.1250	5,720	19,299	9.9	11.2	10.8	26.1	42.0
Division 18		82,043	.0462	3,256	14,651	7.6	3.8	2.8	11.3	74.5
Province Totals		6,731,668	3.7914	7,000	20,912	7.8	9.3	7.8	26.1	49.0

MANITOBA

Man. S&MM ESTIMATES		POPULATION 12/31/79				RETAIL SALES BY STORE GROUP—1979											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Division 1		15.7	.0660	5.2	.0653	30,337	.0364	6,843	5,484	6,847	123	318	4,899	2,202	643	1,023	55	.0489	74
Division 2		36.3	.1526	10.2	.1281	86,738	.1040	10,756	6,365	9,444	2,773	2,625	41,628	3,478	1,424	2,349	68	.1203	79
Division 3		35.4	.1489	10.9	.1369	87,766	.1052	15,715	4,400	15,978	3,733	2,525	29,898	3,806	2,571	3,071	71	.1201	81
Division 4		11.3	.0475	3.8	.0477	14,659	.0176	4,377	1,234	1,829	423	821	3,392	760	403	515	37	.0366	77
Division 5		17.2	.0723	5.7	.0716	42,264	.0507	8,000	1,873	4,433	1,834	1,973	16,414	1,457	1,100	1,901	70	.0652	90
Division 6		10.8	.0454	3.5	.0440	25,761	.0308	6,687	2,461	4,043	1,234	871	5,547	1,714	456	998	68	.0403	89
Division 7		54.4	.2287	18.7	.2348	209,228	.2509	36,030	17,259	45,894	9,407	6,419	56,250	9,666	3,298	4,430	110	.2354	103
Brandon		35.9	.1509	13.1	.1645	154,156	.1848	24,715	9,966	34,421	8,246	4,780	45,479	4,225	1,261	4,064	122	.1592	106
Division 8		13.9	.0584	4.3	.0540	19,338	.0232	3,780	2,265	3,784	401	639	5,312	1,241	370	237	40	.0355	61
Division 9		22.1	.0929	6.9	.0866	65,870	.0790	13,723	8,223	8,894	2,871	1,918	17,092	3,332	792	1,734	85	.0876	94
Division 10		6.8	.0286	1.7	.0214	7,587	.0091	821	1,120	1,691	0	170	2,386	472	91	175	32	.0189	66
Division 11	537	568.3	2.3890	209.6	2.6322	2,051,225	2.4596	480,195	189,863	452,021	74,135	50,241	403,572	83,223	7,486	55,240	103	2.4092	101
▲Winnipeg		568.3	2.3890	209.6	2.6322	2,051,225	2.4596	480,195	189,863	452,021	74,135	50,241	403,572	83,223	7,486	55,240	103	2.4092	101
Division 12		13.2	.0555	4.2	.0528	27,285	.0327	6,249	6,335	847	426	1,235	5,965	1,236	676	1,532	59	.0397	72
Division 13		30.5	.1282	9.4	.1180	59,529	.0714	19,866	2,818	3,239	3,408	2,298	10,544	4,243	1,642	4,253	56	.0973	76
Division 14		13.3	.0560	3.9	.0490	20,711	.0248	7,892	1,957	2,821	114	328	707	1,883	1,082	2,994	44	.0500	89
Division 15		24.5	.1029	8.7	.1093	68,615	.0823	12,441	4,038	12,515	3,259	1,225	21,359	4,022	2,725	3,328	80	.0834	81
Division 16		10.9	.0459	3.8	.0477	15,544	.0186	3,893	987	2,953	755	527	3,732	724	290	460	41	.0308	67
Division 17		27.9	.1173	9.7	.1218	83,100	.0997	16,047	5,057	18,785	2,977	2,494	24,015	4,474	718	1,679	85	.0951	81
Division 18		19.8	.0832	6.5	.0816	38,307	.0459	8,761	2,630	9,519	580	799	7,509	2,312	2,633	1,470	55	.0690	83
Division 19		12.2	.0513	2.4	.0302	19,421	.0233	3,813	2,335	6,769	258	268	3,190	865	537	273	45	.0293	57
Division 20		12.9	.0542	4.4	.0552	36,546	.0438	5,485	2,444	12,673	1,309	698	7,604	2,387	710	1,264	81	.0445	82
Division 21		24.4	.1026	7.3	.0917	84,316	.1011	14,688	5,851	23,302	4,714	2,642	14,774	2,851	1,384	3,054	99	.1100	107
Division 22		30.2	.1269	7.0	.0879	86,785	.1041	21,308	7,737	21,739	1,751	1,203	15,075	3,813	605	2,978	82	.1264	100
Division 23		15.1	.0635	3.7	.0465	25,976	.0311	4,042	3,014	13,835	381	260	2,191	466	129	354	49	.0557	88
Province Totals		1,027.1	4.3178	351.5	4.4143	3,206,908	3.8453	711,412	285,750	683,855	116,866	82,497	703,055	140,627	31,765	95,312	89	4.0492	94

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EFFECTIVE BUYING INCOME—1979

% of Households by EBI Group
(A) $0–$4,999
(B) $5,000–$7,999
(C) $8,000–$9,999
(D) $10,000–$14,999
(E) $15,000 & Over

County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
Division 1		88,228	.0497	5.620	16,967	9.0	4.2	2.7	20.7	63.4
Division 2		208,217	.1173	5,736	20,413	9.0	9.2	8.3	27.5	46.0
Division 3		208,325	.1173	5,885	19,112	11.8	5.9	10.5	19.0	52.8
Division 4		77,541	.0437	6,862	20,406	9.6	9.9	9.4	13.3	57.8
Division 5		125,946	.0709	7,322	22,096	13.7	14.2	13.6	11.0	47.5
Division 6		77,907	.0439	7,214	22,259	8.1	12.1	9.9	34.1	35.8
Division 7		406,406	.2289	7,471	21,733	7.7	12.7	14.9	23.5	41.2
Brandon		261,167	.1471	7,275	19,936	7.2	12.1	14.3	23.8	42.6
Division 8		59,673	.0336	4,293	13,877	35.8	11.0	10.5	17.7	25.0
Division 9		160,658	.0905	7,270	23,284	6.3	9.0	11.3	29.8	43.6
Division 10		37,567	.0212	5,525	22,098	7.2	8.1	6.2	27.8	48.7
Division 11	.537	4,238,102	2.3870	7,458	20,220	7.1	7.8	7.3	36.2	41.6
▲Winnipeg		4,238,102	2.3870	7,458	20,220	7.1	7.8	7.3	36.2	41.6
Division 12		66,782	.0376	5,059	15,900	12.9	6.6	6.7	31.2	42.6
Division 13		178,564	.1006	5,855	18,996	8.9	7.1	5.6	42.9	35.5
Division 14		111,122	.0626	8,355	28,493	8.3	11.9	9.4	23.5	46.9
Division 15		135,629	.0763	5,536	15,590	16.4	14.2	10.1	24.7	34.6
Division 16		56,834	.0321	5,214	14,956	19.2	17.3	14.3	16.5	32.7
Division 17		148,288	.0835	5,315	15,287	10.7	22.8	9.8	29.9	26.8
Division 18		136,747	.0770	6,906	21,038	11.6	8.5	7.7	31.7	40.5
Division 19		42,921	.0242	3,518	17,884	11.8	13.8	6.8	15.1	52.5
Division 20		72,832	.0410	5,646	16,553	14.8	23.1	9.3	23.9	28.9
Division 21		209,729	.1181	8,595	28,730	2.5	6.4	7.3	14.6	69.2
Division 22		248,149	.1398	8,217	35,450	1.4	2.6	3.2	11.4	81.4
Division 23		119,616	.0674	7,922	32,329	2.0	4.6	4.7	17.8	70.9
Province Totals		7,215,783	4.0642	7,025	20,529	8.4	9.0	8.1	31.2	43.3

ONTARIO

Ont.
S&MM ESTIMATES

		POPULATION 12/31/79				RETAIL SALES BY STORE GROUP—1979											SALES/ ADVERTISING INDEXES	
County City	Metro Area Code	Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power
Algoma Terr. Dist.	.52[illegible]	133.3	.5603	41.8	.5250	427,870	.5130	112,472	37,789	67,839	19,004	14,258	62,020	33,005	3,682	11,389	92	.5395
△Sault Ste. Marie		81.0	.3405	26.3	.3303	311,990	.3741	81,135	22,713	51,816	15,669	11,660	50,977	17,703	2,078	7,941	110	.3654
Brant	.501	105.5	.4436	36.5	.4583	323,629	.3881	80,637	23,147	40,842	19,376	17,914	64,519	22,025	1,857	7,952	87	.4497
△Brantford		71.9	.3023	26.2	.3290	240,640	.2885	67,380	17,482	24,210	16,485	11,575	52,342	13,137	1,276	5,846	95	.3211
Bruce		65.2	.2740	21.2	.2663	187,882	.2253	45,703	16,646	13,499	8,034	8,057	38,575	17,050	4,594	6,932	82	.2521
Cochrane Terr. Dist.		96.8	.4070	30.1	.3780	313,537	.3759	83,316	25,088	40,834	17,715	12,053	58,738	20,338	4,621	8,860	92	.3728
Timmins		45.8	.1925	15.3	.1921	144,767	.1736	44,670	11,799	15,231	10,220	6,651	23,607	7,145	1,746	4,120	90	.1716
Dufferin		31.1	.1307	9.4	.1180	89,857	.1078	25,583	6,483	5,539	4,315	3,400	20,586	9,039	1,005	2,929	82	.1220
Dundas		19.[illegible]	.0816	6.2	.0779	55,830	.0669	11,654	4,600	3,495	1,483	1,418	17,799	8,419	360	1,101	82	.0781
Durham Reg. Mun.	.516	289.7	1.2178	91.0	1.1428	912,111	1.0937	215,240	63,628	145,166	31,447	22,357	180,515	70,291	17,048	23,403	90	1.2187
Ajax		25.3	.1064	7.9	.0992	66,087	.0792	22,774	4,301	8,460	2,614	2,146	11,009	3,904	417	2,028	74	.1070
Newcastle		38.3	.1610	11.3	.1419	85,904	.1030	24,456	9,249	4,842	2,310	2,893	21,480	7,580	570	2,552	64	.1359
△Oshawa		124.3	.5225	40.7	.5111	450,875	.5406	105,554	28,998	95,331	21,639	12,628	82,830	19,467	9,697	10,549	103	.5375
Pickering		31.4	.1320	9.1	.1143	33,802	.0405	11,111	4,081	1,377	449	1,261	4,867	1,637	96	1,741	31	.1117
Whitby		32.5	.1366	10.2	.1281	168,952	.2026	38,661	8,933	30,486	3,321	2,458	47,026	1[illegible],418	1,803	3,690	148	.1633
Elgin		71.4	.3002	23.7	.2976	208,785	.2504	48,517	15,206	15,139	8,824	7,741	61,179	19,718	1,785	4,655	83	.2833
St. Thomas		28.7	.1207	10.5	.1319	117,059	.1404	28,767	7,585	10,515	6,349	4,197	31,918	6,274	758	3,036	116	.1317
Essex	.536	312.8	1.3149	107.4	1.3488	1,076,418	1.2907	256,080	101,325	149,500	58,099	52,042	214,093	69,346	6,575	35,359	98	1.3513
▲Windsor		191.7	.8059	70.7	.8879	823,601	.9876	195,252	80,782	135,837	49,561	40,505	148,071	49,254	2,965	26,018	123	.9195
Frontenac	.510	110.8	.4658	38.5	.4835	420,272	.5040	98,621	27,826	64,803	22,108	16,643	80,078	36,095	1,521	12,984	108	.4924
△Kingston		53.7	.2257	22.0	.2763	281,396	.3374	69,040	25,529	33,950	20,995	12,974	48,160	18,237	1,211	9,819	149	.2886
Glengarry		21.0	.0883	6.5	.0816	46,040	.0552	10,475	5,290	2,231	1,966	987	12,457	4,905	696	1,137	63	.0693
Grenville		28.3	.1190	9.3	.1168	72,468	.0869	18,092	6,372	6,723	2,759	3,909	14,690	8,031	994	2,029	73	.0959
Grey		75.4	.3170	25.8	.3240	247,496	.2967	57,082	16,006	29,316	11,970	12,100	56,743	21,003	4,464	8,720	94	.2883

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ESTIMATES

County City	Metro Area Code	POPULATION 12/31/79 Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	RETAIL SALES BY STORE GROUP—1979 Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/Furnish/Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	SALES/ADVERTISING INDEXES Sales Activity	Buying Power	Quality
Haldimand-Norfolk Reg. Mun.		**88.9**	**.3737**	**29.2**	**.3668**	**271,492**	**.3256**	**65,920**	**19,623**	**18,178**	**11,902**	**11,160**	**78,264**	**19,219**	**3,770**	**7,500**	**87**	**.3448**	**92**
Haliburton		**11.5**	**.0483**	**4.1**	**.0514**	**38,652**	**.0463**	**8,747**	**466**	**6,001**	**1,098**	**1,099**	**7,338**	**4,830**	**198**	**1,731**	**96**	**.0453**	**94**
Halton Reg. Mun.	**.532**	**241.7**	**1.0161**	**77.7**	**.9758**	**832,285**	**.9980**	**200,020**	**64,181**	**78,838**	**39,657**	**26,386**	**218,751**	**63,922**	**5,264**	**34,813**	**98**	**1.1669**	**115**
Burlington		110.2	.4633	36.4	.4571	392,423	.4705	99,391	25,942	51,355	20,607	10,115	93,726	29,192	1,961	15,573	102	.5319	115
Halton Hills		34.2	.1438	10.4	.1306	94,980	.1139	21,827	10,856	5,999	4,268	4,170	27,773	4,332	832	3,902	79	.1538	107
Milton		25.8	.1085	8.0	.1005	54,304	.0651	12,096	5,379	1,219	2,519	853	19,138	5,145	188	2,081	60	.1109	102
Oakville		71.5	.3006	22.9	.2876	290,578	.3484	66,706	22,004	20,265	12,263	11,248	78,114	25,253	2,283	13,257	116	.3705	123
Hamilton-Wentworth Reg. Mun.	**.507**	**411.0**	**1.7278**	**147.3**	**1.8499**	**1,412,811**	**1.6941**	**369,953**	**110,979**	**233,957**	**61,886**	**59,064**	**235,483**	**97,720**	**8,583**	**45,287**	**98**	**1.7277**	**100**
Hamilton		312.0	1.3116	116.4	1.4618	1,215,763	1.4578	285,089	95,644	220,378	56,579	54,368	220,570	80,517	6,472	36,043	111	1.3657	104
Stoney Creek		22.2	.1354	10.5	.1319	65,857	.0790	25,724	10,230	1,267	1,146	1,056	13,530	5,197	198	1,825	58	.1163	86
Hastings		**107.6**	**.4523**	**36.5**	**.4584**	**406,817**	**.4878**	**91,812**	**27,180**	**45,609**	**17,725**	**14,043**	**106,957**	**30,592**	**2,793**	**12,006**	**108**	**.4590**	**101**
Belleville		35.2	.1480	13.3	.1670	191,032	.2291	41,720	13,364	18,610	10,843	9,427	50,848	8,986	1,203	6,382	155	.1802	122
Huron		**57.3**	**.2409**	**18.8**	**.2361**	**181,125**	**.2172**	**38,043**	**10,932**	**16,603**	**6,896**	**6,984**	**59,414**	**10,246**	**2,773**	**4,276**	**90**	**.2164**	**90**
Kenora Terr. Dist.		**57.3**	**.2409**	**16.7**	**.2097**	**197,433**	**.2367**	**51,817**	**12,966**	**32,154**	**6,333**	**4,324**	**27,918**	**17,057**	**1,946**	**3,984**	**98**	**.2136**	**89**
Kent		**108.8**	**.4574**	**36.4**	**.4571**	**375,253**	**.4500**	**86,843**	**28,093**	**41,796**	**18,481**	**19,432**	**82,842**	**32,540**	**2,701**	**18,436**	**98**	**.4511**	**99**
Chatham		40.8	.1715	14.6	.1834	197,842	.2372	44,052	18,287	32,822	12,295	10,195	37,064	10,670	859	9,769	138	.2004	117
Lambton	**.525**	**126.9**	**.5334**	**42.4**	**.5325**	**405,797**	**.4866**	**95,256**	**33,085**	**55,734**	**19,601**	**15,285**	**87,557**	**28,488**	**2,796**	**11,880**	**91**	**.5491**	**103**
Sarnia		53.9	.2266	19.7	.2474	218,709	.2623	51,890	14,343	28,514	12,608	11,357	58,095	11,494	971	4,847	116	.2689	119
Lanark		**43.3**	**.1820**	**14.7**	**.1846**	**147,879**	**.1773**	**31,489**	**9,102**	**14,132**	**6,857**	**4,477**	**40,475**	**14,146**	**2,307**	**4,643**	**97**	**.1753**	**96**
Leeds		**52.5**	**.2207**	**17.8**	**.2235**	**188,843**	**.2264**	**39,579**	**17,514**	**18,851**	**6,766**	**6,962**	**41,202**	**20,297**	**2,351**	**6,597**	**103**	**.2253**	**102**
Lennox & Addington		**37.0**	**.1556**	**11.5**	**.1445**	**84,511**	**.1014**	**21,077**	**6,495**	**8,078**	**3,406**	**2,557**	**17,127**	**12,123**	**983**	**2,746**	**65**	**.1280**	**82**
Manitoulin Terr. Dist.		**11.8**	**.0496**	**3.6**	**.0452**	**34,027**	**.0408**	**4,980**	**1,307**	**7,558**	**356**	**929**	**7,288**	**3,369**	**871**	**1,396**	**82**	**.0335**	**68**
Middlesex	**.512**	**315.0**	**1.3242**	**112.6**	**1.4140**	**1,160,328**	**1.3913**	**277,023**	**105,106**	**178,511**	**56,882**	**40,652**	**220,174**	**82,449**	**5,673**	**26,116**	**105**	**1.4130**	**107**
▲London		249.3	1.0480	93.2	1.1704	996,237	1.1946	237,695	97,056	160,232	53,321	34,690	180,134	64,161	3,441	19,664	114	1.1760	112
Muskoka Dist. Mun.		**38.5**	**.1619**	**13.3**	**.1671**	**169,052**	**.2027**	**45,586**	**16,097**	**14,296**	**6,412**	**4,793**	**28,475**	**18,569**	**2,188**	**5,710**	**125**	**.1610**	**99**
Niagara Reg. Mun.	**.522**	**373.4**	**1.5697**	**127.6**	**1.6024**	**1,255,801**	**1.5058**	**314,052**	**126,353**	**145,237**	**65,830**	**47,446**	**248,858**	**89,413**	**6,893**	**36,912**	**96**	**1.5850**	**101**
Fort Erie		24.3	.1022	8.5	.1067	73,115	.0877	19,417	12,553	3,832	2,176	3,223	12,950	4,484	466	2,954	86	.0985	96
▲Niagara Falls		70.0	.2943	24.6	.3089	278,547	.3340	68,380	43,778	24,559	12,057	10,189	48,890	17,296	1,095	10,531	113	.3107	106
Port Colborne		19.7	.0828	6.7	.0841	68,654	.0823	22,677	4,970	7,238	3,479	2,294	12,898	4,515	334	2,124	99	.0823	99
▲St. Catharines		132.3	.5562	46.8	.5877	501,448	.6013	123,129	31,321	90,257	35,442	17,677	97,424	33,937	2,175	8,206	108	.5844	105
Welland		44.8	.1883	15.7	.1972	172,466	.2068	45,064	11,424	14,272	9,847	8,436	41,920	14,775	315	5,632	110	.1884	100
Nipissing Terr. Dist.	**.515**	**80.5**	**.3384**	**25.6**	**.3215**	**291,704**	**.3498**	**67,947**	**28,284**	**40,757**	**12,674**	**10,266**	**61,172**	**24,525**	**2,133**	**6,327**	**103**	**.3243**	**96**
△North Bay		51.3	.2157	16.9	.2122	210,613	.2525	49,982	17,563	32,841	9,005	8,214	44,221	15,809	1,550	4,498	117	.2256	105
Northumberland		**68.4**	**.2875**	**23.0**	**.2889**	**202,899**	**.2433**	**50,955**	**16,631**	**17,923**	**7,714**	**8,173**	**36,959**	**27,447**	**2,443**	**3,905**	**85**	**.2563**	**89**

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S&MM ESTIMATES

		POPULATION 12/31/79						RETAIL SALES BY STORE GROUP—1979									SALES/ ADVERTISI INDEXES		
County City	Metro Area Code	Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	a-
Ottawa-Carleton Reg. Mun.	.517	**545.6**	**2.2937**	**199.9**	**2.5104**	**2,173,979**	**2.6068**	**509,222**	**201,917**	**383,263**	**107,364**	**75,998**	**367,540**	**123,721**	**17,366**	**57,132**	**114**	**2.7039**	18
▲Ottawa		303.9	1.2776	127.4	1.5999	1,636,513	1.9623	339,305	168,502	290,878	101,947	60,391	300,313	70,007	5,605	40,664	154	1.6540	29
Oxford		**84.8**	**.3564**	**28.0**	**.3516**	**271,071**	**.3250**	**57,879**	**18,692**	**27,400**	**11,200**	**12,164**	**79,744**	**23,799**	**2,608**	**5,672**	**91**	**.3432**	96
Woodstock		27.0	.1135	9.9	.1243	126,189	.1513	30,986	7,674	15,707	6,163	4,612	33,156	7,983	892	2,889	133	.1326	17
Parry Sound Terr. Dist.		**35.4**	**.1489**	**11.8**	**.1482**	**133,013**	**.1595**	**31,567**	**8,850**	**9,351**	**2,967**	**3,506**	**29,604**	**18,370**	**2,129**	**2,748**	**107**	**.1291**	87
Peel Reg. Mun.	.532	**458.7**	**1.9283**	**141.3**	**1.7745**	**1,454,105**	**1.7436**	**382,456**	**141,710**	**101,459**	**50,312**	**51,977**	**331,986**	**138,229**	**9,494**	**58,175**	**90**	**2.0188**	05
Brampton		127.0	.5339	37.3	.4684	480,426	.5761	129,086	29,457	39,650	19,936	16,083	118,665	49,740	2,950	19,801	108	.5856	[illegible]
Caledon		24.0	.1009	7.3	.0917	57,433	.0689	17,375	4,442	3,303	1,267	1,477	11,626	4,677	247	3,144	68	.0896	89
Mississauga		307.7	1.2935	96.7	1.2144	916,246	1.0987	235,995	107,811	58,506	29,109	34,417	201,695	83,812	6,297	35,230	85	.3438	[illegible]
Perth		**67.6**	**.2841**	**22.5**	**.2826**	**174,518**	**.2093**	**51,114**	**14,332**	**22,851**	**10,465**	**8,086**	**9,873**	**19,925**	**1,772**	**5,245**	**74**	**.2530**	89
Stratford		26.1	.1097	9.7	.1218	99,398	.1192	29,587	8,246	16,667	5,619	3,676	4,478	8,643	700	3,211	109	.1175	[illegible]
Peterborough	.518	**100.6**	**.4230**	**34.4**	**.4320**	**370,088**	**.4438**	**89,352**	**29,401**	**49,116**	**17,113**	**15,884**	**76,168**	**24,976**	**2,109**	**8,978**	**105**	**.4118**	97
△Peterborough		60.0	.2522	21.8	.2738	296,162	.3551	74,476	17,114	44,909	16,339	13,390	60,910	13,027	1,883	7,222	141	.2863	14
Prescott		**29.9**	**.1256**	**9.2**	**.1155**	**91,599**	**.098**	**20,038**	**9,628**	**11,563**	**6,295**	**3,464**	**17,260**	**8,795**	**1,344**	**1,071**	**87**	**.1028**	82
Prince Edward		**23.4**	**.0984**	**7.5**	**.0942**	**55,559**	**.0666**	**15,274**	**2,943**	**3,636**	**1,908**	**1,258**	**16,446**	**5,405**	**626**	**1,099**	**68**	**.0767**	78
Rainy River Terr. Dist.		**25.3**	**.1064**	**8.3**	**.1042**	**82,499**	**.0989**	**21,864**	**6,097**	**7,549**	**3,989**	**3,489**	**17,224**	**6,225**	**655**	**2,380**	**93**	**.1054**	99
Renfrew		**88.4**	**.3716**	**28.4**	**.3567**	**274,435**	**.3291**	**68,766**	**10,957**	**27,985**	**13,914**	**8,748**	**71,635**	**23,785**	**2,463**	**9,584**	**89**	**.3324**	89
Russell	.517	**23.1**	**.0971**	**6.7**	**.0841**	**63,729**	**.0764**	**13,391**	**4,784**	**10,239**	**1,520**	**3,463**	**20,015**	**3,374**	**330**	**514**	**79**	**.0861**	89
Simcoe		**222.1**	**.9337**	**72.1**	**.9055**	**792,763**	**.9506**	**180,184**	**70,016**	**85,292**	**26,142**	**29,767**	**173,029**	**72,653**	**11,361**	**24,464**	**102**	**.9288**	99
Barrie		37.3	.1568	13.0	.1633	225,864	.2708	47,831	13,520	26,036	8,125	9,115	67,537	14,810	1,794	6,370	173	.2029	29
Orillia		24.5	.1030	8.5	.1067	135,821	.1629	33,782	10,348	17,792	5,641	6,092	25,857	8,962	1,195	4,552	158	.1282	24
Stormont		**62.4**	**.2623**	**20.9**	**.2625**	**207,673**	**.2490**	**51,241**	**16,534**	**28,120**	**10,005**	**9,179**	**38,477**	**15,569**	**609**	**5,846**	**95**	**.2340**	89
Cornwall		46.4	.1951	16.2	.2034	184,298	.2210	47,740	13,487	25,950	9,851	7,770	34,214	11,322	404	5,314	113	.1866	96
Sudbury Reg. Mun.	.529	**168.3**	**.7075**	**53.6**	**.6731**	**644,554**	**.7729**	**175,949**	**52,421**	**77,548**	**35,586**	**24,563**	**127,717**	**42,675**	**4,013**	**14,203**	**109**	**.7293**	103
▲Sudbury		96.6	.4061	33.8	.4245	505,612	.6063	136,325	35,683	72,438	31,100	18,405	100,554	27,192	2,508	10,100	149	.4881	120
Sudbury Terr. Dist.		**29.5**	**.1240**	**9.1**	**.1143**	**68,444**	**.0821**	**21,679**	**4,775**	**11,109**	**1,774**	**1,028**	**4,797**	**10,073**	**956**	**1,798**	**66**	**.0951**	77
Thunder Bay Terr. Dist.	.531	**154.8**	**.6508**	**50.2**	**.6304**	**543,825**	**.6521**	**136,973**	**42,069**	**94,088**	**19,087**	**14,026**	**95,019**	**41,738**	**2,625**	**19,599**	**100**	**.6657**	102
▲Thunder Bay		114.0	.4792	38.3	.4810	437,956	.5251	118,609	28,088	75,991	17,090	11,515	77,654	26,258	2,208	17,551	110	.5126	107
Timiskaming Terr. Dist.		**39.9**	**.1677**	**13.4**	**.1683**	**117,576**	**.1410**	**34,913**	**9,381**	**9,974**	**6,550**	**3,567**	**23,276**	**10,399**	**1,488**	**3,310**	**84**	**.1426**	85
Toronto Met. Mun.	.532	**2,074.4**	**8.7205**	**748.4**	**9.3987**	**8,024,394**	**9.6219**	**1,908,859**	**907,623**	**1,204,494**	**469,234**	**303,250**	**1,458,225**	**465,615**	**40,427**	**283,286**	**110**	**10.0029**	115
▲Toronto		580.8	2.4416	237.0	2.9763	3,322,690	3.9842	694,100	481,786	604,587	239,722	143,919	447,951	110,075	16,385	97,015	163	3.2872	135
Victoria		**50.0**	**.2102**	**17.3**	**.2173**	**171,455**	**.2056**	**46,945**	**12,395**	**12,183**	**6,213**	**8,080**	**34,732**	**13,281**	**2,694**	**5,095**	**98**	**.1924**	92
Waterloo Reg. Mun.	.511	**302.2**	**1.2704**	**103.3**	**1.2972**	**1,052,662**	**1.2622**	**218,088**	**80,103**	**170,485**	**52,502**	**42,950**	**255,314**	**76,625**	**5,576**	**21,634**	**99**	**1.3232**	104
△Cambridge		74.7	.3140	24.7	.3102	239,267	.2869	59,495	23,517	15,304	10,912	9,784	65,453	15,810	1,217	6,517	91	.3052	97
▲Kitchener		137.2	.5768	49.0	.6154	519,085	.6224	89,501	33,876	109,844	33,212	22,665	123,957	32,002	1,260	10,980	108	.6326	[illegible]
Waterloo		51.4	.2161	18.4	.2311	163,253	.1958	42,876	13,003	76,000	6,007	5,198	32,313	8,854	1,000	3,449	91	.2392	111
Wellington	.505	**127.0**	**.5339**	**42.3**	**.5313**	**401,442**	**.4814**	**100,014**	**27,989**	**44,231**	**19,064**	**14,957**	**87,194**	**35,826**	**2,516**	**14,543**	**90**	**.5237**	98
△Guelph		68.7	.2888	24.5	.3077	270,621	.3245	76,289	15,852	32,988	15,365	9,650	56,776	17,158	603	9,314	112	.3155	109
York Reg. Mun.	.532	**224.3**	**.9429**	**67.8**	**.8514**	**824,027**	**.9881**	**185,473**	**47,932**	**34,937**	**22,823**	**28,115**	**278,619**	**80,260**	**5,087**	**36,074**	**105**	**.9726**	103
Markham		72.3	.3039	21.5	.2700	187,784	.2252	60,741	7,340	10,072	6,304	7,092	48,363	17,474	1,407	7,258	74	.3199	105
Newmarket		28.6	.1202	8.6	.1080	108,823	.1305	34,641	4,361	11,146	4,794	3,515	22,078	8,126	682	4,814	109	.1207	100
Richmond Hill		34.5	.1450	10.9	.1369	178,228	.2137	38,760	7,392	4,659	5,480	8,189	59,560	21,479	1,632	7,811	147	.1694	117
Province Totals		**8,529.8**	**35.8580**	**2,902.6**	**36.4520**	**30,032,314**	**36.0114**	**7,245,812**	**2,704,349**	**3,986,012**	**1,453,603**	**1,124,430**	**6,102,140**	**2,197,535**	**224,116**	**944,167**	**100**	**37.4625**	104

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S&MM ESTIMATES

		EFFECTIVE BUYING INCOME—1979				% of Households by EBI Group (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
Algoma Terr. Dist.	.527	**971,491**	**.5472**	**7,288**	**23,241**	**4.2**	**2.8**	**2.3**	**10.1**	**80.6**
△Sault Ste. Marie		657,282	.3702	8,115	24,992	3.3	2.8	2.1	9.6	82.2
Brant	.501	**868,584**	**.4892**	**8,233**	**23,797**	**5.8**	**5.9**	**5.3**	**29.8**	**53.2**
△Brantford		618,108	.3481	8,597	23,592	5.5	6.3	5.1	29.9	53.2
Bruce		**460,451**	**.2593**	**7,062**	**21,719**	**11.8**	**10.3**	**9.1**	**18.9**	**49.9**
Cochrane Terr. Dist.		**634,224**	**.3572**	**6,552**	**21,071**	**6.6**	**4.0**	**3.4**	**14.0**	**72.0**
Timmins		287,485	.1619	6,277	18,790	9.0	5.4	3.5	21.8	60.3
Dufferin		**225,260**	**.1269**	**7,243**	**23,964**	**4.9**	**5.6**	**5.5**	**13.9**	**70.1**
Dundas		**148,166**	**.0835**	**7,637**	**23,898**	**3.7**	**5.9**	**4.5**	**19.6**	**66.3**
Durham Reg. Mun.	.516	**2,297,724**	**1.2941**	**7,931**	**25,250**	**3.7**	**4.1**	**3.4**	**21.4**	**67.4**
Ajax		219,909	.1239	8,692	27,837	1.5	2.4	2.5	20.2	73.4
Newcastle		258,349	.1455	6,745	22,863	4.4	4.7	3.7	28.5	58.7
△Oshawa		961,608	.5416	7,736	23,627	4.4	4.3	4.0	24.7	62.6
Pickering		259,758	.1463	8,273	28,545	1.8	2.9	2.9	20.5	71.9

		EFFECTIVE BUYING INCOME—1979				% of Households by EBI Group (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	
Whitby		268,985	.1504	8,215	26,175	2.9	3.8	2.9	17.6	[illegible]
Elgin		**525,954**	**.2962**	**7,366**	**22,192**	**7.7**	**7.0**	**6.4**	**28.5**	[illegible]
St. Thomas		232,288	.1308	8,094	22,123	6.5	7.1	6.3	29.9	[illegible]
Essex	.536	**2,489,558**	**1.4022**	**7,959**	**23,180**	**6.8**	**5.4**	**4.0**	**15.1**	[illegible]
▲Windsor		1,640,586	.9240	8,558	23,205	7.1	5.0	3.9	14.5	[illegible]
Frontenac	.510	**880,972**	**.4962**	**7,951**	**22,882**	**7.1**	**7.8**	**6.6**	**26.5**	[illegible]
△Kingston		505,144	.2845	9,407	22,961	7.9	8.9	6.7	28.6	[illegible]
Glengarry		**124,360**	**.0700**	**5,922**	**19,132**	**14.2**	**9.4**	**9.5**	**24.1**	[illegible]
Grenville		**163,461**	**.0921**	**5,776**	**17,576**	**3.8**	**3.5**	**3.1**	**36.6**	[illegible]
Grey		**482,596**	**.2718**	**6,400**	**18,705**	**12.3**	**9.8**	**9.7**	**31.7**	[illegible]
Haldimand-Norfolk Reg. Mun.		**612,242**	**.3449**	**6,887**	**20,967**	**7.8**	**9.5**	**7.7**	**29.7**	[illegible]
Haliburton		**76,810**	**.0432**	**6,679**	**18,734**	**15.9**	**17.7**	**14.6**	**19.0**	[illegible]
Halton Reg. Mun.	.532	**2,359,316**	**1.3289**	**9,761**	**30,364**	**2.5**	**2.7**	**2.6**	**19.0**	[illegible]
Burlington		1,058,327	.5961	9,604	29,075	2.3	2.5	2.2	21.0	[illegible]

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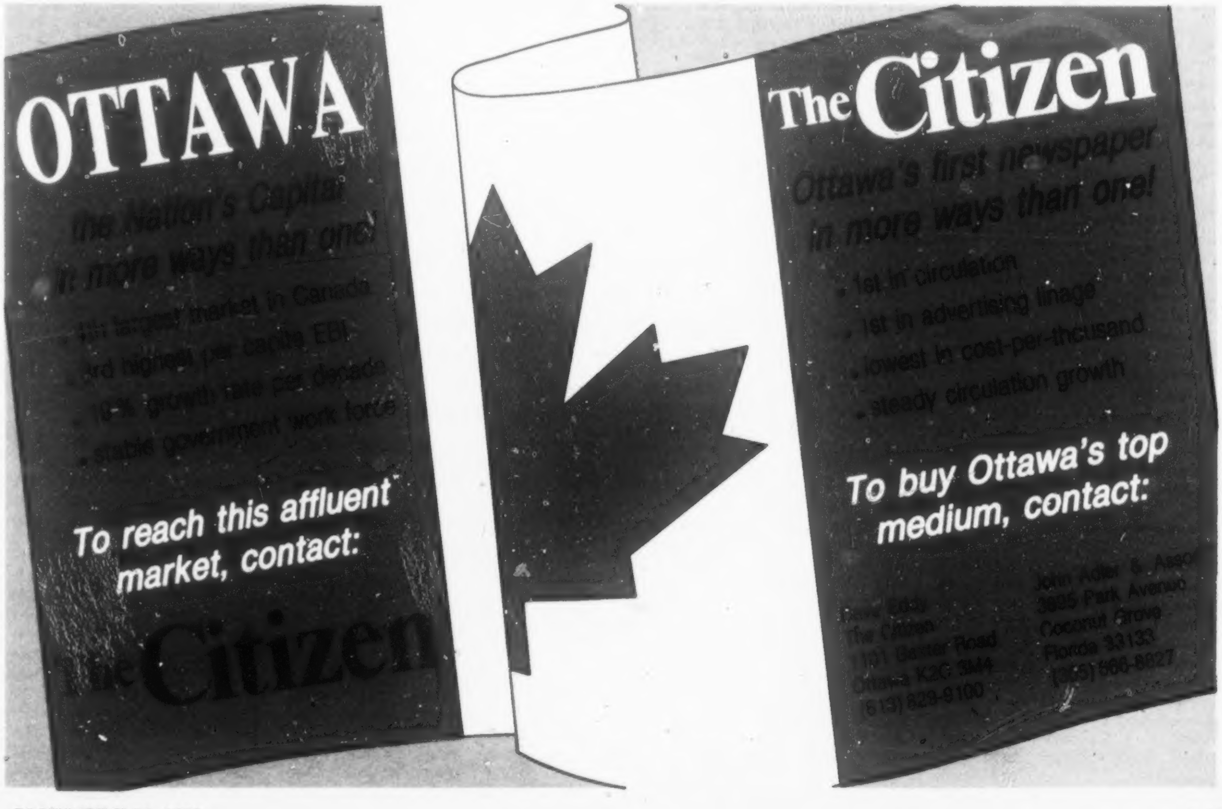
ESTIMATES

$$ EFFECTIVE BUYING INCOME—1979

% of Households by EBI Group (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over

County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
alton Hills		322,561	.1817	9,432	31,015	2.3	2.7	2.9	16.1	76.0
Milton		247,570	.1394	9,596	30,945	2.7	2.7	3.0	13.5	78.1
Oakville		730,858	.4116	10,222	31,915	2.8	2.9	3.0	19.1	72.2
amilton-Wentworth Reg. Mun.	507	3,102,744	1.7475	7,549	21,064	7.5	5.4	4.4	25.0	57.7
▲Hamilton		2,365,173	1.3321	7,581	20,319	8.5	5.9	4.7	25.3	55.6
Stoney Creek		232,868	.1312	7,232	22,178	4.2	4.7	4.5	28.1	58.5
astings		789,553	.4447	7,338	21,632	7.8	7.9	8.6	28.2	47.5
Belleville		290,562	.1637	8,255	21,847	6.8	6.3	5.6	28.2	53.1
uron		365,849	.2061	6,385	19,460	12.5	12.3	8.8	33.6	32.8
enora Terr. Dist.		335,087	.1887	5,848	20,065	10.0	4.3	2.5	17.4	65.8
ent		797,650	.4492	7,331	21,913	7.8	7.1	6.0	27.3	51.8
Chatham		337,221	.1899	8,265	23,097	6.3	6.2	5.8	27.5	54.2
ambton	525	1,052,252	.5927	8,292	24,817	6.6	5.0	3.8	13.5	71.1
△Sarnia		514,538	.2898	9,546	26,119	5.2	4.5	4.1	13.1	73.1
anark		304,569	.1715	7,034	20,719	8.7	8.5	8.2	30.0	44.6
Leeds		402,285	.2266	7,663	22,600	5.6	6.2	6.2	36.8	45.2
Lennox & Addington		236,195	.1331	6,384	20,539	6.9	7.8	7.1	38.4	39.8
Manitoulin Terr. Dist.		40,553	.0228	3,437	11,265	24.4	12.8	8.5	37.2	17.1
Middlesex	512	2,594,611	1.4614	8,237	23,043	6.6	6.3	5.9	33.2	48.0
▲London		2,159,067	1.2160	8,661	23,166	6.3	6.2	5.6	34.4	47.5
Muskoka Dist. Mun.		240,624	.1355	6,250	18,092	13.5	7.6	7.5	33.4	38.0
Niagara Reg. Mun.	522	2,909,490	1.6387	7,792	22,802	6.9	5.6	4.4	22.4	60.7
Fort Erie		183,734	.1035	7,561	21,616	7.6	4.5	3.0	17.5	67.4
▲Niagara Falls		538,467	.3033	7,692	21,689	5.9	5.4	4.2	22.0	62.5
Port Colborne		145,654	.0820	7,394	21,739	5.5	5.3	3.7	24.3	61.2
▲St. Catharines		1,039,746	.5856	7,859	22,217	7.4	6.1	5.0	21.8	59.7
Welland		314,776	.1773	7,026	20,049	6.8	5.2	3.9	17.5	66.6
Nipissing Terr. Dist.	515	538,410	.3032	[illegible]	21,032	8.7	7.1	5.7	23.4	55.1
△North Bay		379,011	.2135	7,388	22,427	7.9	7.0	5.5	26.0	53.6
Northumberland		446,714	.2516	6,531	19,422	10.0	7.0	6.2	34.8	42.0
Ottawa-Carleton Reg. Mun.	517	5,195,752	2.9264	9,523	25,992	4.9	5.6	5.4	25.6	58.5
▲Ottawa		2,875,620	1.6196	9,462	22,572	5.6	5.4	4.8	28.3	55.9
Oxford		619,206	.3488	7,302	22,115	6.7	6.9	6.7	38.6	41.1
Woodstock		229,214	.1291	8,489	23,153	4.3	4.7	5.1	41.8	44.1
Parry Sound Terr. Dist.		182,596	.1028	[illegible]	15,474	17.0	10.2	8.4	38.2	26.2
Peel Reg. Mun.	532	3,942,158	2.2204	8,194	27,899	2.2	3.4	3.6	23.7	67.1
Brampton		1,086,501	.6119	8,535	29,129	2.1	3.3	4.0	28.3	62.3
Caledon		173,003	.0974	7,208	23,699	2.8	4.5	3.4	30.2	59.1
Mississauga		2,682,654	1.5109	8,718	27,742	2.2	3.3	3.5	21.5	69.5
Perth		473,393	.2666	7,003	21,040	8.5	9.8	10.2	35.1	36.4
Stratford		212,419	.1196	8,139	21,899	5.2	7.4	6.8	40.7	39.9
Peterborough	518	688,964	.3880	[illegible]	20,028	9.3	7.3	5.5	27.9	50.0
△Peterborough		459,291	.2587	7,655	21,068	6.7	6.7	5.0	25.0	56.6
Prescott		159,101	.0896	5,321	17,294	11.9	6.6	5.5	38.2	37.8
Prince Edward		131,557	.0741	5,622	17,541	10.1	11.4	5.1	40.6	32.8
Rainy River Terr. Dist.		193,634	.1091	7,654	23,329	7.0	4.1	2.7	11.5	74.7
Renfrew		565,607	.3186	6,398	19,916	10.0	10.2	10.5	27.5	41.8
Russell	517	155,087	.0873	6,714	23,147	5.5	3.9	4.5	31.3	54.8
Simcoe		1,622,947	.9141	7,307	22,510	6.8	8.5	8.1	28.3	48.3
Barrie		320,620	.1806	8,596	24,663	6.1	7.1	7.3	26.4	53.1
Orillia		208,505	.1174	8,510	24,530	7.3	8.1	6.8	30.7	47.1
Stormont		378,963	.2134	6,073	18,132	10.3	7.4	5.7	36.2	40.4
Cornwall		288,579	.1625	6,219	17,814	10.5	7.4	5.7	35.1	41.3
Sudbury Reg. Mun.	529	1,263,845	.7119	7,509	23,579	3.3	3.0	2.5	13.0	78.2
▲Sudbury		798,877	.4499	8,270	23,635	3.5	2.9	2.3	11.8	79.5
Sudbury Terr. Dist.		162,319	.0914	5,502	17,837	10.5	6.0	4.3	14.7	64.5
Thunder Bay Terr. Dist.	531	1,206,924	.6798	7,797	24,042	5.3	3.6	3.1	17.2	70.8
▲Thunder Bay		920,478	.5184	8,074	24,033	4.9	3.6	3.3	18.7	69.5
Timiskaming Terr. Dist.		237,371	.1337	5,949	17,714	13.9	8.3	7.3	37.9	32.6
Toronto Met. Mun.	532	19,076,291	10.7443	9,196	25,489	4.8	5.1	5.2	27.0	57.9
▲Toronto		5,694,374	3.2072	9,804	24,027	7.1	5.8	5.9	27.9	53.3
Victoria		315,122	.1774	6,302	18,215	12.5	9.7	8.2	26.2	43.4
Waterloo Reg. Mun.	511	2,451,393	1.3807	8,112	23,731	4.2	6.4	6.2	32.8	50.4
△Cambridge		554,956	.3126	7,429	22,468	5.6	8.1	7.6	38.1	40.6
▲Kitchener		1,173,758	.6611	8,555	23,954	4.2	6.5	6.3	33.5	49.5
Waterloo		487,353	.2745	9,482	26,487	3.3	5.2	5.0	28.6	57.9
Wellington	505	967,788	.5451	7,620	22,879	6.5	7.7	5.7	35.0	45.1
△Guelph		569,480	.3207	8,289	23,244	5.6	6.7	5.5	35.9	46.3
York Reg. Mun.	532	1,731,425	.9752	7,719	25,537	4.3	4.6	5.0	29.3	56.8
Markham		680,326	.3832	9,410	31,643	1.9	2.7	2.9	23.4	69.1
Newmarket		204,232	.1150	7,141	23,748	4.6	5.6	6.3	36.0	47.5
Richmond Hill		271,018	.1526	7,856	24,864	3.5	4.3	5.2	32.4	54.6
Province Totals		69,199,198	38.9749	8,113	23,840	6.0	5.7	5.3	25.8	57.2



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QUEBEC

Que. S&MM ESTIMATES		POPULATION 12/31/79				RETAIL SALES BY STORE GROUP—1979											SALES/ ADVERTISING INDEXES	
County / City	Metro Area Code	Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power
Abitibi		90.6	.3809	27.2	.3416	287,164	.3443	77,209	18,130	42,178	14,245	12,535	64,359	20,534	6,260	3,004	90	.3372
Argenteuil		31.1	.1307	10.5	.1318	95,434	.1145	26,565	7,652	10,001	2,926	2,263	26,900	6,335	1,910	1,067	88	.1162
Arthabaska		55.8	.2346	17.3	.2173	171,612	.2057	45,987	8,524	16,051	10,540	8,386	47,963	11,290	1,076	2,158	88	.2065
Victoriaville		21.4	.0900	7.3	.0917	112,910	.1354	31,350	4,271	9,844	8,160	3,754	28,276	7,962	479	1,716	150	.1025
Bagot		22.8	.0958	6.7	.0841	46,120	.0553	14,838	3,953	2,337	1,243	4,202	10,344	5,824	688	480	58	.0747
Beauce		73.8	.3103	21.2	.2663	222,966	.2674	42,126	9,616	20,979	15,372	13,888	75,842	14,911	1,134	2,218	86	.2562
Beauharnois		51.9	.2181	17.0	.2135	177,814	.2132	47,147	18,601	17,398	12,643	7,215	39,625	10,929	1,245	3,396	98	.1952
Valleyfield		28.5	.1198	9.9	.1243	124,397	.1492	30,050	12,552	14,023	8,740	5,233	27,569	5,902	957	2,687	125	.1222
Bellechasse		21.8	.0917	6.1	.0766	35,252	.0423	11,657	2,419	4,520	839	1,901	6,502	4,308	1,200	0	46	.0638
Berthier		30.9	.1299	9.7	.1218	79,731	.0956	23,725	8,223	4,281	2,218	4,733	17,415	6,860	1,517	919	74	.1024
Bonaventure		43.3	.1820	11.6	.1457	114,963	.1378	31,844	6,133	19,058	4,590	2,675	22,482	11,952	3,307	645	76	.1312
Brome		16.5	.0694	5.4	.0678	29,513	.0354	10,116	4,329	3,089	432	311	5,140	3,337	284	390	51	.0522
Chambly	514	302.5	1.2716	99.4	1.2483	968,234	1.1610	299,002	75,027	91,138	44,933	27,462	218,809	62,773	22,115	25,456	91	1.2418
Boucherville		29.1	.1223	8.3	.1042	63,333	.0759	21,749	5,264	401	2,427	2,301	15,963	4,367	378	2,248	62	.1053
Longueuil		129.8	.5457	46.8	.5877	437,212	.5243	135,921	34,409	56,368	22,732	14,341	82,984	22,164	5,157	10,044	96	.5557
St-Bruno-de-Montarville		25.3	.1064	7.2	.0904	39,733	.0476	17,076	3,436	374	889	977	7,441	2,025	359	1,410	45	.0936
St-Hubert		56.0	.2354	16.5	.2072	77,657	.0931	25,051	10,510	89	1,123	2,159	17,893	4,852	780	3,714	40	.1687
St-Lambert		21.1	.0887	7.7	.0967	71,372	.0856	24,161	4,824	565	6,381	1,593	15,887	4,184	556	3,454	97	.1115
Champlain	533	123.7	.5201	39.5	.4961	299,628	.3593	103,346	26,028	15,680	13,337	14,997	52,811	23,116	6,190	5,469	69	.4274
Cap-de-la-Madeleine		35.5	.1492	11.9	.1494	75,297	.0903	28,853	8,993	2,100	2,749	5,428	6,433	5,834	1,917	1,649	61	.1233
Charlevoix-Est		18.5	.0777	5.0	.0627	59,153	.0709	15,611	3,350	5,207	3,388	3,476	14,880	4,437	1,082	488	91	.0620
Charlevoix-Ouest		15.8	.0665	4.3	.0540	36,723	.0441	11,483	2,230	2,174	1,226	2,002	8,980	2,826	697	1,438	66	.0460
Châteauguay	514	58.0	.2438	17.3	.2173	152,757	.1831	54,512	13,052	18,645	5,111	3,399	28,691	12,846	2,909	2,707	75	.1974
Châteauguay		37.2	.1564	11.0	.1381	113,906	.1366	40,532	8,343	16,914	3,649	3,008	21,894	5,709	1,142	2,260	87	.1378
Chicoutimi	503	163.9	.6890	47.2	.5928	498,401	.5977	144,497	32,904	64,571	34,175	26,095	95,912	31,024	2,227	8,472	87	.5935
▲Chicoutimi		58.1	.2442	17.6	.2210	206,774	.2479	49,430	13,737	22,193	19,829	9,355	48,158	6,694	1,761	3,608	102	.2301
▲Jonquière		58.3	.2451	17.3	.2173	173,775	.2084	65,195	10,598	14,732	9,777	10,941	28,918	7,814	0	3,640	85	.2102
La Baie		19.9	.0837	5.5	.0691	47,800	.0573	16,212	3,560	5,841	2,855	3,913	6,339	1,875	393	957	68	.0644
Compton		19.7	.0828	5.9	.0741	30,858	.0370	13,550	3,492	2,886	393	1,358	3,489	3,140	593	128	45	.0542
Deux-Montagnes	514	60.3	.2535	18.3	.2298	161,922	.1941	52,571	14,255	10,564	3,454	4,407	42,598	11,863	1,346	2,287	77	.2157
St-Eustache		24.3	.1022	7.5	.0942	96,434	.1156	27,011	5,246	10,083	2,994	1,968	26,569	6,950	594	1,615	113	.1022
Dorchester		34.8	.1463	9.6	.1205	80,510	.0966	23,704	3,804	12,204	2,004	4,811	17,992	8,031	1,449	142	66	.1150
Drummond		69.7	.2930	23.2	.2914	228,284	.2737	63,809	20,971	15,848	14,911	11,075	43,108	16,586	4,440	4,813	93	.2653
Drummondville		28.9	.1215	11.1	.1394	161,290	.1934	37,005	13,345	12,333	13,642	9,092	33,353	8,723	3,164	3,884	159	.1425
Frontenac		27.7	.1164	8.2	.1030	74,182	.0889	17,237	4,270	10,133	2,568	2,463	24,158	5,412	1,068	274	76	.0900
Gaspé-Est		38.5	.1619	9.8	.1230	110,632	.1327	29,450	5,686	18,784	4,246	4,191	25,933	7,710	1,223	934	82	.1270
Gaspé-Ouest		19.6	.0824	5.4	.0679	51,837	.0622	14,203	2,318	7,558	2,610	3,075	12,476	3,547	502	757	75	.0646
Gatineau	517	43.0	.1808	13.3	.1670	90,410	.1084	26,669	11,039	7,290	1,776	3,088	18,128	10,443	421	750	60	.1525
Aylmer		25.4	.1068	8.0	.1005	27,756	.0333	9,645	4,219	2,421	612	862	4,627	1,214	297	247	31	.09[illegible]4
Hull	517	147.6	.6204	49.2	.6179	451,[illegible]98	.5417	150,125	48,656	43,611	14,765	15,836	80,[illegible]29	27,453	8,764	8,335	87	.619[illegible]
Gatineau		87.2	.3666	25.7	.3228	157,015	.1883	54,427	16,471	13,797	4,448	3,726	32,162	11,093	3,172	2,349	51	.2910
▲Hull		60.4	.2539	23.5	.2951	294,783	.3535	95,698	32,185	29,814	10,317	12,110	48,767	16,360	5,592	5,986	139	.3286
Huntingdon		18.3	.0770	5.8	.0728	38,825	.0466	8,447	2,750	4,263	867	1,204	14,027	2,568	486	519	61	.0581
Iberville		22.9	.0962	7.0	.0879	45,573	.0546	14,954	5,579	576	709	1,738	10,762	3,943	305	492	57	.0814
Île-de-Montréal	514	1,775.3	7.4631	682.1	8.5661	6,977,838	8.3671	1,837,206	832,623	954,531	457,230	282,921	1,079,511	298,891	111,674	149,281	112	7.9729
Anjou		38.0	.1597	12.6	.1582	167,210	.2005	35,291	6,198	49,814	25,762	1,891	20,354	5,291	691	3,918	126	.1728
Beaconsfield		20.8	.0874	5.7	.0716	19,353	.0232	11,480	673	172	434	397	2,355	607	152	612	27	.0915
Côte-St-Luc		26.3	.1106	10.2	.1281	31,589	.0379	18,880	1,501	498	3,305	828	1,238	294	331	917	34	.1254
Dollard-des-Ormeaux		47.5	.1997	14.2	.1783	46,904	.0562	14,134	1,654	9,447	353	792	10,057	2,634	296	1,450	28	.1672
Lachine		37.1	.1560	13.7	.1721	151,50[illegible]	.1817	39,967	14,650	5,393	8,153	6,563	42,015	5,961	1,633	3,542	116	.1666
LaSalle		78.1	.3283	28.3	.3554	179,024	.2147	70,867	12,962	37,502	7,545	5,296	13,698	10,742	1,346	8,154	65	.3008
▲Montréal		981.8	4.1273	406.8	5.1088	4,606,515	5.5236	1,150,669	624,441	665,376	309,438	211,480	616,073	149,988	71,019	95,484	134	4.6243
Montréal-Nord		103.7	.4359	36.8	.4621	205,581	.2465	73,548	22,790	13,945	6,629	10,844	25,750	14,163	1,813	6,309	57	.3715
Mont-Royal		19.4	.0816	6.8	.0854	86,939	.1042	29,691	3,508	19,179	8,284	2,317	641	1,476	868	1,940	128	.1376
Outremont		25.7	.1080	9.1	.1143	32,731	.0392	18,589	2,660	145	1,040	511	2,396	591	196	263	36	.1110
Pierrefonds		37.5	.1576	11.0	.1381	53,488	.0641	21,799	4,341	3,901	1,015	656	9,743	5,032	249	887	41	.1297
Pointe-aux-Trembles		35.9	.1509	10.2	.1281	83,910	.1006	28,543	6,067	7,211	3,854	2,686	18,188	3,329	1,100	1,047	67	.1199
Pointe-Claire		24.6	.1034	8.5	.1067	196,511	.2356	37,212	11,426	59,088	13,217	9,627	27,255	4,478	4,328	1,598	228	.1644
St-Laurent		64.6	.2716	24.7	.3102	182,975	.2194	49,562	21,728	4,232	3,672	3,932	53,643	12,572	767	7,318	81	.2936
St-Léonard		105.3	.4427	35.2	.4421	258,394	.3098	71,921	22,362	40,192	6,574	9,102	72,476	6,255	4,005	3,381	70	.3960
Verdun		62.8	.2640	25.3	.3177	218,270	.2617	61,926	13,841	3,326	14,383	9,539	68,[illegible]91	8,538	3,829	7,386	99	.2640
Westmount		20.8	.0874	8.2	.1030	132,537	.15[illegible]9	39,582	9,042	20,898	11,700	5,106	15,[illegible]	3,941	2,069	4,529	182	.1723
Île-Jésus	514	257.3	1.0817	77.5	.9733	751,301	.9008	230,271	51,096	70,727	23,668	33,968	189,563	56,225	7,156	18,457	83	.9772
Laval		257.3	1.0817	77.5	.9733	751,301	.9009	230,271	51,096	70,727	23,668	33,968	189,563	56,225	7,156	18,457	83	.9771
Îles-de-la-Madeleine		12.4	.0521	3.1	.0389	28,798	.0346	4,022	2,191	11,417	1,060	742	3,639	2,153	0	856	66	.0368
Joliette		59.5	.2502	19.4	.2436	220,969	.2649	57,358	18,414	14,989	18,114	7,732	60,432	10,856	1,031	3,686	106	.2422
Kamouraska		29.0	.1219	8.2	.1030	79,711	.0956	17,716	3,141	6,118	4,081	3,968	29,100	6,164	455	822	78	.0978
Labelle		33.5	.1408	10.4	.1306	111,620	.1339	28,529	9,966	11,394	4,610	5,637	28,396	10,713	1,716	484	95	.1246
Lac-St-Jean-Est		47.2	.1984	13.0	.1633	144,580	.1733	40,789	8,916	11,494	12,566	9,848	27,170	11,078	1,429	3,083	87	.1619
Alma		27.0	.1135	8.0	.1005	100,249	.1202	23,266	5,812	7,794	9,461	9,337	19,111	5,064	1,380	2,787	106	.1057
Lac-St-Jean-Ouest		57.3	.2409	15.2	.1909	156,226	.1873	39,463	7,121	14,955	10,589	7,614	41,924	11,583	1,991	3,326	78	.1799
Laprairie	514	94.2	.3960	27.2	.3415	244,077	.2927	64,606	15,264	19,576	3,184	4,720	78,249	23,411	2,215	4,922	74	.3360
Brossard		48.4	.2035	14.0	.1758	95,284	.1143	29,255	7,685	18,373	1,365	518	16,598	4,651	134	2,436	56	.1763
L'Assomption	514	107.8	.4532	31.5	.3956	266,017	.3190	81,758	20,690	14,447	6,391	8,213	67,490	25,351	7,094	3,886	70	.3587
Repentigny		34.2	.1438	10.4	.1306	105,844	.1269	32,392	6,402	10,456	3,575	3,008	26,287	7,354	1,035	1,734	88	.1371
Lévis	520	85.2	.3581	26.5	.3328	317,980	.3813	61,889	22,041	15,628	11,214	19,251	113,856	16,633	2,971	7,817	106	.3576
L'Islet		22.0	.0925	6.0	.0754	48,663	.0583	10,677	1,538	6,978	1,749	1,620	16,246	4,217	609	617	63	.0689
Lotbinière		29.2	.1228	8.3	.1042	47,727	.0575	16,529	2,724	5,413	1,001	2,763	7,962	7,355	195	475	47	.0842
Maskinongé		21.0	.0883	6.4	.0804	58,900	.0706	15,830	4,371	2,371	2,455	3,376	15,173	7,435	213	595	80	.0672

WE TAKE YOUR MESSAGE TO THE TOP

When you read about our readers, we know you'll want them to read about you.

As of February, Saturday's LA PRESSE reached a net circulation of 275,000 and we're still counting. That means a lot of readers, but we wanted you to know more about them.

***44%** of Saturday LA PRESSE subscribers are between the ages of 25 and 34.

***45%** of household heads (in total) consist of professionals, semi-professionals, administrators and business people.

***66%** own their own home.

***55%** have incomes in excess of $20,000, while **34%** earn over $25,000.

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Que. (cont.)

S&MM ESTIMATES

County City	Metro Area Code	POPULATION 12/31/79 Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	RETAIL SALES BY STORE GROUP—1979 Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	SALES/ ADVERTISIN INDEXES Sales Activity	Buying Power	Q
Matane		28.2	.1185	8.6	.1080	76,200	.0914	19,480	3,005	7,195	4,351	4,010	22,958	5,344	481	636	77	.0962	
Matapédia		24.4	.1026	6.6	.0829	44,879	.0538	15,409	1,915	9,120	2,305	1,785	6,394	3,013	106	505	52	.0678	6
Mégantic		56.4	.2371	16.8	.2110	172,034	.2063	41,694	7,452	16,404	11,500	11,447	47,452	10,660	1,193	2,609	87	.1910	
Thetford Mines		20.1	.0845	6.7	.0841	85,003	.1019	24,113	3,140	7,463	8,166	6,186	14,896	4,018	690	1,735	121	.0783	
Missisquoi		37.6	.1580	12.3	.1544	120,827	.1449	30,111	7,248	7,110	4,561	4,986	41,343	6,741	1,533	2,154	92	.1383	6
Montcalm		25.0	.1051	8.2	.1030	65,458	.0785	26,777	9,026	1,478	2,566	1,883	8,234	7,039	1,008	586	75	.0821	7
Montmagny		26.2	.1102	7.5	.0942	74,939	.0898	16,603	5,932	6,331	3,085	2,846	22,014	5,594	640	1,682	81	.0892	8
Montmorency 1	520	21.7	.0912	6.2	.0779	54,191	.0650	14,067	6,148	1,365	393	864	23,270	4,044	296	1,126	71	.0812	5
Montmorency 2	520	6.8	.0286	2.0	.0251	7,834	.0094	4,710	1,149	363	153	220	15	726	139	0	33	.0221	7
Napierville		13.6	.0572	3.9	.0490	50,576	.0606	9,128	2,602	1,919	1,666	1,807	23,449	3,452	241	904	106	.0526	9
Nicolet		33.1	.1391	9.8	.1230	77,188	.0926	21,291	6,179	4,872	1,736	2,711	23,416	6,615	706	588	67	.1116	8
Nouveau-Québec Terr.		37.2	.1564	9.2	.1156	88,014	.1055	15,922	5,588	28,008	2,482	3,098	15,389	4,505	1,392	1,248	67	.1325	8
Papineau		39.2	.1648	12.4	.1557	94,193	.1130	32,544	6,171	9,724	3,488	3,514	14,338	10,144	2,631	1,264	69	.1289	7
Pontiac		22.0	.0925	6.6	.0829	45,931	.0551	13,922	10,045	4,993	1,194	809	6,115	4,483	740	0	60	.0672	7
Portneuf		56.5	.2375	17.1	.2147	121,016	.1451	38,954	9,238	4,256	4,831	4,447	29,785	10,627	2,984	1,396	61	.1873	7
Québec	520	441.1	1.8543	149.5	1.8775	1,850,998	2.2195	480,610	181,735	259,072	124,996	72,357	308,388	81,559	26,684	38,847	120	2.0088	10
Beauport		56.0	.2354	17.3	.2173	100,835	.1209	32,966	19,781	11,569	1,192	6,146	11,276	2,914	2,172	2,721	51	.2220	9
Charlesbourg		68.0	.2859	20.2	.2537	116,877	.1401	45,401	10,831	9,805	4,576	3,016	16,736	4,404	1,964	4,427	49	.2737	9
▲Québec		159.6	.6709	62.0	.7786	1,093,794	1.3116	263,298	102,379	154,828	79,325	40,134	209,387	27,957	5,690	20,120	195	.8829	13
Ste-Foy		68.9	.2896	24.1	.3027	359,968	.4316	79,462	39,752	52,963	29,203	13,729	69,292	15,777	4,746	7,783	149	.4345	15
Richelieu		50.4	.2119	16.1	.2022	152,336	.1826	47,989	13,187	14,189	12,431	7,650	26,683	8,174	3,159	2,595	86	.2052	97
Richmond		41.3	.1736	12.8	.1607	104,410	.1252	35,119	6,212	5,097	4,604	6,844	25,436	7,307	1,893	972	72	.1412	81
Rimouski		68.4	.2875	21.0	.2638	254,077	.3047	69,780	14,296	28,189	14,937	13,342	65,519	14,479	2,804	2,365	106	.2629	91
Rimouski		30.1	.1265	10.3	.1294	143,201	.1717	25,968	9,251	21,919	11,505	6,567	34,289	6,357	2,292	1,858	136	.1397	110
Rivière-du-Loup		41.3	.1737	12.7	.1595	133,461	.1600	27,019	6,544	11,907	9,029	7,011	44,539	7,741	1,173	1,960	92	.1562	90
Rouville		37.5	.1576	11.6	.1456	75,989	.0911	20,077	8,959	2,708	938	4,383	23,073	5,503	1,041	2,074	58	.1263	80
Saguenay		127.5	.5360	37.7	.4735	453,312	.5436	78,965	24,492	103,053	19,620	14,552	118,382	25,156	3,483	6,894	101	.5515	103
Sept-Îles		36.4	.1530	12.2	.1532	157,185	.1885	25,761	7,953	22,604	7,884	5,944	41,166	11,518	2,008	3,519	123	.1752	115
St-Hyacinthe		45.0	.1892	15.3	.1921	171,696	.2059	42,491	10,413	22,302	12,276	9,762	36,684	7,915	6,769	3,538	109	.1871	99
St-Hyacinthe		36.2	.1522	13.0	.1633	154,471	.1852	36,753	9,603	20,972	12,219	8,832	31,888	6,560	5,036	3,392	122	.1648	108
St-Jean		50.5	.2123	16.8	.2110	184,436	.2211	54,987	14,024	22,952	11,061	9,786	28,019	9,107	3,750	4,132	104	.2259	106
St-Jean		32.9	.1383	11.6	.1457	144,925	.1738	46,661	10,897	14,147	10,861	8,254	22,773	5,889	2,902	2,989	126	.1609	116
St-Maurice	533	107.7	.4527	37.5	.4709	419,489	.5030	103,117	34,161	45,617	31,325	19,827	99,729	17,005	8,143	8,164	111	.4223	93
△Shawinigan		23.8	.1001	8.6	.1080	109,083	.1308	29,584	7,564	8,681	7,188	6,488	27,205	3,716	1,087	1,959	131	.0986	99
△Trois-Rivières		51.8	.2178	19.5	.2449	222,491	.2668	54,242	20,859	29,650	20,780	9,693	43,735	7,884	3,376	4,711	122	.2221	102
Shefford		65.5	.2754	21.6	.2713	220,276	.2642	54,987	17,065	21,150	12,300	9,916	61,972	11,507	1,581	2,251	96	.2502	91
Granby		36.5	.1534	13.0	.1633	146,647	.1758	35,127	10,736	18,695	10,105	7,255	36,606	3,586	1,191	1,718	115	.1587	103
Sherbrooke	528	114.3	.4805	39.7	.4986	442,086	.5301	111,552	30,633	44,962	35,941	21,076	94,378	26,971	2,398	7,915	110	.4797	100
△Sherbrooke		73.8	.3102	27.4	.3441	378,796	.4542	92,099	26,242	32,469	34,763	17,378	84,586	20,957	2,024	7,570	146	.3533	114
Soulanges		15.0	.0630	4.5	.0565	38,699	.0464	8,359	5,015	2,748	429	2,464	8,860	7,289	550	0	74	.0559	89
Stanstead		36.6	.1539	12.0	.1507	109,959	.1318	35,497	5,623	6,250	4,527	6,318	28,461	8,105	1,196	1,373	86	.1335	87
Témiscamingue		53.6	.2253	16.8	.2110	164,382	.1971	44,969	8,299	16,583	13,521	8,796	39,751	11,349	1,854	1,656	87	.1976	88
Témiscouata		18.6	.0782	5.1	.0640	44,227	.0531	9,735	2,900	6,336	2,300	3,051	10,587	4,132	1,944	673	68	.0569	73
Terrebonne	514	177.2	.7449	56.1	.7045	639,471	.7668	190,989	63,130	30,874	28,401	31,543	132,596	50,050	9,362	13,900	103	.7189	97
St-Jérôme		23.9	.1005	9.3	.1168	151,249	.1814	44,719	13,477	10,674	10,731	8,990	23,776	7,653	3,152	3,588	180	.1257	125
Vaudreuil	514	53.1	.2233	16.8	.2110	134,784	.1616	45,296	13,491	1,964	2,641	6,107	33,197	12,076	897	2,531	72	.1952	87
Verchères		58.0	.2438	17.7	.2223	187,127	.2244	49,876	12,435	4,043	3,933	6,126	68,702	14,973	2,170	3,504	92	.2357	97
Wolfe		14.3	.0601	4.2	.0528	27,936	.0334	8,390	1,807	1,799	997	1,183	8,237	1,793	417	0	56	.0409	68
Yamaska		14.7	.0618	4.3	.0540	23,354	.0281	8,346	1,905	3,666	421	414	4,259	2,696	243	189	45	.0408	66
Province Totals		6,313.4	26.5406	2,092.9	26.2835	21,020,688	25.2057	5,709,789	1,921,111	2,389,661	1,164,372	888,094	4,340,590	1,243,957	308,788	396,276	95	25.1558	95

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Que.

ESTIMATES

$$ EFFECTIVE BUYING INCOME—1979

% of Households by EBI Group:
(A) $0–$4,999
(B) $5,000–$7,999
(C) $8,000–$9,999
(D) $10,000–$14,999
(E) $15,000 & Over

County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
Abitibi		560,212	.3155	6,183	20,596	2.6	6.1	4.0	23.5	63.1
Argenteuil		197,725	.1114	6,358	18,831	6.8	12.2	13.8	45.8	21.4
Arthabaska		354,497	.1996	6,353	20,491	3.4	9.7	9.9	43.7	33.3
Victoriaville		155,852	.0878	7,283	21,350	4.0	12.3	12.3	48.6	22.8
Bagot		138,539	.0781	6,076	20,677	2.8	7.9	8.5	36.2	44.6
Beauce		404,455	.2278	5,480	19,078	5.3	9.8	11.2	37.5	36.2
Beauharnois		310,992	.1751	5,992	18,294	5.0	5.9	3.9	21.7	63.5
Valleyfield		189,891	.1070	6,663	19,181	4.5	5.9	4.3	20.4	64.9
Bellechasse		116,436	.0656	5,341	19,088	4.9	5.5	5.1	55.6	28.9
Berthier		169,751	.0956	5,494	17,500	6.4	7.4	3.7	51.8	30.7
Bonaventure		189,934	.1070	4,386	16,374	6.2	8.7	5.6	26.3	53.2
Brome		98,390	.0554	5,963	18,220	8.5	16.9	12.5	15.5	46.6
Chambly	.514	2,269,699	1.2783	7,503	22,834	3.5	5.9	5.4	23.3	61.9
Boucherville		206,137	.1161	7,084	24,836	2.0	4.2	4.5	20.9	68.4
Longueuil		1,027,293	.5786	7,914	21,951	2.6	5.0	4.5	26.7	61.2
St-Bruno-de-Montarville		206,119	.1161	8,147	28,628	1.8	3.1	3.5	20.7	70.9
St-Hubert		332,804	.1874	5,943	20,170	6.6	10.6	9.2	25.4	48.2
St-Lambert		241,740	.1362	11,457	31,395	2.4	3.0	2.7	13.8	78.1
Champlain	.533	765,230	.4310	6,186	19,373	5.7	9.7	8.0	28.0	48.6
Cap-de-la-Madeleine		235,797	.1328	6,642	19,815	3.5	8.0	6.1	23.3	59.1
Charlevoix-Est		89,348	.0504	4,830	17,870	5.1	5.5	5.1	32.4	51.9
Charlevoix-Ouest		69,209	.0390	4,380	16,095	8.5	7.3	5.5	26.4	52.3
Châteauguay	.514	332,396	.1872	5,731	19,214	4.1	5.5	4.3	16.7	69.4
Châteauguay		232,808	.1311	6,258	21,164	4.6	6.1	4.3	18.5	66.5
Chicoutimi	.503	981,756	.5529	5,990	20,800	3.3	5.3	5.6	24.0	61.8
▲Chicoutimi		379,525	.2138	6,532	21,564	3.4	5.6	5.1	30.8	55.1
▲Jonquière		350,462	.1974	6,011	20,258	3.4	5.9	7.6	11.4	71.7
La Baie		108,278	.0610	5,441	19,687	3.3	5.1	5.0	27.0	59.6
Compton		94,683	.0533	4,806	16,048	10.2	8.6	6.7	28.8	45.7
Deux-Montagnes	.514	378,910	.2135	6,284	20,705	3.6	6.3	5.8	18.9	65.4
St-Eustache		167,275	.0942	6,884	22,303	3.5	6.3	5.8	18.9	65.5
Dorchester		201,138	.1132	5,780	20,952	3.9	7.6	7.8	51.8	28.9
Drummond		442,555	.2493	6,349	19,076	4.9	10.5	10.9	42.4	31.3
Drummondville		213,592	.1203	7,391	19,243	5.8	12.3	14.3	40.4	27.2
Frontenac		142,069	.0800	5,129	17,325	6.6	24.2	16.0	22.6	30.6
Gaspé-Est		194,817	.1097	5,060	19,879	8.1	8.3	6.4	40.7	36.5
Gaspé-Ouest		104,797	.0591	5,347	19,407	7.2	8.6	7.5	38.8	37.9
Gatineau	.517	297,696	.1676	6,923	22,383	3.8	4.8	4.5	22.0	64.9
Aylmer		234,705	.1322	9,240	29,338	2.1	3.5	2.6	30.7	61.1
Hull	.517	1,182,415	.6660	8,011	24,033	2.4	4.7	5.0	27.1	60.8
Gatineau		572,407	.3224	6,564	22,273	2.2	5.1	5.0	31.8	55.9
▲Hull		610,008	.3436	10,099	25,958	2.6	4.4	5.0	21.9	66.1
Huntingdon		102,312	.0576	5,591	17,640	5.6	16.0	16.1	47.9	14.4
Iberville		162,733	.0917	7,106	23,248	1.2	4.7	3.4	55.2	35.5
Île-de-Montréal	.514	14,097,834	7.9403	7,941	20,668	6.4	9.2	8.2	33.4	42.8
Anjou		286,561	.1614	7,541	22,743	2.8	7.0	7.6	37.1	45.5
Beaconsfield		238,054	.1341	11,445	41,764	.6	1.1	1.3	13.2	83.8
Côte-St-Luc		326,512	.1839	12,415	32,011	2.1	3.8	3.8	21.9	68.4
Dollard-des-Ormeaux		392,095	.2208	8,255	27,612	.8	2.1	2.7	33.9	60.5
Lachine		287,201	.1618	7,741	20,964	4.8	8.9	8.1	38.1	40.1
LaSalle		606,265	.3415	7,763	21,423	3.1	8.3	8.6	42.5	37.5
▲Montréal		7,605,158	4.2834	7,746	18,695	8.4	10.8	9.2	33.3	38.3
Montréal-Nord		747,098	.4208	7,204	20,302	4.5	10.1	10.0	40.8	34.6
Mont-Royal		319,484	.1799	16,468	46,983	1.2	1.8	1.7	13.7	81.6
Outremont		275,470	.1552	10,719	30,271	4.0	5.6	5.2	20.5	64.7
Pierrefonds		280,152	.1578	7,471	25,468	1.3	4.0	4.9	37.1	52.7
Pointe-aux-Trembles		211,373	.1191	5,888	20,723	4.3	10.0	10.4	38.9	36.4
Pointe-Claire		259,239	.1460	10,538	30,499	1.4	2.6	2.8	25.4	67.8
St-Laurent		616,021	.3470	9,536	24,940	2.9	6.0	5.9	33.3	51.9
St-Léonard		761,801	.4291	7,235	21,642	2.4	6.4	6.9	39.2	45.1
Verdun		471,176	.2654	7,503	18,624	7.2	11.2	10.3	37.5	33.8
Westmount		380,509	.2143	18,294	46,404	1.8	2.8	2.4	13.0	80.0
Île-Jésus	.514	1,741,886	.9811	6,770	22,476	2.9	7.3	7.7	37.4	44.7
Laval		1,741,886	.9811	6,770	22,476	2.9	7.3	7.7	37.4	44.7
Îles-de-la-Madeleine		56,714	.0319	4,574	18,295	10.9	10.5	7.4	45.3	25.9
Joliette		400,706	.2257	6,735	20,655	4.1	6.1	5.3	42.7	41.8
Kamouraska		158,679	.0894	5,472	19,351	7.2	13.5	15.5	32.1	31.7
Labelle		199,612	.1124	5,959	19,193	4.1	6.6	6.4	63.4	19.5

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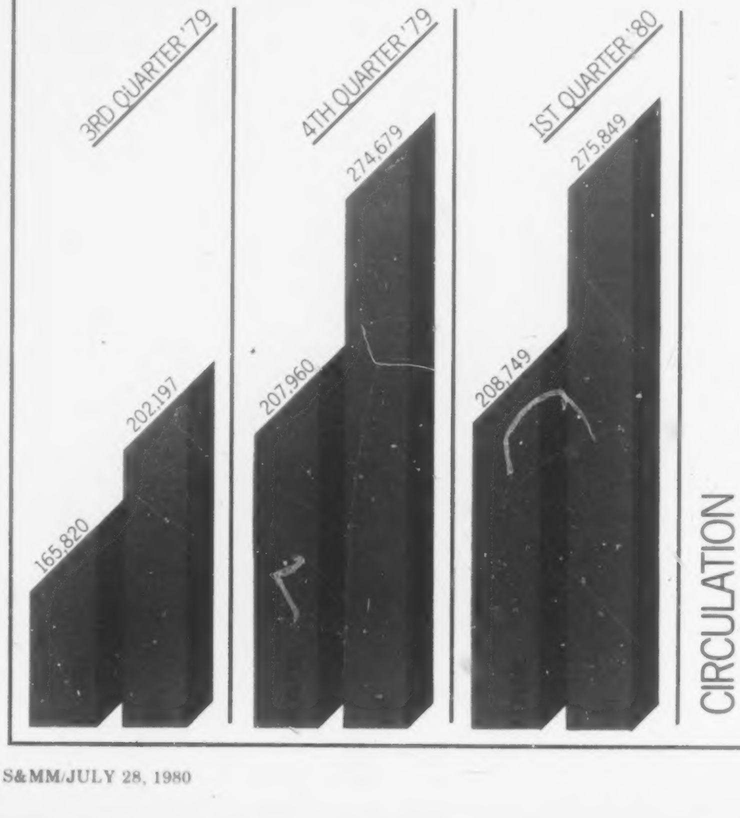

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Que. (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME—1979

% of Households by EBI Group
(A) $0–$4,999
(B) $5,000–$7,999
(C) $8,000–$9,999
(D) $10,000–$14,999
(E) $15,000 & Over

County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
Lac-St-Jean-Est		249,525	.1405	5,287	19,194	5.4	7.7	8.0	29.9	49.0
Alma		166,689	.0939	6,174	20,836	5.4	7.7	8.0	29.9	49.0
Lac-St-Jean-Ouest		268,184	.1511	4,680	17,644	7.9	8.5	7.3	30.6	45.7
Laprairie	514	600,074	.3380	6,370	22,062	4.4	6.6	5.5	20.3	63.2
Brossard		359,954	.2027	7,437	25,711	4.4	6.6	5.5	20.3	63.2
L'Assomption	514	611,557	.3444	5,673	19,415	3.8	4.8	4.3	18.6	68.5
Repentigny		249,533	.1405	7,296	23,994	3.8	4.8	4.3	18.6	68.5
Lévis	520	609,429	.3433	7,153	22,997	2.8	5.3	5.4	29.5	57.0
L'Islet		116,977	.0658	5,317	19,496	3.9	7.6	7.4	65.9	15.2
Lotbinière		150,918	.0850	5,168	18,183	5.8	21.1	11.3	22.5	39.3
Maskinongé		100,482	.0566	4,785	15,700	2.4	3.4	[illegible]	21.8	69.3
Matane		160,030	.0902	5,675	18,608	7.1	10.8	[illegible]	36.3	37.6
Matapédia		110,769	.0624	4,540	16,783	9.4	13.1	8.9	30.8	37.8
Mégantic		290,285	.1635	5,147	17,279	6.4	9.1	9.3	31.1	44.1
Thetford Mines		109,333	.0616	5,439	16,318	9.1	8.0	9.4	16.4	57.1
Missisquoi		224,329	.1263	5,966	18,238	5.7	9.6	8.7	31.4	44.6
Montcalm		133,046	.0749	5,322	16,225	7.9	9.5	5.7	12.8	64.1
Montmagny		142,767	.0804	5,449	19,036	5.1	11.5	13.8	48.5	20.1
Montmorency 1	520	154,624	.0871	7,126	24,939	2.3	2.9	3.2	15.3	76.3
Montmorency 2	520	48,039	.0271	7,065	24,020	2.5	2.0	1.8	11.5	82.2
Napierville		81,536	.0459	5,995	20,907	4.4	6.8	8.0	38.1	42.7
Nicolet		198,828	.1120	6,007	20,289	6.1	10.7	7.7	33.9	41.6
Nouveau-Québec Terr.		247,128	.1392	6,643	26,862	2.2	3.8	3.0	18.0	73.0
Papineau		220,100	.1240	5,615	17,750	7.7	8.2	8.1	23.3	52.7
Pontiac		114,563	.0645	5,207	17,358	9.7	9.9	6.3	29.4	44.7
Portneuf		341,594	.1924	6,046	19,976	4.7	10.6	12.6	25.5	46.6
Québec	520	3,452,166	1.9443	7,826	23,091	4.4	7.5	7.5	29.4	51.2
Beauport		492,250	.2772	8,790	28,454	.6	2.5	2.3	23.9	70.7
Charlesbourg		619,468	.3489	9,110	30,667	.3	1.7	1.8	22.0	74.2
▲Québec		1,261,471	.7105	7,904	20,346	8.5	9.1	8.3	47.0	27.1
Ste-Foy		877,476	.4942	12,736	36,410	.2	.7	.8	14.5	83.8
Richelieu		383,443	.2160	7,608	23,816	1.8	2.1	1.9	30.9	63.3
Richmond		244,627	.1378	5,923	19,111	3.1	5.6	4.7	15.0	71.6
Rimouski		404,760	.2280	5,918	19,274	6.9	7.8	6.7	34.6	44.0
Rimouski		223,409	.1258	7,422	21,690	6.7	6.1	5.7	38.1	43.4
Rivière-du-Loup		260,729	.1468	6,313	20,530	6.4	6.8	4.8	28.4	53.6
Rouville		239,587	.1349	6,389	20,654	5.6	10.6	9.4	27.5	46.9
Saguenay		998,757	.5626	7,833	26,492	3.3	4.0	2.8	11.0	78.9
Sept-Îles		312,530	.1760	8,586	25,617	2.1	4.0	1.7	10.1	82.1

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Que. (cont.)
S&MM ESTIMATES

County City	Metro Area Code	EFFECTIVE BUYING INCOME—1979 Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	% of Households by EBI Group (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over A	B	C	D	E
St-Hyacinthe		310,512	.1749	6,900	20,295	5.7	9.8	11.4	38.3	34.8
St-Hyacinthe		279,719	.1575	7,727	21,517	4.6	10.2	11.0	33.5	40.7
St-Jean		416,051	.2343	8,239	24,765	3.0	8.5	9.2	39.7	39.6
St-Jean		288,171	.1623	8,759	24,842	3.6	9.8	11.1	43.6	31.9
St-Maurice	.533	642,080	.3616	5,962	17,122	9.6	9.0	7.0	23.5	50.9
Shawinigan		139,564	.0786	5,864	16,228	11.8	8.0	7.7	28.6	43.9
Trois-Rivières		349,854	.1970	6,754	17,941	11.6	7.6	7.4	15.5	57.9
Shefford		411,822	.2320	6,287	19,066	4.8	9.8	8.2	42.9	34.3
Granby		267,272	.1505	7,323	20,559	4.0	8.2	6.9	45.5	35.4
Sherbrooke	.528	797,228	.4490	6,975	20,081	6.0	9.0	8.4	35.5	41.1
Sherbrooke		550,518	.3101	7,460	20,092	5.5	10.3	9.3	37.2	37.7
Soulanges		104,361	.0588	6,957	23,191	5.5	9.1	9.2	21.2	55.0
Stanstead		224,172	.1262	6,125	18,681	5.1	12.3	11.3	33.8	37.5
Témiscamingue		331,629	.1869	6,191	19,752	5.4	6.1	4.9	28.1	55.5
Témiscouata		89,714	.0506	4,823	17,591	9.7	9.0	6.0	29.9	45.4
Terrebonne	.514	1,206,957	.6798	6,811	21,514	5.1	8.1	8.0	28.0	50.8
St-Jérôme		181,764	.1024	7,605	19,54[illegible]	4.9	7.9	9.4	28.0	49.8
Vaudreuil	.514	362,737	.2043	6,831	21,591	4.9	9.8	5.4	31.2	48.7
Verchères		424,508	.2391	7,319	23,984	2.3	3.5	3.9	17.0	73.3
Wolfe		66,864	.0376	4,676	15,920	9.5	12.8	9.4	30.0	38.3
Yamaska		71,100	.0401	4,837	16,535	3.6	1.7	1.7	49.1	43.9
Province Totals		43,626,913	24.5719	6,910	20,845	5.3	8.1	7.4	30.8	48.4

PRINCE EDWARD ISLAND

P.E.I.
S&MM ESTIMATES

County City	Metro Area Code	POPULATION 12/31/79 Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	RETAIL SALES BY STORE GROUP—1979 Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	SALES/ ADVERTISING INDEXES Sales Activity	Buying Power	Quality
Kings		18.8	.0790	5.6	.0703	41,825	.0502	8,180	2,239	10,659	1,264	434	7,466	6,153	32	864	64	.0543	69
Prince		44.4	.1867	12.6	.1583	126,603	.1518	20,182	5,844	37,360	3,856	2,755	29,860	10,505	278	2,911	81	.1441	77
Queens		60.1	.2526	18.7	.2348	215,546	.2584	37,425	19,011	47,565	9,224	8,574	46,661	18,120	837	5,750	102	.2343	93
Province Totals		123.3	.5183	36.9	.4634	383,974	.4604	65,787	27,094	95,584	14,344	11,763	83,987	34,778	1,147	9,525	89	.4327	83

P.E.I.
S&MM ESTIMATES

County City	Metro Area Code	EFFECTIVE BUYING INCOME—1979 Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	% of Households by EBI Group (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over A	B	C	D	E
Kings		83,279	.0469	4,430	14,871	10.7	26.2	19.9	25.6	17.6
Prince		217,453	.1225	4,898	17,258	9.8	19.1	17.2	33.1	20.8
Queens		377,267	.2125	6,277	20,175	7.3	14.2	13.6	33.2	31.7
Province Totals		677,999	.3819	5,499	18,374	8.7	17.7	15.8	31.9	25.9

NOVA SCOTIA

N.S.
S&MM ESTIMATES

County City	Metro Area Code	POPULATION 12/31/79 Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	RETAIL SALES BY STORE GROUP—1979 Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	SALES/ ADVERTISING INDEXES Sales Activity	Buying Power	Quality
Annapolis		23.2	.0976	7.1	.0892	83,214	.0998	15,450	4,008	13,526	1,901	2,045	26,882	5,352	2,165	2,770	102	.0906	93
Antigonish		17.5	.0735	4.7	.0590	76,641	.0919	12,922	6,210	9,146	2,518	1,092	26,357	6,748	638	2,038	125	.0682	93
Cape Breton	.530	121.6	.5112	34.2	.4295	357,987	.4293	105,826	21,454	66,421	20,958	9,182	58,530	24,517	1,537	9,069	84	.4213	82
Glace Bay		20.4	.0858	5.8	.0728	52,351	.0628	20,201	2,562	9,599	2,642	1,090	7,255	2,554	445	1,017	73	.0654	76
Sydney		27.7	.1164	8.7	.1093	158,529	.1901	42,676	9,147	27,777	13,423	4,906	35,084	6,770	784	5,367	163	.1350	116
Colchester		48.4	.2035	15.7	.1972	182,441	.2187	30,776	8,995	30,196	5,605	7,330	47,712	19,265	1,836	6,413	107	.1817	89
Cumberland		32.4	.1362	10.7	.1343	91,032	.1092	23,297	3,512	14,615	3,588	1,896	19,085	9,014	1,223	3,767	80	.1068	78
Digby		21.2	.0891	6.7	.0842	56,228	.0674	15,320	2,094	8,244	1,132	2,480	12,402	5,340	983	1,665	76	.0688	77
Guysborough		13.5	.0568	4.1	.0515	18,645	.0224	6,820	1,417	4,479	94	143	119	2,473	0	408	39	.0333	59
Halifax	.506	284.9	1.1976	95.1	1.1943	1,025,818	1.2300	231,433	96,258	141,683	62,009	24,059	227,154	70,932	4,234	38,872	103	1.2434	104
Dartmouth		65.7	.2762	21.9	.2750	243,208	.2916	67,590	19,760	28,230	11,891	7,548	63,483	13,552	699	10,802	106	.2991	108
Halifax		113.2	.4759	42.8	.5375	607,319	.7282	118,820	72,331	104,203	46,051	14,859	127,130	30,593	2,066	17,632	153	.6088	128
Hants		35.7	.1501	10.6	.1331	77,311	.0927	25,615	4,215	9,187	2,435	2,130	17,918	9,112	2,487	1,193	62	.1143	76
Inverness		21.7	.0912	6.0	.0753	67,475	.0809	12,622	3,634	17,052	2,111	1,191	7,230	7,044	335	1,787	89	.0726	80
Kings		53.3	.2241	16.9	.2123	157,550	.1889	39,819	7,550	24,419	5,721	5,578	36,879	10,804	2,605	7,932	84	.1994	89
Lunenburg		46.7	.1963	15.6	.1959	147,573	.1770	35,878	8,160	24,470	5,350	3,606	26,546	11,339	1,415	6,862	90	.1615	82
Pictou		50.1	.2106	15.7	.1972	156,957	.1882	39,916	7,993	19,664	8,444	3,994	33,905	13,116	3,112	6,740	89	.1805	86
Queens		13.3	.0560	4.4	.0552	36,703	.0440	8,082	626	6,716	1,248	1,450	8,153	3,951	962	1,509	79	.0438	78
Richmond		13.9	.0584	3.8	.0477	20,355	.0244	6,811	1,945	3,680	107	162	1,807	2,596	0	526	42	.0357	61
Shelburne		19.1	.0803	6.0	.0754	44,406	.0533	6,797	2,665	11,187	1,202	1,293	10,675	4,327	420	766	66	.0565	70
Victoria		7.8	.0328	2.3	.0289	27,004	.0323	3,821	1,676	4,374	0	22	11,031	3,594	0	467	98	.0267	81
Yarmouth		26.4	.1110	8.5	.1067	70,785	.0849	17,025	5,239	9,964	4,840	2,845	10,714	5,658	2,041	2,704	76	.0870	78
Province Totals		850.7	3.5763	268.1	3.3669	2,698,125	3.2353	638,230	187,651	419,043	129,263	70,498	583,104	215,182	25,993	95,488	90	3.1921	89

N.S. S&MM ESTIMATES		$$ EFFECTIVE BUYING INCOME—1979				% of Households by EBI Group (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
Annapolis		**145,699**	**.0820**	**6,280**	**20,521**	**9.5**	**16.0**	**16.5**	**27.4**	**30.6**
Antigonish		**92,491**	**.0521**	**5,285**	**19,679**	**8.5**	**12.9**	**9.5**	**28.5**	**40.6**
Cape Breton	**530**	**675,629**	**.3806**	**5,556**	**19,755**	**7.1**	**9.2**	**7.4**	**36.3**	**40.0**
△Glace Bay		104,358	.0588	5,116	17,993	8.6	9.5	7.5	38.3	36.1
△Sydney		194,091	.1093	7,007	22,309	4.7	6.9	6.3	36.1	46.0
Colchester		**267,994**	**.1509**	**5,537**	**17,070**	**9.4**	**14.4**	**13.4**	**28.2**	**34.6**
Cumberland		**165,710**	**.0933**	**5,115**	**15,487**	**11.0**	**15.2**	**10.8**	**45.5**	**17.5**
Digby		**109,357**	**.0616**	**5,158**	**16,322**	**14.1**	**22.5**	**13.8**	**30.3**	**19.3**
Guysborough		**54,329**	**.0306**	**4,024**	**13,251**	**8.3**	**12.2**	**11.5**	**7.6**	**60.4**
Halifax	**506**	**2,253,947**	**1.2695**	**7,911**	**23,701**	**4.1**	**8.1**	**8.3**	**30.9**	**48.6**
△Dartmouth		555,307	.3128	8,452	25,356	2.3	6.5	7.4	24.9	58.9
▲Halifax		1,048,036	.5903	9,258	24,487	4.3	8.0	8.6	34.4	44.7
Hants		**200,882**	**.1132**	**5,627**	**18,951**	**5.6**	**8.7**	**7.1**	**44.4**	34.2
Inverness		**106,702**	**.0600**	**4,917**	**17,784**	**10.6**	**11.8**	**6.7**	**18.1**	52.8
Kings		**347,695**	**.1959**	**6,523**	**20,574**	**7.6**	**17.2**	**17.9**	**34.1**	23.2
Lunenburg		**245,291**	**.1381**	**5,252**	**15,724**	**8.6**	**14.0**	**10.7**	**37.2**	29.5
Pictou		**291,261**	**.1641**	**5,814**	**18,552**	**7.7**	**9.4**	**9.2**	**34.6**	39.1
Queens		**69,030**	**.0389**	**5,190**	**15,689**	**8.3**	**15.5**	**4.3**	**30.9**	41.0
Richmond		**58,679**	**.0330**	**4,222**	**15,442**	**6.6**	**6.4**	**5.4**	**13.4**	68.2
Shelburne		**87,101**	**.0491**	**4,560**	**14,517**	**10.4**	**21.3**	**17.5**	**30.1**	20.7
Victoria		**37,341**	**.0210**	**4,787**	**16,235**	**12.3**	**15.5**	**11.0**	**35.4**	25.8
Yarmouth		**139,410**	**.0785**	**5,281**	**16,401**	**10.4**	**23.7**	**19.0**	**29.7**	17.2
Province Totals		**5,348,548**	**3.0124**	**6,287**	**19,950**	**7.0**	**11.7**	**10.2**	**32.2**	38.9

NEW BRUNSWICK

N.B. S&MM ESTIMATES		POPULATION 12/31/79				RETAIL SALES BY STORE GROUP—1979												SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Albert	**513**	**21.5**	**.0903**	**6.7**	**.0842**	**19,851**	**.0238**	**7,654**	**2,140**	**1,532**	**323**	**795**	**699**	**3,421**	**0**	**1,027**	**26**	**.0606**	67
Carleton		**25.3**	**.1064**	**8.0**	**.1004**	**78,313**	**.0939**	**14,322**	**2,548**	**10,800**	**2,645**	**2,207**	**27,862**	**5,980**	**2,665**	**2,180**	**88**	**.0853**	80
Charlotte		**25.9**	**.1089**	**8.6**	**.1080**	**67,454**	**.0809**	**16,332**	**6,598**	**8,501**	**1,843**	**2,359**	**18,958**	**2,265**	**1,973**	**1,677**	**74**	**.0833**	76
Gloucester		**84.9**	**.3569**	**22.8**	**.2864**	**217,585**	**.2609**	**52,281**	**16,653**	**25,672**	**10,387**	**10,622**	**46,153**	**15,019**	**7,145**	**3,583**	**73**	**.2624**	74
Kent		**32.2**	**.1353**	**9.0**	**.1130**	**61,168**	**.0733**	**13,760**	**4,068**	**15,202**	**643**	**2,366**	**8,175**	**6,300**	**0**	**0**	**54**	**.0923**	68
Kings	**523**	**49.3**	**.2073**	**14.9**	**.1871**	**92,052**	**.1104**	**25,063**	**6,284**	**7,414**	**1,356**	**2,398**	**27,321**	**10,152**	**743**	**3,398**	**53**	**.1603**	77
Madawaska		**37.1**	**.1560**	**10.8**	**.1356**	**93,279**	**.1119**	**22,698**	**10,911**	**9,109**	**5,011**	**4,950**	**22,836**	**4,470**	**1,466**	**1,723**	**72**	**.1197**	77
Northumberland		**54.3**	**.2282**	**14.9**	**.1871**	**135,718**	**.1627**	**31,677**	**9,600**	**20,695**	**5,611**	**4,644**	**31,463**	**9,842**	**1,921**	**4,592**	**71**	**.1723**	76
Queens		**13.2**	**.0555**	**4.2**	**.0528**	**31,120**	**.0373**	**7,630**	**2,316**	**8,692**	**220**	**177**	**3,150**	**2,778**	**1,472**	**2,253**	**67**	**.0367**	66
Restigouche		**42.2**	**.1774**	**11.9**	**.1494**	**117,292**	**.1407**	**27,541**	**6,325**	**15,909**	**6,244**	**4,324**	**31,392**	**7,137**	**1,781**	**2,931**	**79**	**.1352**	76
St. John	**523**	**95.1**	**.3998**	**31.8**	**.3994**	**367,768**	**.4410**	**88,763**	**27,599**	**67,576**	**17,182**	**7,033**	**92,110**	**14,614**	**1,296**	**8,491**	**110**	**.3836**	96
▲St. John		88.6	.3725	30.1	.3780	365,040	.4377	88,218	27,614	67,121	17,182	6,906	92,110	14,313	1,296	7,675	118	.3687	99
Sunbury		**19.9**	**.0837**	**5.8**	**.0728**	**33,408**	**.0400**	**9,832**	**2,606**	**2,917**	**237**	**680**	**1,392**	**4,296**	**450**	**1,334**	**48**	**.0763**	91
Victoria		**20.5**	**.0861**	**6.2**	**.0779**	**59,499**	**.0714**	**14,259**	**2,923**	**8,634**	**1,317**	**4,512**	**16,053**	**3,395**	**1,476**	**1,355**	**83**	**.0665**	77
Westmorland	**513**	**108.7**	**.4570**	**35.1**	**.4408**	**433,699**	**.5200**	**89,977**	**28,817**	**76,548**	**18,941**	**11,130**	**116,052**	**26,253**	**2,114**	**14,677**	**114**	**.4353**	95
△Moncton		55.4	.2329	19.7	.2474	302,810	.3631	60,214	16,338	57,405	16,638	8,553	69,525	11,970	1,441	13,855	156	.2675	115
York		**75.0**	**.3153**	**24.7**	**.3102**	**295,793**	**.3547**	**60,481**	**16,656**	**54,788**	**14,642**	**6,868**	**76,620**	**20,942**	**2,955**	**8,963**	**112**	**.3052**	97
Fredericton		46.7	.1963	16.4	.2060	246,093	.2951	49,735	14,365	49,532	14,419	5,785	65,489	11,115	2,955	7,746	150	.2216	113
Province Totals		**705.1**	**2.9641**	**215.4**	**2.7051**	**2,103,999**	**2.5229**	**482,270**	**146,144**	**333,989**	**86,602**	**65,065**	**520,256**	**136,864**	**27,457**	**58,184**	**85**	**2.4750**	83

N.B. S&MM ESTIMATES		$$ EFFECTIVE BUYING INCOME—1979				% of Households by EBI Group (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld EBI	A	B	C	D	E
Albert	**513**	**125,342**	**.0706**	**5,830**	**19,708**	**7.1**	**8.0**	**9.1**	**25.4**	**50.4**
Carleton		**127,599**	**.0719**	**5,043**	**15,950**	**8.6**	**18.9**	**14.4**	**43.3**	**14.8**
Charlotte		**132,599**	**.0747**	**5,120**	**15,418**	**12.4**	**15.6**	**14.7**	**36.4**	**20.9**
Gloucester		**400,166**	**.2254**	**4,713**	**17,551**	**8.4**	**12.6**	**9.8**	**32.0**	**37.2**
Kent		**153,362**	**.0863**	**4,763**	**17,040**	**4.5**	**13.5**	**10.1**	**45.5**	**26.4**
Kings	**523**	**304,681**	**.1716**	**6,180**	**20,448**	**6.5**	**9.3**	**8.8**	**32.5**	**42.9**
Madawaska		**195,132**	**.1099**	**5,260**	**18,068**	**7.3**	**12.1**	**10.1**	**37.7**	**32.8**
Northumberland		**276,067**	**.1555**	**5,084**	**18,528**	**6.3**	**12.7**	**10.7**	**32.1**	**38.2**
Queens		**51,326**	**.0289**	**3,888**	**12.220**	**13.6**	**11.0**	**10.0**	**43.9**	**21.5**
Restigouche		**204,426**	**.1152**	**4,844**	**17,179**	**6.0**	**8.6**	**7.6**	**22.8**	**55.0**
St. John	**523**	**608,429**	**.3427**	**6,398**	**19,133**	**5.6**	**9.0**	**9.5**	**33.7**	42.2
▲St. John		578,302	.3257	6,527	19,213	5.5	9.1	9.5	33.8	42.1
Sunbury		**168,257**	**.0947**	**8,455**	**29,010**	**1.1**	**6.3**	**7.5**	**73.0**	12.1
Victoria		**99,360**	**.0560**	**4,847**	**16,026**	**10.2**	**15.0**	**15.3**	**34.1**	25.4
Westmorland	**513**	**667,009**	**.3757**	**6,136**	**19,003**	**6.2**	**10.5**	**11.7**	**29.8**	41.8
△Moncton		397,526	.2239	7,176	20,179	4.9	8.8	9.6	29.5	47.2
York		**482,228**	**.2716**	**6,430**	**19,523**	**6.6**	**10.9**	**11.4**	**33.2**	37.9
Fredericton		333,194	.1877	7,135	20,317	5.6	11.8	14.1	35.1	33.4
Province Totals		**3,995,983**	**2.2507**	**5,667**	**18,551**	**6.9**	**11.2**	**10.6**	**34.1**	37.2

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NEWFOUNDLAND

Nfld. ESTIMATES		POPULATION 12/31/79				RETAIL SALES BY STORE GROUP—1979											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Apparel & Accessories ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Division 1	.524	236.4	.9938	63.8	.8012	709,075	.8502	175,758	49,354	113,086	36,631	21,989	160,669	54,990	1,291	31,831	86	.8180	82
▲St. John's		85.6	.3598	25.1	.3152	457,918	.5491	98,035	25,943	85,135	31,567	18,461	91,633	39,901	999	19,520	153	.4079	113
Division 2		31.1	.1307	7.5	.0942	66,691	.0800	17,904	3,853	20,677	932	1,695	7,280	6,835	457	4,230	61	.0881	67
Division 3		26.6	.1119	5.9	.0741	48,834	.0586	11,533	2,217	21,782	2,755	2,258	1,089	2,591	225	1,535	52	.0728	65
Division 4		31.2	.1311	7.4	.0930	57,042	.0684	15,135	5,012	11,129	5,224	2,295	4,625	7,986	450	1,565	52	.0819	62
Division 5		46.9	.1972	12.0	.1507	133,256	.1597	35,423	7,362	26,102	7,151	5,960	23,002	13,643	211	3,075	81	.1576	80
Corner Brook		24.6	.1034	6.7	.0841	106,431	.1276	26,393	5,526	19,165	5,744	4,128	22,009	11,341	0	2,714	123	.1034	100
Division 6		44.4	.1866	11.3	.1419	179,041	.2147	28,644	11,020	37,429	9,651	7,427	54,117	12,119	595	4,540	115	.1751	94
Division 7		44.8	.1884	11.5	.1444	76,907	.0922	21,592	3,489	23,671	978	599	11,256	10,435	59	1,512	49	.1231	65
Division 8		54.7	.2299	12.9	.1620	93,778	.1125	19,269	3,925	47,073	2,726	1,681	2,482	9,293	449	2,429	49	.1330	58
Division 9		26.0	.1093	5.9	.0741	38,059	.0456	12,730	2,367	12,948	688	972	727	4,353	526	0	42	.0664	61
Division 10		36.8	.1547	9.1	.1143	123,874	.1486	16,961	31,894	32,328	1,424	1,502	19,220	2,983	0	5,464	96	.1445	93
Province Totals		578.9	2.4336	147.3	1.8499	1,526,557	1.8305	354,949	120,493	346,225	68,160	46,378	284,467	125,228	4,263	56,181	75	1.8605	76

Nfld. ESTIMATES		EFFECTIVE BUYING INCOME—1979				% of Households by EBI Group (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Division 1	.524	1,293,220	.7284	5,470	20,270	7.8	11.9	10.5	33.3	36.5
▲St. John's		607,970	.3424	7,102	24,222	4.6	9.0	10.4	31.0	45.0
Division 2		134,678	.0758	4,330	17,957	6.9	13.9	7.6	38.8	32.8
Division 3		117,088	.0660	4,402	19,845	7.6	11.8	9.7	43.4	27.5
Division 4		124,342	.0700	3,985	16,803	13.8	12.6	6.0	27.8	39.8
Division 5		249,693	.1407	5,324	20,808	8.9	11.5	8.7	21.0	49.9
Corner Brook		157,678	.0888	6,410	23,534	6.1	11.5	9.5	24.2	48.7
Division 6		260,421	.1466	5,865	23,046	4.6	7.8	5.7	33.5	48.4
Division 7		204,978	.1155	4,575	17,824	11.4	12.6	8.1	35.0	32.9
Division 8		189,254	.1066	3,460	14,671	11.8	17.3	8.8	22.0	40.1
Division 9		109,871	.0619	4,226	18,622	10.6	19.8	14.6	12.5	42.5
Division 10		244,546	.1377	6,645	26,873	4.8	4.5	2.4	9.2	79.1
Province Totals		2,928,091	1.6492	5,058	19,878	8.5	12.1	8.9	29.5	41.0

Buffalo Evening News C143
Burlington Free Press (VT) C105

Calgary Herald D9
Canadian Motorist D5
Capital Newspapers Group (Albany) C149
Carousel Hotel A30
Cedar Rapids Gazette C85
Central Florida Golden Markets C51
Central Illinois Unit C76
Charleston Evening Post (SC) C183
Charleston Newspapers (WV) C221
Charlotte Observer & News C154
Chicago Sun Times C69
Chicago Tribune C75
Chico Enterprise Record C36
Cincinnati Enquirer C163
Clarksville Leaf Chronicle C189
Cleveland Plain Dealer C159
Cleveland Press C161
Cocoa Today C51
Columbia Record State (SC) C185
Columbus Dispatch C164
Columbus Republic C83
Corpus Christi Caller Times C193

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Dallas Times Herald C195
D.A.M.N. Unit, Middletown, NY C144
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Davenport-Quad City Times C70, C87
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Denver Rocky Mountain News C37
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Detroit Free Press C109
Detroit News C114-115
Donrey Media Group B30
Dubuque Telegraph Herald C84
Dun's Marketing Services A15
Durham Herald & Sun C152

East Bay Today C26-27
Eau Claire Leader Telegram C222
Edmonton, City of D4
Edmonton Journal D13
Elgin Courier Herald C71
Elkhart Truth C82
Elmira Star Gazette C148
El Paso Times & Herald Post C194
Elyria Chronicle Telegram C165
Erie Times News C174
Eugene Register Guard C170
Evansville Courier Press C7[illegible]
Everett Herald C214

Fargo Forum C156
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Gannett Rochester Newspapers B12
Gastonia Gazette C151
Georgia Newspaper Group C61
Golden Gate Suburban Group C34
Greater Chicago Newspapers C71
Green Bay Press Gazette C222
Greenville News Piedmont C184
Grier's Almanac A30

Hallmark Cards, Inc A9
Hamilton Spectator D17
Harrisburg Patriot-News C174
Harte Hanks Newspapers C192
Hartford Courant C43
High Point Enterprises/Times C155
Holiday Inn Executive Conference Center Cover II
Honolulu Advertiser Star Bulletin C67
Horvitz Newspapers C164
Houston Chronicle C197
Houston Post C203
Huntsville Times C7

Indianapolis Star & News C79
Ithaca Journal (NY) C148

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Lafayette Journal & Courier C78
Lancaster Newspapers, Inc C175
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ONLY THE FOLLOWING PAGES OF THIS

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50-54.

S&MM

SALES & MARKETING MANAGEMENT

AUGUST 18, 1980
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Playboy's girl guide. Christie Hefner takes her father's empire into the arena of single-issue publications. Page 12.

Promotions are cooking. At the National Housewares Exposition, manufacturers sold the push along with the product. Page 12.

Selling through dealers. Office products retailers are seething over how they're being treated by Japanese manufacturers. Page 13.

Sperry raises its prospects. One way to woo new business: hold a seminar on listening. Page 15.

Fairchild Industrial sweeps ahead with a slick incentive program for its film-projector dealers. Page 16.

3M takes on GE and Xerox with a system that salespeople can use to make their own transparencies on the road. Page 18.

Rest in plastic. The latest way to cheat death is a quick switch to a fiberglass coffin. Page 20.

Managing selling costs. Advice from an expert on how to control travel expenses. Page 36.

The iceman marketeth. Leisure Time Ice goes all out for the manufactured ice cube. Page 42.

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Recruiting and hiring without surprises

★★★★★★★

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Ocean Spray's canny marketing

Sales are churning as fast as cranberries in a processor for Ocean Spray Cranberries, which this year will sell more than $200 million worth of its sauces, cranberry juice drinks, and grapefruit juice. Keeping the growth on target are George H. Kilpatrick, senior v.p., marketing (*l.*); Andrew J. Murray, v.p., sales; and John D. Walsh, director of marketing, domestic. Article begins on page 31.

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What's coming up

Industrial marketing. Amweld Building Products Div. of American Welding & Manufacturing is selling more steel doors now that its salespeople are marketing-oriented. Sept. 15.

An S&MM Special Section: Sales Incentives. To get the most out of merchandise, travel, and cash, you've got to consider the total compensation package. A panel of sales executives tells how they do it. Sept. 15.

Executive compensation. S&MM reports how much some of the nation's top sales and marketing executives earned last year. Sept. 15.

Jartran. Jim Ryder, the former chairman of Ryder System, reports a 1000% jump in sales by his new truck rental and leasing company. And, he vows, that's just the beginning. Sept. 15.

An S&MM Special Section: Fleet Cars. Detroit's fleet and leasing people are under the gun to maintain their position in the market. Is this the year when imports will also make it big in fleet sales? Oct. 6.

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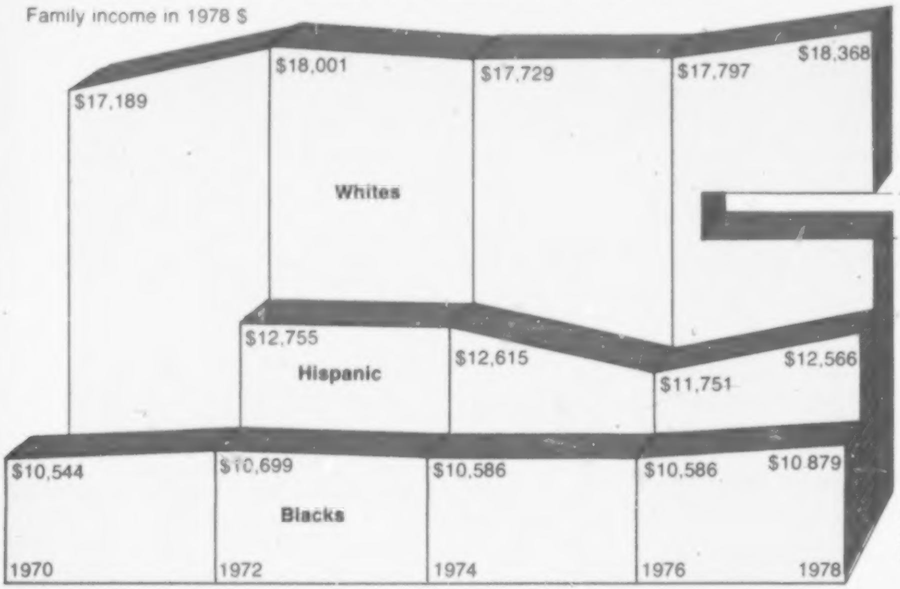
S&MM MARKETGRAPH

The middle class: The big squeeze is on

That cry about "the squeezing out of the middle classes" is supported by the latest goverment data on family income. During the 1970s, the biggest increases in number of families occurred at both extremes of the income spectrum—among those making less than $10,000 a year as well as over $25,000. Marketers can be cheered by the phenomenal gains registered at the top end of the income scale. Here, minority group gains dramatically eclipsed those of white families despite the fact that overall they fell further behind when measured against white-family buying power. The number of black families pulling down $25,000 or more shot up by two-thirds, Hispanic families by two-fifths.

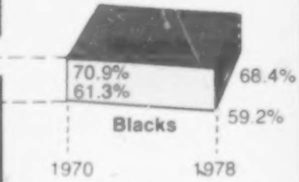
Faster gains in white family income in the 1970s . . .

Family income in 1978 $



. . . leave black, Hispanic families further behind

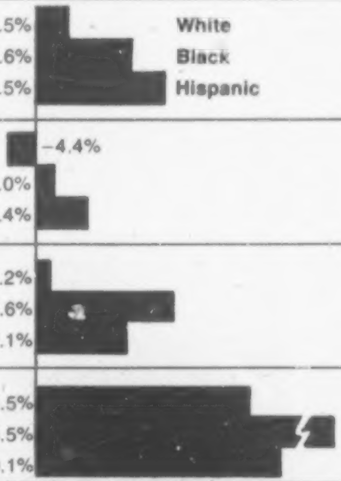
% of white family income



Note: 1972 for Hispanic families.

Note: 1972 first year Census Bureau broke out family income for Hispanic population.

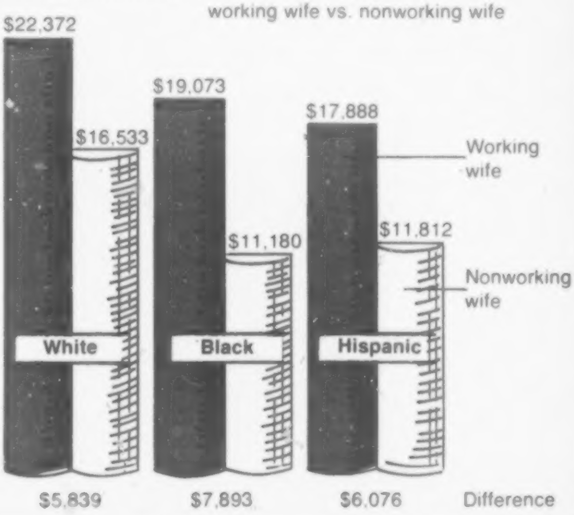
Biggest income gains at the top



Family Income Range	% Change 1970–78		1978 Number Of Families (000)
Under $10,000	+ 5.5%	White	10,895
	+16.6%	Black	2,729
	+21.5%	Hispanic	1,036
$10,000–$14,999	−4.4%		8,451
	+ 3.0%		1,045
	+ 8.4%		581
$15,000–$24,999	+ 2.2%		16,546
	+22.6%		1,341
	+14.1%		754
$25,000 & over	+34.5%		15,018
	+65.5%		791
	+39.1%		370

Wife's paycheck makes biggest difference in black families.

Median income of families with working wife vs. nonworking wife



Sources: S&MM calculations; Census Bureau, *Money Income and Poverty Status of Families and Persons: 1978 (Advance Report)*, Series P-60, No. 120.

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AN S&MM SPECIAL SECTION

Recruiting and hiring without surprises

★ ★ ★ ★ ★ ★ ★

Increasingly, companies need better qualified sales candidates, and they're finding them. One reason: they're spending more on recruiting than ever before. Another: on college campuses, selling is no longer a dirty word.

Higher stakes—but better odds

By ARTHUR J. BRAGG
Senior Editor

Each time Jack Neff, vice president, North American Marketing, a part of Dana Corp.'s Industrial Group (S&MM, Apr. 7), sets out to recruit a new salesperson, the odds are about 30 to 1 against him. But he's not complaining. That's because Neff needs technically competent, applications-minded people—what he calls technical types—who *appear* to be able to sell. Accordingly, Dana recruits on college campuses.

Each prospect is subjected to a long morning's or afternoon's interview. If he or she is technically "up," and only then, the interview turns to personal goals and family background, for Neff believes that candidates whose families are studded with achievers tend to belong to that mold, too. The candidates who survive their campus interviews are invited to do it all over again with Dana's sales and marketing management, at company headquarters in Warren, MI., where the actual selection is made.

More companies are investing the same kind of careful effort in recruiting and hiring that Dana does. Hugo C. Kapelke, marketing vice president for Up-Right Scaffolds, Berkeley, CA, gives a basic reason: "A thorough recruiting and hiring technique results in a professional sales organization." Among other reasons are the increasing sophistication needed in selling today and the mounting costs of sales force turnover. An exclusive S&MM survey on recruiting and hiring, done in June and July, shows that just as companies must have superior new salespeople, the quality of recruits is higher than ever—and so is the challenge of landing them.

Example: The survey shows a reversal of an attitude among college students, often reported on by S&MM, that to them, selling is a dirty word. In the survey, 72% of 227 respondents reported that 51% or more of their new hires in the past year had a college degree (see Table 5). Moreover, almost a quarter of the 138 respondents who answered the question, "What percentage of your new hires had computer training while in school?" put the figure at 50%; another 26% said that anywhere from 21% to 50% of their new hires had such training before signing with them.

"A large percentage of students appear to have a favorable image of a sales job," says Southern Methodist Univ. professor Alan J. Dubinsky. Many, he says, cite as the chief attractions of field selling: a sense of challenge and accomplishment, that it is complex and nonroutine, that it would allow them to be creative, and that it provides opportunity for rapid advancement. In short, many students believe that selling is a good use of a college education.

The survey also shows, however, that once on the job, a college graduate can present special problems for management. Cited especially was unrealistic expectations about how far and how fast they should go in selling. Says Louis W. Kimble, a sales team manager at Pitney Bowes, "It is getting harder to keep the new college graduate satisfied in both compensation and advancement."

Still, trainers will increasingly be dealing with degree-equipped new hires, a certain number of them in selling only because the recession is crimping the number of job offers in many other fields, whereas most companies are adding to

Thank you

S&MM's survey is based on a questionnaire mailed in June to 1,000 subscribers, all of them sales executives at consumer, industrial, or service companies. Data was asked for all new hires, experienced or not.

A total of 315 questionnaires were returned to us, the greatest response to one of our surveys in recent years, indicating to us the importance of recruiting and hiring today. Note: 48 of the questionnaires were from executives who use independent sales agents; these were not included in our tabulations because recruiting such reps is vastly different from the techniques used in connection with company salespeople.

We thank everyone who participated in our survey.

What's their/your sales intelligence?

How well would you do on a test that's aiding sales executives in selecting salespeople? Take the test to find out.

Presented here are 10 questions adapted from the 40-question Diagnostic Sales Intelligence Test being used by Sales Aptitude Corp., a division of Personnel Sciences Center of New York, for recruiting salespeople. The company has evaluated over 27,000 salespeople for such companies as Emery Air Freight, E.F. Hutton, Almay, Inc., Sun Chemical, Hilti, Inc., and Melville Corp. and its Thom McAn division.

The best score is 11 (the final question requires a double answer); the worst possible score is 0.

Preparation

1. As a salesman of complex industrial equipment, which of the following would be most important to you?

a. a full understanding of the equipment
b. an ability to cite exact figures about the equipment's efficiency, life span, production capacity, etc.
c. information about companies that have used this equipment
d. memorizing a standard sales presentation covering all important features of the equipment

2. The salesman should try to understand his prospect in order to (check the *worst* answer)—

a. show that he is interested in the prospect
b. make the sale as fast as possible
c. see the prospect's viewpoint regarding the product
d. quickly establish rapport with the prospect

Opening

3. Prior to your presentation, your prospect, whom you have just met, is talking to you about something not related to your product. While this is going on, the worst thing you could do is—

a. listen attentively
b. mentally review your presentation but appear attentive
c. attempt to politely interrupt so that you can start your presentation.
d. try to get some clues about his personality

4. You have found out that your prospect wants very much to impress his boss. The best way of establishing your relationship with your prospect would be to—

a. mail him a news clipping in which his boss is mentioned
b. put in a good word for him to his boss
c. give him ideas he can present to his own management
d. ask him what you can do to help him impress his boss

Presentation

5. When presenting information about your product, advertising material is best used—

a. as an initial attention-getter
b. in the middle of the presentation to break up whatever boredom there may be
c. as a visual aid, to be referred to from time to time
d. at the end of the presentation, and left with the prospect

6. During the course of a presentation, a prospect inquires about his competitor's plans, with which you are familiar since the competitor is also one of your customers. Which would be the worst course to take?

a. show how ethical you are by refusing to answer such a question
b. help the sale along by telling what you have learned
c. avoid answering by saying that you are not aware of the plans
d. impress your prospect with the idea that he wouldn't want you to divulge such information about his organization

Overcoming Objections

7. When a prospect points out that in certain areas your competitor's product is better, the worst thing you can do is—

a. show how your competitor's product is lacking in other areas
b. point out that this is only a very minor advantage compared with the advantages of your product
c. point out the benefits of your own product
d. subtly deny that his statement is valid

8. Your prospect is a "yes" man who agrees with every point you make. However, when the close is attempted, he says that he needs more time to think it over. When you call on him again, the same situation occurs. What should you do on the third call?

a. continue your presentation, but inform him that you can't call again
b. attempt to close the sale, but if this is not successful, leave and forget this prospect for the time being
c. make a far-fetched claim about your product to see if your prospect is listening
d. ask your prospect directly why he is not giving you the order

Closing

9. What should you do if the buyer of a company constantly refuses you?

a. alter your presentation
b. study the methods of your competition
c. don't call on him for a while
d. attempt to influence his subordinate personnel

10. After completing a rather lengthy presentation which included most benefits and features of your product, you should (check both the best *and* the worst action)—

a. summarize the features in which the person has shown interest
b. suggest that he think a minute before making a decision
c. ask him when he thinks he can make a decision
d. ask him how much of your product he wants to order

Answers appear on page 54.

their sales force (S&MM, Dec. 10, 1979). These "refugees" offer an opportunity and a problem: their first experiences as salespeople could prompt them to make a career of selling. Otherwise, as the economy frees up, they could look for other jobs.

S&MM's survey also indicates what today's potential new hires are most interested in as rewards for their labors—indicating, of course, which inducements now need to be emphasized, which de-emphasized. The first concern of recruits now is what the employer can offer to ensure that they can expect a sound, profitable career as a salesperson (Table 16). A close runner-up: concern about the rate of compensation. Much less important (only 5.7% of the respondents mentioned it as a prime concern) is worry over having to relocate. Companies seem to fret over this more than do salespeople.

Other concerns cited include the degree of security the company can offer, how much personal independence they can expect to enjoy, and the stability of the company or product line. In fact, Charles Decker Jr., marketing and sales director at Medicornea, Inc., listed as the *primary* concern of the applicants he has recently interviewed whether the company would be able to ensure product availability and "continuity"—a pledge he was quick to make. Another minor concern, despite frequent mention of it in publications, was the amount of time a salesperson spends away from his family; this was rarely cited by companies that interview college graduates. Says Dana's Neff, "College people expect to move because they're usually looking for the best opportunity, and they're not yet tied down with a mortgage."

Not every applicant, even today, knows what his goals should be—and, warns Sally Stevens, a principal at H.R. Chally Co., Dayton, OH, which specializes in evaluating prospects for both small and large companies, therein lies a trap for the unwary sales manager interviewing a prospect.

Says Stevens, "The biggest mistake the manager can make is talking about what *he* wants. The applicant would be stupid not to reiterate it. A manager should start out asking open-ended questions about the applicant, like, 'What are your goals?' or, 'What do you expect to get out of this job?' If you start out telling the applicant what you want, that's what you'll get back."

Additional pitfalls when interviewing are described by John Dobbs, vice president, Development Dimensions International, a Pittsburgh-based manpower and training company. "Salespeople are selected by personality essentially. Not as much attention is given to some of the managerial skills, such as planning and organizing, his ability to analyze data, and, especially, make decisions. These are important skills for a salesperson, but they are often overlooked. Another problem, and it comes up especially when hiring college graduates, is that the company looks for someone who can sell but never has the chance to see the person actually selling. So it ends up how the individual reacts in the interview. They assume that if he's a good interviewee, he'll a good salesman, and that's not necessarily true. Further, we find that there is often no consistency in hiring criteria by different interviewers of the same company."

Despite a consensus that candidates are of better quality than ever before, there are still companies that have more trouble than ever finding what they describe as "qualified" people; in the survey, fully a quarter of the respondents made this complaint. One reason for this may be that they aren't trying hard enough (i.e., spending hard enough). Almost 20% of the respondents who gave data about how much they spend on recruiting and hiring the typical salesperson reported an amount less than $500, and, in some cases, only what it costs to place a classified ad and then take the applicant to lunch. Another 15% said that their spending does not exceed $1,000 per new hire.

In contrast, over 40% of the respondents now spend $3,000 to as much as $25,000 on each new hire, and most of these say that their spending is increasing faster than the inflationary rate. One respondent, who did not identify himself, noted that his company now puts out $5,000 per recruit, a 100% increase over a year ago. A possible explanation: the company's sales force turnover is a whopping 45%, and that scares off all but the most daring of recruits.

Bernard Aiken, national sales manager, Flexion Co., Spencer, MA, who does triple duty (he is responsible for recruiting and interviewing and does the actual hiring) spends an average of $6,000 to find the right individual. Other high spenders are Sperry Vickers, AMD Div., which will put out between $10,000 and $15,000 for the right recruit, and 3M's Static Controls Systems, a whopping $25,000 (a 35% increase over last year). Another heavy investor, at an average of $20,000 per new hire (includes training), is Chicopee Mfg. Co., a textile producer in New Brunswick, NJ, which hires only college graduates, nearly half of whom in the past year were women and 20% black.

Some of the major factors affecting how much the respondents' companies spend include *place* (New England still leads as the costliest locale, followed by the West Coast) and *time*

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(several companies noted that their spending is dependent on the current phase of the annual budget). Some respondents put no limit on their spending—"it depends on our needs at the moment"—and several explained that their outlays will vary "according to the value of the recruit." Another respondent summed up, "We spend a sizeable amount per new hire, and we like our campus recruiters to spread the word about it. Today's college people, especially the cream of the crop, find their way to our tables because they're impressed with our high-dollar figures."

But in exchange for a job and the kinds of rewards they value, how long will new salespeople stay with the company? Half of the 236 respondents who answered the question said that their average new hires remain between four to seven years, and 35% said their new hires stay even longer, suggesting that their recruiting and hiring techniques are up to the job. A vast majority (88%) do not try to get their new hires to agree to stay for a specified period; the few who do get a verbal agreement in the interview. Not a single respondent reported using a contract or other written agreement to ensure that new hires stick around.

Instead, companies rely on such methods as vested interests, compensation plans that benefit the long-term worker, and, especially, career pathing, including carefully explaining the typical amount of time for the new hire to become qualified for advancement. Another popular method: guaranteeing the new person's income until he is established as a salesperson. One sales manager's advice to anyone who demands that his new hires pledge to stay with the company for a specified time: "It won't work."

Still, today's turnover rates mean a continued strong market for employment or placement companies. Joel Rice, at Sales Consultants, a Cleveland placement firm (last year Rice, based in Encino, CA, was its National Account Executive of the Year) traces some of the turnover rate to companies being less than candid with candidates. "An important factor is misrepresentation of the job," he says. "An example: A person takes the job because he's also told he'll have responsibility over five people. But when he gets into the job, he finds out that he doesn't have the real responsibility over them. A lot of companies will do that just to draw people in. A good recruiter will try to find the forest through the trees—try to decipher the blue skies and tell what the job is really all about."

A major problem for companies, the survey shows, is minority hiring. While the percentage of new hires who are women or blacks is on the rise, it's because the minority of companies that hire them are doing it more often. Example: of all Pitney Bowes' new hires in the past year, half were women, 10% were black; five years ago, the figures were 10% women and 10% blacks. But the majority of the companies represented in the survey reported no minority hiring at all, overwhelmingly citing attempts to do so that failed.

Development Dimensions International's John Dobbs notes, "I think there is in most companies an overt attempt to hire minorities of all kinds. One of the problems is that they lower their standards when they do this because there aren't as many good candidates out there." He adds, "The big problem in hiring minorities is that the person just doesn't have the experience, and you can certainly relate experience and qualification in sales. The result is managers have less to go on, so they're more likely to make mistakes."

Whatever the perils, companies will have to risk them. The federal equal employment law will be one stimulant to do so; the other is demographics. In the next ten years, the number of 16–24 year olds in the labor force, the age group that supplies most sales trainees, will drop by more than 1.3 million, but the number of young blacks will double, and, by 1990, women will outnumber men (S&MM, Dec. 10, 1979).

A minority of the respondents echoed some old complaints about the people they hire. A few cited their "attitudinal" shortcomings. "People nowadays are too unsettled to know what they want," said "Dutch" Heider, sales manager, Coca-Cola Bottling Co., Corpus Christi, TX. "There's

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an increasing tendency for them to be dependent on the 'Company,' expecting it to provide all the support. There's not much self-development any more, even among the well-educated," declared I.K. Parker, general sales manager, Moews Seed Co., Granville, IL.

The most common failure laid to today's new hires is lack of agressiveness. "Young applicants don't seem to have the drive or the responsibility compared to five years ago," said Robert Parker, general sales manager, Scripto, Inc. "They're not self-starters—they need to have prospects or accounts assigned to them," noted Ray E. Phillips, sales manager at Rockford Paper Mills, Rosemont, IL. One result: approximately two of every three respondents reported that they now use psychological testing.

The majority view, however, is that new salespeople come to the job with what it takes to excel, as never before. Respondents would overwhelmingly agree with Bernard Barnett's enthusiasm for today's new hires. Says Barnett, director of sales and operations at Sealy Mattress's St. Paul, MN, division, "My expectations have changed as far as longevity is concerned, but I think that their quality is excellent. As a group, they're more articulate and brighter than any I've seen before."

Survey highlights

1. Who in your company is responsible for recruiting and hiring salespeople?*

	Percentage of companies
National sales manager	45.7%
Regional/district manager	30.9
First-level sales manager	29.3
Personnel manager	7.8
Outside agency	2.3
Campus recruiter	1.2
Sales trainer	.8
Other	5.5

2. Who interviews potential recruits?*

National sales manager	56.3%
Regional/district manager	44.5
First-level sales manager	34.0
Personnel manager	23.0
Sales trainer	3.1
Outside agency	3.1
Campus recruiter	1.2
Other	9.4

3. Who hires the recruit?*

National sales manager	43.0%
Regional/district manager	28.5
First-level sales manager	24.2
Personnel manager	2.7
Sales trainer	.4
Campus recruiter	.4
Outside agency	—
Other	7.0

*Based on 256 responses. Multiple answers make totals more than 100%.

4. Has any of the above changed lately?

Yes	6.7%
No	93.3

Based on 239 responses.

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5. What percentage of your new hires in the past year were college graduates?

	Percentage of companies
0%	6.0%
1–5%	2.6
6–10%	1.3
11–20%	2.2
21–50%	15.0
51% or higher	72.9

Based on 227 responses.

6. What percentage of your new hires had computer training while in school?

0%	34.8%
1–5%	4.3
6–10%	5.1
11–20%	5.1
21–50%	26.1
51% or higher	24.6

Based on 138 responses.

7. Has the individual who conducts interviews of potential recruits ever had special training in interview techniques?

Yes	51.3%
No	48.7

Based on 240 responses.

8. How much does your company or division spend on recruiting and hiring of the typical salesperson?

$500 or less	19.7%
$501–$1,000	15.2
$1,001–$1,500	3.8
$1,501–$2,000	9.8
$2,001–$3,000	10.6
$3,001–$5,000	25.0
$5,001–$10,000	6.8
More than $10,000	9.1

Higher sums include training costs. Based on 132 responses.

9. Has this increased in the last year?

Yes	50%
No	50

Based on 178 responses.

10. What do you consider is the biggest challenge in your recruiting?

Finding qualified people	82.8%
Making the choice	9.0
Meeting government standards	3.5
Conducting interviews	2.7
Other	2.0

Based on 257 responses.

11. Sales force turnover: What do you estimate is your current rate of turnover of salespeople, both those new to selling and experienced?

Turnover	*Percentage of companies*
0%	14.0
1–4%	11.5
5–10%	8.5
11–20%	38.0
21–30%	24.0
31–50%	4.0

Based on 200 responses.

12. How do you think your turnover rate compares with your competitors'?

Lower	60.8%
Same	30.1
Higher	9.1

Based on 209 responses.

13. When you hire, do you tap nonsales personnel from within your company who might make good salespeople?

Yes	67.5%
No	32.5

Based on 234 responses.

(continued on next page)

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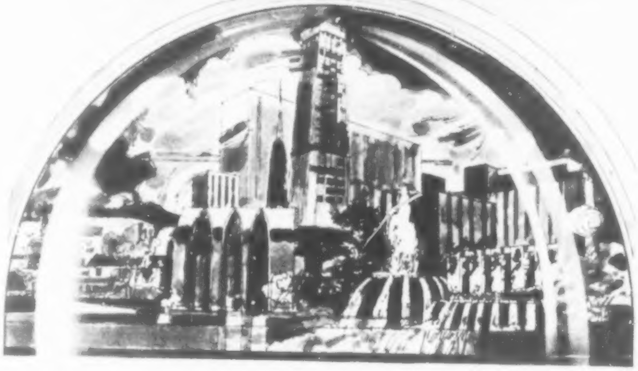

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14. How did tapping nonsales personnel work out?

	Percentage of companies
Excellent	18.6%
Good	35.7
Fair	28.6
Poor	17.1

Based on 140 responses

15. Compared with last year, does your company now have

More trouble recruiting qualified salespeople?	25.8%
Less trouble recruiting qualified salespeople?	49.4
About the same as last year?	24.8
More sales training?	51.7
Less sales training?	5.1
About the same as last year?	43.2

Based on 248 responses

16. The major concern of your new hires is:

Career path	45.3%
Compensation	43.0
Relocation	5.7
Other (stability of company, independence, time away from family, benefits, etc.)	6.0

Based on 265 responses

17. How long is the average new hire likely to stay with your company?

1 year	4%
2–3 years	16.1
4–7 years	50.4
Longer	33.1

Based on 236 responses

18. Do you try to get new hires to agree to stay at least for a specified period?

Yes	11.9%
No	88.1

Based on 227 responses

S&MM

Answers to the quiz appearing on page 47 are:

1. a 6. b
2. b 7. d
3. c 8. d
4. c 9. a
5. c 10. a (best), c (worst)

The best possible score is 11; the worst possible score is 0.

NOTE

ONLY THE FOLLOWING PAGES OF THIS

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Cover 1, p. 3, 13, 39-44,

46, 51-52, 54.

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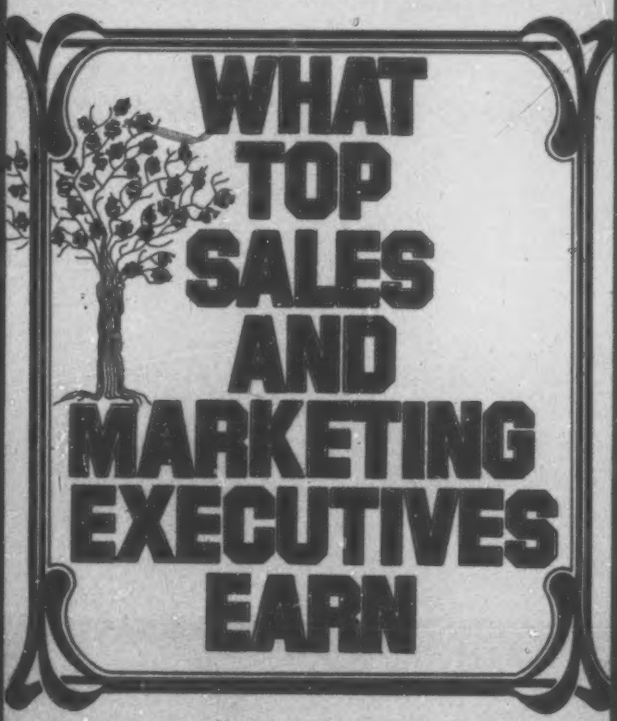
S&MM'S ANNUAL COMPENSATION SURVEY



WHAT TOP SALES AND MARKETING EXECUTIVES EARN

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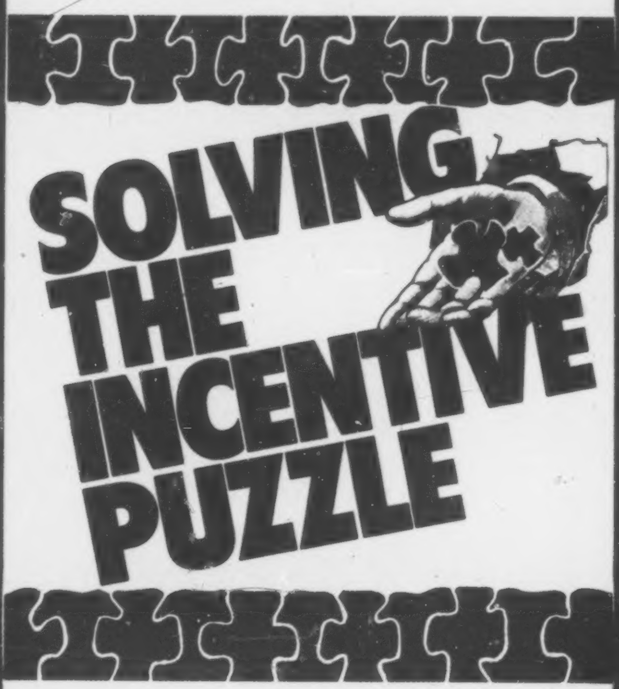
AN S&MM SPECIAL SECTION



SOLVING THE INCENTIVE PUZZLE

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Inside Out

Sales meetings by satellite. Holiday Inns links several locations together for teleconferencing. Page 10.

Oscar Mayer's dispute with the IRS over fleet-car mileage may wind up in the Supreme Court. Page 10.

Business as usual at the FTC. The regulatory agency took it on the chin from Congress, but it's in there swinging against P&G. Page 11.

S&MM Barometer. Industrial marketing may pick up early [illegible] busin[illegible]

Advertising. Cable TV's *Home Shopping Show* poses an intriguing question: Will viewers watch a program that's just commercials? Page 14.

Kodak shows them how. Its Business Systems Markets Div. wins two awards from the National Trade Show Exhibitors Assn. Page 16.

Bell & Howell's popular modules. So strong is demand for its modular home-movie system that B&H dealers are on [illegible] Page 3.

Jartran pulls up to full service

Page 37.

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What's coming up

Industrial marketing. Amweld Building Products Div., a part of American Welding & Manufacturing, is selling more steel doors now that its salespeople are marketing-oriented. Oct. 6.

An S&MM Special Section: Fleet Cars. Detroit's fleet and leasing people are under the gun to maintain their position in the market. Is this the year when imports will also make it big in fleet sales? Oct. 6.

Survey II. To help marketers plan their budgets, the *Survey of Buying Power—Part II* offers an update on the demographic and economic characteristics of newspaper and TV markets. Included are all-important five-year projections of U.S. and Canadian metro markets. Oct. 27.

Women in Selling. Intriguing results of an exclusive S&MM survey about the growing role of women in the sales force. Nov. 17.

An S&MM Special Section: Sales Meetings. The cost of getting together is higher than ever. As a result, marketers are taking a hard look at their meeting plans. Nov. 17.

VOL. 125, NO. 4

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58 Watch your language!
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allowances to retailers who stray from suggested list prices.

- Announcing it will screen ads of foods and beverages containing fructose to assure that claims for the sugar substitute aren't excessive.

Of these, the warranty actions could have the broadest impact on marketers. FTC attorneys say retailers have been generally lax in making warranties available for presale inspection. An FTC administrative law judge has already found Montgomery Ward in violation and the commission recently sent warnings to 17 "major national retail chains" (without disclosing their names).

More fur will fly when the commission publishes long-pending rules affecting companies that offer *full* warranties, some of which will bar the warrantor from requiring an unhappy customer to send the product back only to the selling dealer or make him pay for shipping. Also, manufacturers could no longer require the consumer to mail in a warranty registration card in order for it to be "legal."

In all of this, the commission insists it's being evenhanded. Its staffers point out that instead of opting for painfully detailed rules on how warranties must be worded and designed, it will simply publish an informal "handbook" in November suggesting ways warranties might be made more readable. And because it wants to spur more warranty competition, the agency has asked the public to suggest other enforcement tools to replace its inflexible 1960 Guides Against Deceptive Advertising of Guaranties.

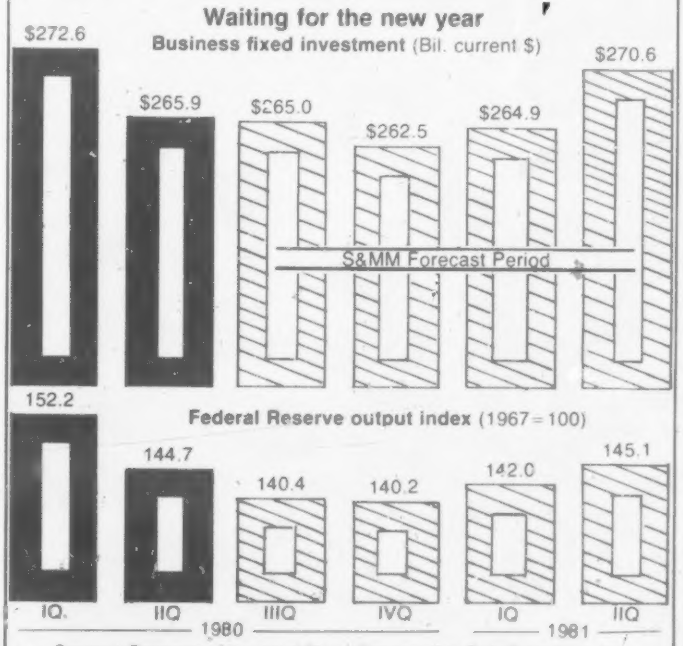
"The guides discourage advertising because they require all ad claims to explain each

S&MM BAROMETER

A good start in '81 for industrials

Industrial marketers face another couple of months of downbeat prospects, but new orders may quicken in December. Two indicators of industrial sales activity—business fixed investment and the Federal Reserve Board's industrial output index—are expected to continue to fall the rest of the year. However, by 1981's opening quarter, business investment is expected to show a quarter-to-quarter gain of 0.9%, industrial output a gain of 1.3%, suggesting industrial buyers will start placing orders in the last weeks of 1980.

However, the recovery is likely to be more sluggish than the one following the 1973–75 recession because of "continued high interest rates and the failure to make more of a dent in the inflation rate," says Allen Gutheim, staff economist at Wharton Econometric Forecasting Associates. A dourer Gary Wenglowski, economic research director at Goldman Sachs, warns that a short recovery could turn into another recession due to a delayed tax cut, weakening foreign economies, and worsening inflation.



Waiting for the new year

Sources: Consensus forecast of Chase Econometics, Data Resources, Inc., Evans Economics, Goldman Sachs, Merrill Lynch Economics, and Wharton Econometric Forecasting Associates.

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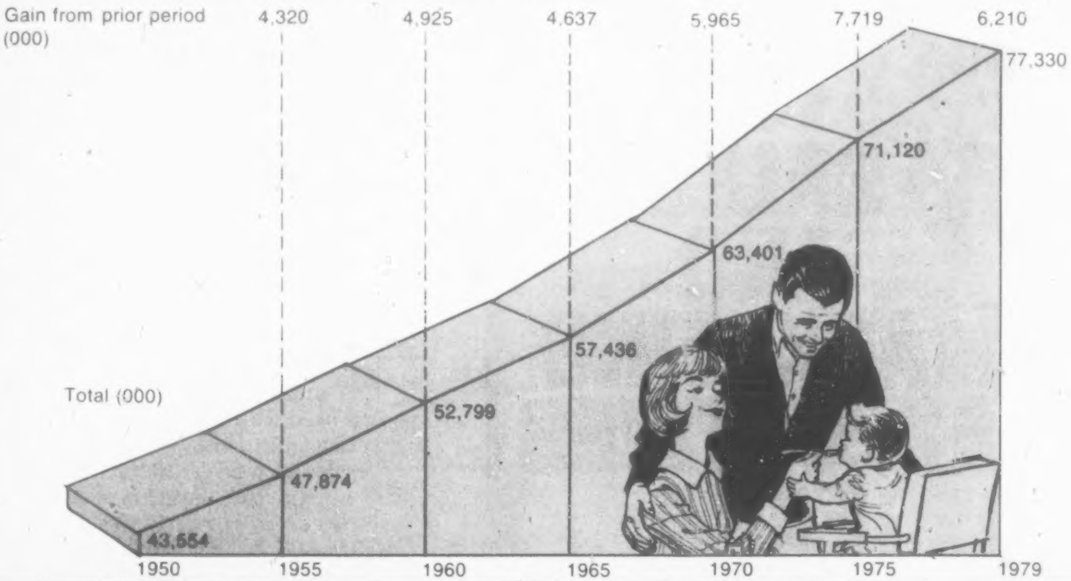
S&MM MARKETGRAPH

Households: Growing fast, shrinking fast

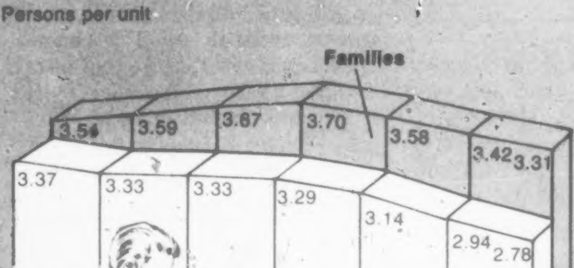
Household growth in the 1970s topped 22%, the fastest rate of the three postwar decades. In contrast, the number of households rose 20% in the 1960s and 21% in the 1950s. The reason for the accelerated pace, of course, was the maturing of the postwar baby crop, as millions of young adults moved into the prime household-formation years.

Changes in lifestyles are leaving their imprint on household characteristics. The typical household has been shrinking in size since 1964, the average family since 1966. Behind this trend are the explosive growth in one-person households (up 59% in the last decade), marriages at a later age, the increase in divorces, and declining birthrates.

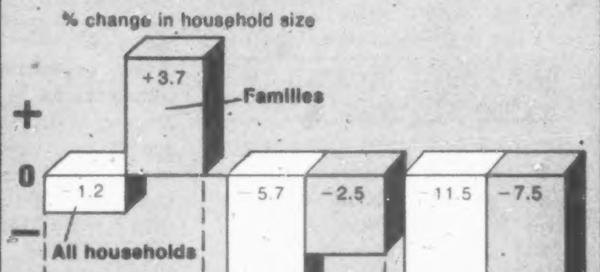
The number of households grows steadily



But their size continues to shrink . . .



. . . at an ever faster rate



Source: S&MM calculations; Census Bureau, *Households and Families by Type*, Series P-20, No. 345
Sales & Marketing Management

S&MM'S ANNUAL COMPENSATION SURVEY

WHAT TOP SALES AND MARKETING EXECUTIVES EARN

By THAYER C. TAYLOR
Senior Editor/Management Sciences

The best paid executives in sales and marketing work for the largest companies, right? Not necessarily, S&MM's annual compensation survey indicates. At the head of the list are two marketers from Comdisco, Inc., the Rosemont, IL, computer leasing company whose 1979 revenues were $153 million. The highly motivated pair are Nicholas DiBari, senior vice president, marketing, with total compensation of $674,253 and John Slevin, sales vice president, who earned $600,897.

Their pay ran well ahead of many executives from larger corporations last year. For example, William S. McConnor, senior vice president, refinery marketing, at $8.1-billion Union Oil of California, ranks fifth in S&MM's survey with compensation of $339,666. Right after him is C.H. King of $7.9-billion Standard Oil of Ohio with $334,790.

S&MM's survey, based on the proxies that publicly-owned companies file with regulatory agencies, covers 113 executives at 100 companies. Sibson & Co., a Princeton, N.J.-based consulting firm specializing in compensation programs, analyzed the proxies and prepared the tables exclusively for S&MM.

The survey reveals that the average marketer earned $151,642 in 1979, but this is not directly comparable with the $124,700 figure in last year's survey. That's because long-term income, such as gains realized from the exercise of stock options and stock appreciation rights, is included in this year's survey data for the first time. However, Sibson did restate the income totals from last year and reports that marketers' compensation rose 16% in 1979 while company sales increased 24%.

By and large, the better an industry did, the more handsomely its marketers made out. Chemical industry marketers scored the biggest compensation gain, 48%, while industry sales rose 23%, the fifth fastest among the industries where two or more companies are represented. Petroleum placed second in both compensation gains, up 46%, and sales, up 40%. Other industries where marketers made substantial gains: apparel, up 27%, business equipment, 26%, and beverages, 25%.

On an individual basis, Murphy Oil's John L. Solomon racked up the fattest year-to-year increase, 167% to $211,441. Following him were First Mississippi's James W. Crook, up 98% to $218,714; Leggett & Platt's Ralph V. Johnson, 85% to $147,859; Mohawk Data Sciences' Douglas A. Davidson, 82% to $226,109, and Mirro Corp.'s William T. Alldredge, 71% to $103,240. Except for Alldredge, the hefty boosts were chiefly due to stock deals. Davidson, Solomon, and Johnson had much smaller increases in their base pay, while Crook actually had a 14% decline in his basic compensation.

Not everyone brought home a bigger paycheck, however. Those who felt the pinch the most were Charles A. Bucks, Continental Air Lines, down 54% to $149,524; William H. Waltrip, Pan American, down 29% to $189,208; Earl L. Dearhart, Southern Railway, down 27% to $154,365; Frederick S. Donnelly Jr., Armstrong Cork, down 24% to $155,110, and W. Harrison Lackey, Lukens Steel, down 20% to $99,839. In most cases, the slippage was brought about by special factors. Bucks, for example, received $120,188 in stock options in 1978 but nothing in 1979. Others received special one-time payments the earlier year—Donnelly a sizeable foreign service allowance and Waltrip a special payment of $97,500 for remaining on the job through a certain date.

The 10 top paid sales and marketing executives

	Cash Income*	Other Income†	Total Compensation
1. Nicholas DiBari *senior v.p., marketing* **Comdisco**	$674,241	$ 12	$674,253
2. John Slevin *v.p., sales* **Comdisco**	$600,862	35	600,897
3. Irving L. Rousso *executive v.p., sales and merchandising* **Russ Togs**	499,000	32,700	531,700
4. John G. Hill *v.p., sales* **Storage Technology**	145,000	201,658	346,658
5. William S. McConnor *senior v.p., refinery marketing* **Union Oil of California**	306,921	32,745	339,666
6. C.H. King *senior v.p. marketing & refining* **Standard Oil (Ohio)**	181,450	153,340	334,790
7. David M. Tracy *senior v.p. and pres., Fieldcrest Div. sales* **Fieldcrest Mills**	210,300	78,277	288,577
8. Richard Barrie *senior executive v.p., marketing & sales* **Fabergé**	259,917	22,668	282,565
9. Benjamin O. Sampson *pres., marketing div.* **Cone Mills**	247,500	17,875	265,375
10. Robert L. Lair *senior v.p., marketing* **Cessna Aircraft**	139,924	102,825	242,749

*Salaries, fees, directors' fees, bonuses, commissions
†Securities, profit sharing, personal benefits
Source: Sibson & Co.
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Economic conditions took their toll in certain industries. Reflecting the housing slump, building materials marketers suffered a 10% drop in compensation. Steel company executives' paychecks were slimmed 7% as a result of import competition and the woes of their biggest customer, autos.

"Stock options continue to be the best long-term income game in town," says John A. Fischer, Sibson vice president. "They are more prevalent compared to such alternatives as performance units [amounts realized by executives who achieve certain long-term goals set by their companies] or restricted stock [shares granted to key employees that can't be sold for a certan period of time]. Options offer the potential for more economic gain, but they also pose more of a risk."

Still, their popularity dimmed in 1979, S&MM's data show. The proportion of marketers on stock option plans edged down from 67% in 1978 to 61% in 1979, and those granted stock options dropped even faster: 29% to 17%. Furthermore, relatively fewer marketers exercised their stock options last year: 22% vs. 30% the year before. Apparently, to make it into the ranks of top-paid marketers it helps to keep an eye on the financial pages as well as the sales charts.

(Complete survey starts on next page.)

Executive compensation survey

Company	Revenues ($Mil.)	Individual and Title	Total Compensation*	Shares Common Stock Owned	Stock Options	Additional Compensation Plans
AEROSPACE AND AIR TRANSPORTATION						
Cessna Aircraft	$ 939.3	Robert L. Lair *senior v.p., marketing*	$242,749	61,974	Exercised; Unexercised Options Held	Merit Incentive Compensation Plan; Employee's Investment Plan; Restricted Stock Plan
Continental Air Lines	927.6	Charles A. Bucks *executive v.p., marketing*	149,524	25,033	Granted; Unexercised Options Held	Incentive Compensation Plan
Eastern Air Lines	2,881.5	Russell L. Ray Jr. *senior v.p., marketing*	156,539	23,800	Granted; Unexercised Options Held	Profit Sharing Plan; Variable Earnings Plan; Performance Share Plan
Frontier Airlines	389.7	Gordon Linkon *v.p., marketing*	104,838		None Granted; Exercised	Savings Plan & Trust
Pan American World Airways	2,484.7	William H. Waltrip *executive v.p., marketing and services*	189,208	100	None Granted; Unexercised Options Held	Incentive Compensation Plan; Long-Term Incentive Plan
Western Airlines	932.1	Richard P. Ensign *senior v.p., marketing*	183,900	735	None Granted; Unexercised Options Held	Incentive Compensation Plan
APPAREL						
Blue Bell	1,029.5	Edwin F. Lucas Jr. *v.p., marketing*	203,175	29,700	None Granted; Unexercised Options Held	Management Incentive Compensation Plan; Savings & Profit Sharing Plan
Russ Togs	177.5	Irving L. Rousso *executive v.p., sales and merchandising*	531,700	121,776	None Granted; Unexercised Options Held	Profit Sharing Plan; Deferred Compensation Plan
Russ Togs	177.5	Joel S. Grey *executive v.p., marketing*	110,000	1,335	None Granted; Unexercised Options Held	
AUTOMOTIVE PARTS						
Champion Spark Plug	806.5	Charles A. Schwalbe Jr. *v.p., sales*	159,948		Granted; Exercised; Unexercised Options Held	Salaried Employees' Performance Bonus Program
Standard Products	216.2	William T. Barber *v.p., sales*	74,981		Granted; Exercised; Unexercised Options Held	Incentive Compensation Plan
BEVERAGES						
G. Heileman Brewing	657.3	John S. Pedace *executive v.p., marketing*	198,284	10,575	Granted; Exercised; Unexercised Options Held	Profit Sharing Plan; Employee Stock Ownership Plan
Pabst Brewing	785.0	John D. Reifenrath *executive v.p., marketing*	126,565	1,000	None Granted	Deferred Compensation Plan; Executive Incentive Plan
F&M Schaefer	165.7	Alfred A. Tanck *senior v.p., marketing and sales*	105,467			Incentive Compensation Plan
BUILDING MATERIALS						
Susquehanna	126.9	George R. Schwartz *v.p., marketing and planning*	58,317		None Granted; Unexercised Options Held	Thrift Savings Plan; Incentive Program

*Includes salaries, fees, incentives, and bonuses paid in cash as well as gains realized from the exercise of stock options or stock appreciation rights (SARs). In previous years, S&MM's survey did not include gains from stock options or SARs.

Executive compensation survey

Company	Revenues ($Mil.)	Individual and Title	Total Compensation*	Shares Common Stock Owned	Stock Options	Additional Compensation Plans
BUILDING MATERIALS *(continued)*						
Triangle Pacific	$ 233.7	Joseph Nussbaum *executive v.p., sales and marketing*	$174,364		None Granted	Profit Sharing Plan; Stock Incentive Plan
BUSINESS EQUIPMENT						
Burroughs	2,831.0	J. Roy Henry *executive v.p., marketing*	209,121		Granted; Unexercised Options Held	Bonus Plan
Comdisco	153.0	Nicholas DiBari *senior v.p., marketing*	674,253			
Comdisco	153.0	John Slevin *v.p., sales*	600,897			
Data General	507.5	Herbert J. Richman *senior v.p., marketing*	111,000	241,900		
Deluxe Check Printers	366.1	Robert D. Racine *senior v.p., marketing*	92,475	16,182		Profit Sharing Plan; Employee Stock Purchase Plan
Mohawk Data Sciences	66.9	Douglas A. Davidson *senior v.p., marketing*	226,109		Exercised; Unexercised Options Held	Executive Insurance Plan; Supplemental Income Plan; Executive Bonus Plan
Prime Computer	152.9	R.M. Morrill *v.p., marketing*	162,891		Unexercised Options Held	Employee Stock Purchase Plan; Management Incentive Plan
Standard Register	265.7	John W. Reed *v.p., marketing*	163,443			Stock Incentive Plan; Key Employees Incentive Plan
Standard Register	265.7	Robert W. Plunkett *general sales manager*	128,820			
Storage Technology	376.8	John G. Hill *v.p., sales*	346,658		Granted; Exercised; Unexercised Options Held	Employee Stock Purchase Plan; Profit Sharing & Thrift Plan; Management Incentive Plan
Sykes Datatronics	12.3	Albert J. Montevecchio *executive v.p., marketing*	94,220	5,410		
CHEMICALS						
First Mississippi	178.4	James W. Crook *v.p., marketing*	218,714		None Granted; Exercised	Thrift Plan; Performance Unit Plan; Bonus Plan (Cash)
Lubrizol	724.7	J.R. Stitt *v.p., sales*	174,897	52,419	Granted; Unexercised Options Held	Profit Sharing Plan; Equity Purchase Plan; Bonus Plan; Employee Stock Purchase Plan
Stepan Chemical	145.0	Eldridge J. Black *v.p. & director, marketing*	101,068	8,592	None Granted; Unexercised Options Held	Management Incentive Compensation Plan; Profit Sharing Plan
Terra Chemicals	254.1	Lawrence W. Galloway *senior v.p., agricultural marketing*	98,525		None Granted; Unexercised Options Held	Long-Term Performance Incentive Plan; Key Managers Incentive Plan
Terra Chemicals	254.1	Douglas Kelly *v.p., retail*	86,751		Unexercised Options Held	

*Includes salaries, fees, incentives, and bonuses paid in cash plus gains from the exercise of stock options or SARs

Executive compensation survey

Company	Revenues ($Mil.)	Individual and Title	Total Compensation*	Shares Common Stock Owned	Stock Options	Additional Compensation Plans
COAL AND MINING						
Rochester & Pittsburgh Coal	$204.3	Donald C. Farnsworth *v.p., sales*	$91,450			Deferred Compensation
Texasgulf	789.3	J.W. Hall Jr. *v.p., business development*	117,354		Granted; Unexercised Options Held	Incentive Stock Plan; Bonus Plan
Westmoreland Coal	385.3	Pemberton Hutchinson *executive v.p. marketing*	133,020	2,208		Employees Stock Ownership Plan
CONSUMER PRODUCTS						
BIC Pen	179.0	Bruno Bich *v.p., sales & marketing*	108,586			
COSMETICS AND TOILETRIES						
Fabergé	245.3	Richard Barrie *senior executive v.p., marketing & sales*	282,585	5,789		Executive Compensation Plan
La Maur	41.8	Frank J. Liguori *v.p., salon division*	102,735	14,770	None Granted; Exercised; Unexercised Options Held	Incentive Plan; Profit Sharing Trust
Tampax	194.8	Oliver C. Grey *v.p., sales*	71,850			
ELECTRONICS						
Comdata Network	11.2	Alan C. Abrams *v.p., marketing*	83,139			Profit Sharing
Cubic	171.7	C.C. Wellborn *v.p., marketing*	94,129		None Granted; Exercised	Profit Sharing Plan
Franklin Electric	140.9	Donald P. McArdle *v.p., marketing*	96,345		None Granted; Unexercised Options Held	Bonus Plan; Employees Savings Plan
Printronix	20.6	Melvin Posin *senior v.p., marketing*	76,141			
FABRICATED METALS						
Mirro	151.6	William T. Alldredge *v.p., marketing & sales*	103,240	1,460	None Granted	Profit Sharing
Revere Copper and Brass	788.1	J.W. Eason *executive v.p., aluminum sales*	160,155	6,500	Unexercised Options Held	Incentive Compensation Plan
FINANCIAL						
Kansas City Life	157.4	D.D. Dysart *senior v.p., marketing*	86,156	171		
Nationwide Life Insurance	335.8	G.G. Frost *v.p., life, health, equity marketing*	66,961			Incentive Savings & Progress Sharing Plan
FOOD						
Dean Foods	507.4	John V. Guckien *executive v.p., marketing*	159,861	26,753		Deferred Compensation Plan; Supplemental Incentive Compensation Plan; Bonus Plan
Dinner Bell Foods	257.8	Terry S. Elberson *executive v.p. marketing*	89,750		None Granted; Exercised	Incentive Compensation
Knudsen	368.2	John P. Shannon *v.p., marketing*	94,920			Key Executive Incentive Plan; Stock Purchase Plan

*Includes salaries, fees, incentives, and bonuses paid in cash plus gains from the exercise of stock options or SARs.

Executive compensation survey

Company	Revenues ($Mil.)	Individual and Title	Total Compensation*	Shares Common Stock Owned	Stock Options	Additional Compensation Plans
FOOD *(continued)*						
Rath Packing	$316.9	John F. Lambert *senior v.p., sales & marketing*	$54,677	150		
Russell Stover Candies	128.8	Paul D. Newell *executive v.p., sales*	95,200	100		
Russell Stover Candies	128.8	Harry G. Ervin Jr. *v.p., sales*	52,500			
J.M. Smucker	151.0	William P. Boyle Jr. *v.p., director–marketing*	117,722	10,500	None Granted; Unexercised Options Held	
Tyson Foods	382.2	Robert Atchison *v.p., marketing & processing*	107,831		None Granted	Profit Sharing Plan; Tax Reduction Act Stock Ownership Plan; Employee Stock Purchase Plan
FOOD EQUIPMENT						
Hobart	632.2	Richard L. Swob *v.p., marketing (Hobart Div.)*	94,704		Unexercised Options Held	Executive Incentive Plan
GLASS						
Guardian Industries	281.2	Murray J. Yudin *v.p., national sales*	231,647	70,872		Stock Ownership Plan; Thrift Plan; Deferred Bonus Plan
Guardian Industries	281.2	Norman Shulman *v.p., flat glass sales*	230,902			
Midland Glass	162.7	J. Richard Woods[1] *v.p., sales*	75,000			
HOUSEHOLD EQUIPMENT						
Armstrong Cork	1,341.1	Frederick S. Donnelly Jr. *group v.p., international & corporate markets sales operations*	155,110	1,730	Granted; Unexercised Options Held	
Conair	50.8	Jerry Kampel *v.p., retail sales*	99,206		None Granted; Unexercised Options Held	Executive Medical Reimbursement Plan
Conair	50.8	Murray Stern *v.p., professional sales*	69,567	Granted;	Unexercised Options Held	
Keller Industries	179.4	Charles A. Mercer[2] *executive v.p., sales & marketing*	61,600		None Granted; Exercised	
Kimball International	211.1	Robert R. Laube *senior executive v.p.; director of marketing*	162,773	10,070	Granted; Unexercised Options Held	Executive Bonus Plan; Profit Sharing Plan
Kirsch	154.4	Richard U. Scott *v.p., marketing*	63,500	375	None Granted; Unexercised Options Held	Incentive Compensation Plan; Thrift Plan
Kroehler Mfg.	116.3	Gary K. Schroeder[3] *v.p., sales & marketing*	99,519		None Granted; Unexercised Options Held	Supplementary Employees Retirement Plan
Leggett & Platt	214.6	Ralph V. Johnson *senior v.p., marketing*	147,859	44,786	None Granted; Exercised; Unexercised Options Held	Savings Plan

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*Includes salaries, fees, incentives, and bonuses paid in cash plus gains from the exercise of stock options or SARs.

[1] Resigned Aug. 29, 1979.

[2] Resigned Aug. 22, 1979.

[3] Resigned Mar. 31, 1980.

Executive compensation survey

Company	Revenues ($Mil.)	Individual and Title	Total Compensation*	Shares Common Stock Owned	Stock Options	Additional Compensation Plans
HOUSEHOLD EQUIPMENT *(continued)*						
Magic Chef	$ 409.7	J. Hoyle Rymer *v.p., operations*	$67,720	60,845	None Granted; Unexercised Options Held	Executive Incentive Plans; Supplemental Retirement Plan
National Presto Industries	111.8	Walter G. Ryberg *v.p., sales*	134,946			Officer Stock Purchase Plan; Bonus Plan
Whirlpool	2,261.2	Jack D. Sparks *executive v.p., marketing*	196,873†	29,918	Granted; Exercised; Unexercised Options Held	Key Executive Incentive Plan; Profit Sharing Plan
INDUSTRIAL EQUIPMENT						
Fischer & Porter	165.1	Robert S. Peterson *senior v.p., marketing*	79,996		None Granted; Exercised; Unexercised Options Held	Management Incentive Bonus Plan; Incentive Savings Program
National-Standard	331.6	W.D. Peace *v.p., marketing*	133,688	19,282	Exercised; Unexercised Options Held	
Shopsmith	16.1	Larry A. Blank *senior v.p., sales*	93,351			
Snap-On Tools	373.6	Marion F. Gregory *v.p., general sales manager*	167,687		None Granted; Exercised; Unexercised Options Held	Employee Stock Purchase Plan
Square D	826.1	W.R. Clarke *v.p., marketing*	140,731	11,529	None Granted; Exercised	
INSTRUMENTATION						
Kevex	12.5	Richard J. Cushing *v.p., marketing*	91,010			Profit Sharing Plan
LUMBER						
Edward Hines Lumber	348.5	W.M. Archibald *v.p., retail sales*	84,511		None Granted	Incentive Bonus Plan
MACHINERY						
Koehring	476.9	John Radomsky *group v.p., crane & excavator marketing*	119,094		None Granted; Exercised; Unexercised Options Held	Incentive Bonus Plan
Manitowoc	281.4	P. Ralph Helm *v.p., sales*	103,652	53,184	Granted; Unexercised Options Held	Bonus Plan; Profit Sharing Plan
PAPER						
Federal Paper Board	419.1	George E. Oakley Jr. *v.p., sales*	155,015	6,258	Exercised; Unexercised Options Held	Savings and Stock Ownership Plan; Incentive Compensation Plan; Long-Term Compensation Plan
PETROLEUM						
Crown Central Petroleum	1,054.8	Jesse D. Winzenried *group v.p., administration and marketing*	162,127	6,835		Employee Saving Plan
MAPCO	857.9	David A. Roach *executive v.p., marketing supply and transportation*	168,570†			Incentive Compensation Plan; Profit Sharing Plan; Tax Reduction Act Stock Ownership Plan

*Includes salaries, fees, incentives, and bonuses paid in cash plus gains from the exercise of stock options or SARs.
†Includes incentive compensation awarded for 1978 and paid in 1979.

Executive compensation survey

Company	Revenues ($Mil.)	Individual and Title	Total Compensation*	Shares Common Stock Owned	Stock Options	Additional Compensation Plans
PETROLEUM *(continued)*						
Murphy Oil	$1,595.9	John L. Solomon *v.p., marketing*	$211,441		Granted; Exercised; Unexercised Options Held	Incentive Bonus Plan; Employee Thrift Plan; Employee Stock Ownership Plan
Standard Oil (Ohio)	7,916.0	C.H. King *senior v.p., marketing & refining*	334,790		Granted; Exercised; Unexercised Options Held	Employees Investment Plan; Tax Reduction Act Stock Ownership Plan; Deferred Compensation Plan
Union Oil Co. of California	8,081.8	William S. McConnor *senior v.p., refinery marketing*	339,666	13,106	None Granted; Exercised; Unexercised Options Held	Incentive Compensation Plan; Employee Profit Sharing Plan; Employee Stock Ownership Plan; Performance Share Plan
RESTAURANTS						
Gino's	330.4	Rufus K. Schriber *v.p., marketing*	70,051			Performance Share Plan
RUBBER						
Cooper Tire & Rubber	283.2	W.T. Fitzgerald *v.p., marketing*	101,615	9,932	None Granted; Unexercised Options Held	Thrift & Profit Sharing Plan
Mohawk Rubber	210.2	Hugh C. Ferguson *v.p. & sales manager*	76,042		None Granted; Unexercised Options Held	
SERVICES						
American Management Systems	22.0	Patrick W. Gross *executive v.p., corporate marketing*	87,360	44,503		Incentive Compensation Plan
Tymshare	150.0	Ronald Braniff *group v.p., computer services*	151,317			
STEEL						
Inland Steel	3,638.2	Derrick L. Brewster *v.p., sales*	187,100		None Granted; Unexercised Options Held	Thrift Plan; Performance Incentive Plan; Employee Stock Purchase Plan
Lukens Steel	342.3	W. Harrison Lackey *v.p., marketing & public relations*	99,839		None Granted; Unexercised Options Held	Incentive Compensation Plan; Savings & Vacation Plan
Pittsburgh-Des Moines Steel	298.4	L.E. Anderson Jr. *v.p., sales & engineering*	138,080	2,647	None Granted; Exercised; Unexercised Options Held	Savings & Investment Plan; Deferred Compensation Plan
SUPERMARKETS						
Super Valu Stores	3,475.2	Gene D. Hoffman *v.p., marketing*	169,973		Unexercised Options Held	Incentive Bonus Plan
TEXTILES						
Burlington Industries	2,676.3	Abraham B. Stenberg *group v.p., merchandising*	200,047	2,985		Unit Incentive Plan; Employee Stock Ownership Plan; Profit Sharing Plan

*Includes salaries, fees, incentives, and bonuses paid in cash plus gains from the exercise of stock options or SARs.

Executive compensation survey

Company	Revenues ($Mil.)	Individual and Title	Total Compensation*	Shares Common Stock Owned	Stock Options	Additional Compensation Plans
TEXTILES *(continued)*						
Cone Mills	$681.3	Myron L. Silverstein *executive v.p., marketing division*	$230,000	3,024	None Granted	Profit Sharing Plan; Employee Stock Ownership Plan
Cone Mills	681.3	Benjamin O. Sampson *pres., marketing division*	265,375	8,424	None Granted; Exercised	
Crompton	158.4	Ewart J. White Jr. *v.p., marketing*	196,509		Granted; Exercised; Unexercised Options Held	Profit Sharing Plan; Incentive Compensation Plan
Crompton	158.4	R. Stephen Vignolo *v.p. & group marketing director*	94,281		Granted; Unexercised Options Held	
Fieldcrest Mills	517.7	David M. Tracy *senior v.p. and pres. Fieldcrest division sales*	288,577		None Granted; Exercised; Unexercised Options Held	Profit Sharing Plan; Restricted Stock & Performance Share Plan
Fieldcrest Mills	517.7	Francis X. Larkin *senior v.p. and pres. rug division sales*	159,849		None Granted; Unexercised Options Held	
Galaxy Carpet Mills	96.5	Irwin Pomerantz *senior v.p., marketing*	125,392	103,749		Incentive Compensation Plan
Graniteville	294.5	H. Tenison Deane[1] *v.p., sales*	159,770			Incentive Plan; Savings Plan; Profit Sharing Plan
Graniteville	294.5	George W. Aufderheide Jr. *v.p., sales*	154,625	19,960	None Granted; Unexercised Options Held	
Graniteville	294.5	Samuel H. Swint Jr. *v.p., sales*	118,824	136,356	None Granted; Unexercised Options Held	
M. Lowenstein	644.6	Julius Lasnick *executive v.p., apparel fabrics marketing*	150,000		Unexercised Options held	Incentive Compensation Plan
Martin Processing	103.7	Ronald A. Ressel *v.p., marketing*	61,797			Stock Bonus Plan; Savings & Stock Ownership Plan; Profit Incentive Plan
Texfi Industries	169.1	Victor H. Schwartz[2] *executive v.p., sales & merchandising*	104,034			
TOBACCO						
Conwood	139.3	C.O. Clarke *v.p., sales*	192,291	19,331		Management Incentive Stock Purchase Plan; Thrift Plan; Deferred Compensation
Conwood	139.3	E.C. Powell *v.p., marketing*	187,403	19,467		
TRANSPORTATION						
McLean Trucking	559.4	Fred C. Bauer *executive v.p., marketing*	91,140	6,850	Granted; Unexercised Options Held	Profit Sharing Plan
St. Louis-San Francisco Railway	447.5	E.D. Grinnel *senior v.p., marketing*	187,758	3,386	Exercised; Unexercised Options Held	Incentive Bonus Plan
Southern Railway	1,467.3	Earl L. Dearhart *executive v.p., marketing*	154,365			Incentive Bonus Plan; Employees Stock Purchase Plan

*Includes salaries, fees, incentives, and bonuses paid in cash plus gains from the exercise of stock options or SARs.

[1] Retired Dec. 31, 1979.

[2] Ceased to be an executive officer of company as of 8/79.

Source: Sibson & Co., Inc.

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S&MM
SALES & MARKETING MANAGEMENT

OCTOBER 6, 1980
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TWO DOLLARS

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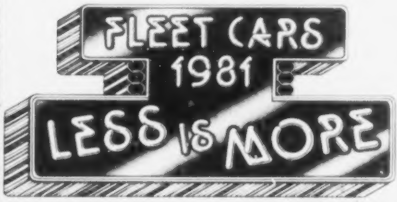

AN S&MM
SPECIAL SECTION

For now, fuel-efficient cars are available, gas prices have levelled off, and interest rates are relatively stable. But will it last? Page 55.

Going it alone creates a new market

Because one-parent families are the fastest-growing type of household, marketers of consumer goods must devise strategies to reach them. Page 47.

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What's coming up

Survey II. To help marketers plan their budgets, the *Survey of Buying Power—Part II* offers an update on the demographic and economic characteristics of newspaper and TV markets. Included are all-important five-year projections of U.S. and Canadian metro markets. Oct 27.

An S&MM Special Section: Sales Meetings. The cost of getting together is higher than ever. As a result, marketers are taking a hard look at their meeting plans. Nov. 17.

An S&MM Special Report: Managing Selling Costs. Thirty-two pages of advice on the effective management of selling costs, including answers to such questions as, Should the sales force be reserved for calling on major accounts only? and, How much responsibility can be assumed by independent reps? Also: the role of the computer. Dec. 8.

S&MM's Annual Awards. The top performers in sales and marketing as named by our editors and our readers. Jan. 12.

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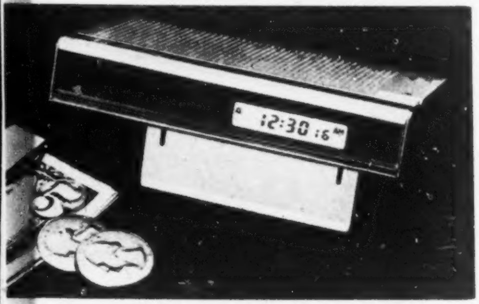
Allen Voyette, training and education manager, says that he can't yet tell how many of Syntex's 500-person force will participate. But, he says, "I think our salespeople view this as the best program they've ever received."

NEW PRODUCTS

The last word in appliances

Ready or not, talking appliances are here. For example, Sharp Electronics has a $90 clock-radio with a robot voice that says, "Good morning, it is 7 a.m." Ten minutes later, it will say, "Attention, it is now 7:10 a.m. Please hurry." the same voice will tell the time when one pushes a button or announce it at various intervals if properly programmed.

Panasonic was ready to unveil a similar product at $160 this month but pulled back for "retooling" when the cheaper Sharp model appeared. Panasonic, however, will introduce talking calculators and microwave ovens by year-end. The $700-plus Talking Genius microwave oven uses a microprocessor chip to activate a digital voice. As a user pushes buttons for, say, defrost, cook, and warm, the voice repeats all



Wake-up language used by Sharp's alarm clock is firm but polite.

S&MM BAROMETER

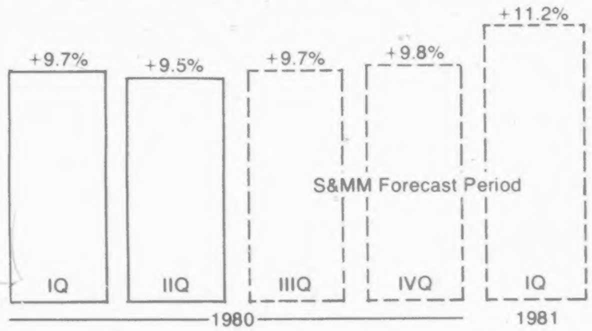
Selling costs: Back on the fast track

It was too good to last. S&MM projections show that basic field selling costs, which trailed the rise in the consumer price index (14.3%) during the first half, will accelerate in the second half and hit a double-digit rate by 1981's first quarter.

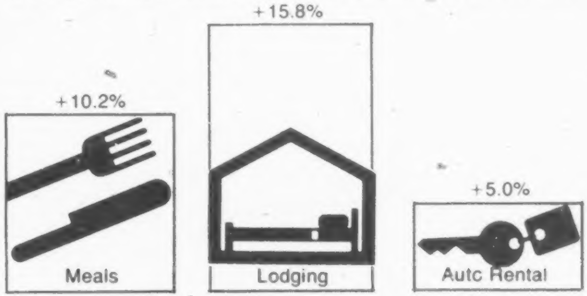
The prime causes of the upsurge are this summer's drought and the coming explosion in Social Security taxes. Washington Analysis Corp., a Bache Halsey Stuart Shields subsidiary, expects food prices to jump 17% in the second half of 1980 vs. 5% in the first. John Lesure, research director of Laventhol & Horwath, who develops financial data for the lodging industry, sees room rates up 12%–15% in the next several months despite a 6% drop in occupancy ratios.

Meal prices and room rates will be kicked higher early in 1981 when restaurants and hotels, like all businesses, are hit with a steep rise in Social Security taxes. These costs will quickly be passed on to the paying guests.

% change in field selling costs vs. year-ago period



% change in field selling cost components in 1980 first half



Sources: S&MM calculations, Bureau of Labor Statistics.
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three instructions before the cycle begins. Later, as the cooking phase winds down, the voice announces the number of minutes left, just like a rocket-launch countdown.

Will it sell? Richard W. Muehlenhard of Panasonic's home appliance division notes that microwave oven sales are up about 50% in a recession year and that deluxe models historically outsell cheaper ones. He predicts that the deluxe talkie will do well in the premium/incentive market because "the best selling items are those which people don't already have and which are in the greatest demand."

Next on the horizon: appliances that respond to voice commands. Toshiba America, for example, is fine-tuning prototype TV sets and stereos that will change channels or volume when the user talks to them. What keeps them from retail shelves is a failure-to-respond rate of 15% or so. But Toshiba promises to show improvements at the January Consumer Electronics Show in Las Vegas. One market ripe for the gadgets: the physically handicapped.

LIVING COSTS

Anchorage and Milwaukee get off easy

People living in San Diego and Los Angeles-Long Beach were buffeted by household costs that rose twice as fast as in Anchorage and Milwaukee, according to the Bureau of Labor Statistics' (BLS) annual updating of three hypothetical family budgets. A family of four living on what BLS calls an intermediate budget experienced increases of 13.4% and 12.1% in San Diego and Los Angeles-Long Beach, respectively, compared to increases of only 6.1% in Anchorage and 6.8% in Milwaukee. However, Anchorage's small rise brought modest comfort to residents inasmuch as their living costs are still the highest among the 25 markets BLS measured, topping the national average by 36%.

BLS actually measures three budgets: lower, intermediate, and higher. S&MM uses the intermediate group because it is most representative of urban households.

Sales managers take the budget estimates into consideration when comparing compensation levels of salespersons in

Metro area living costs

Metro Area	*1979 Budget*	*% Increase 1978-79*	*Index U.S.=100*
Urban U.S.	$20,517	+10.2%	100
Metro Areas	20,935	10.3	102
Nonmetro areas	18,651	9.6	91
Northeast			
Boston	24,381	10.2	119
Buffalo	21,806	11.7	106
New York	23,586	10.5	116
Philadelphia	21,436	10.4	104
Pittsburgh	19,890	10.5	97
Nonmetro areas	20,730	10.9	101
Midwest			
Chicago	20,564	9.4	100
Cincinnati	20,287	10.5	99
Cleveland	20,868	9.9	102
Detroit	20,821	8.8	101
Kansas City	19,618	7.4	96
Milwaukee	21,387	6.8	104
Minneapolis-St. Paul	21,426	10.5	104
St. Louis	19,963	11.5	97
Nonmetro areas	18,876	8.7	92
South			
Atlanta	18,821	11.4	92
Baltimore	20,316	6.6	99
Dallas	18,301	9.5	89
Houston	19,025	11.2	93
Washington, DC	22,206	10.5	108
Nonmetro areas	17,454	8.9	85
West			
Anchorage	27,933	6.1	136
Denver	20,468	10.3	100
Los Angeles-Long Beach	19,871	12.1	97
San Diego	20,088	13.4	98
San Francisco-Oakland	21,478	10.6	105
Seattle-Everett	20,719	11.0	101
Honolulu	25,799	11.7	126
Nonmetro areas	19,348	11.5	94

Note: Increase in family budgets will not be the same as increase in consumer price index (CPI) because: (1) the CPI does not include taxes, which are part of the family budgets; (2) different sets of weights are used, and (3) homeowner costs are treated differently.

Source: S&MM calculations, Bureau of Labor Statistics, *Autumn 1979 Urban Family Budgets and Comparative Indexus for Selected Urban Areas*, USDL: 80-78.

* Sales & Marketing Management.

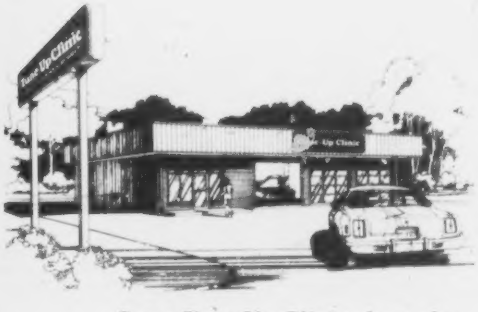
different territories. For example, a sales rep shifted from Washington, DC, to Dallas would move from a metro area where living costs are 8% higher than the U.S. average to one where they're 11% under the norm.

FRANCHISING

No pit stops for Tune-Up Clinics

Unlike some others in the automotive aftermarket, Al Massey, president of Tune-Up Clinics, Atlanta, sees no sign of consumers saving money during the recession by not maintaining their cars. Instead, he says, "We find more and more people keeping their engines well-tuned to get better gas mileage." Massey claims that such consumers are attracted to Tune-Up Clinics, which began to franchise two years ago, by the following:

- Three prices (depending on engine size) for a complete tune-up that include all parts and labor. The highest: $40.95.
- Service time of 30–45 minutes. Customers are encouraged to watch mechanics, who explain all procedures.
- A six-month, 6,000-mile



Some Tune-Up Clinics have this snappy building design.

SPECIAL REPORT PREVIEW

Managing costs for more productive selling

So relentless is the upward spiral of selling costs (see S&MM Barometer, page 13), that the worst fears of sales and marketing executives are being realized. Thus, managing sales costs has emerged as a critical concern for marketers, and it's likely to remain so for most of the 1980s.

Is management making the best use of the direct sales force? Should the sales force be disbanded or reserved for calling on major accounts? How much responsibility can be assumed by independent reps, distributors, or telephone salespeople? Such questions are at the heart of the cost-control problem, and they will be explored in detail in a 32-page Special Report in the Dec. 8 issue of S&MM.

Computers to the rescue

This exclusive report will include case histories on what alert marketers are doing right now to stem the tide of rising costs. Companies that once prided themselves on selling only through their own field salespeople already are seeking alternatives. In some instances they're bringing their best people into the home office to do business over the phone. Greater use is being made of direct mail to back up the sales effort.

The computer plays an important role, too, making it possible to identify cost problems and analyze them. What's more, now that many district and regional sales offices have their own computers tied directly to headquarters, field salespeople have access to a wealth of information that enables them to be more productive.

The computer is also helpful to a new breed of executive placed strategically in many corporate hierarchies. He's called the marketing controller, and he recognizes marketers for one thing they are: cost-producers. Look out for that one.

a single United Airlines DC-10 in June (fee: $10 plus the phone toll from the nearest ground station). "It's exposed our name to over 100 million people," says Post happily. "We've gotten at least a half-million dollars worth of publicity."

What's more, Post says Sky-Tel is an ideal source of new prospects for beeper service. When a passenger makes a call, he fills out a form for billing, and PageAmerica just adds the name to its direct-mail list. Not bad for winging it.

PACKAGING

Olympic's sunny sales

PRESERVES WOOD BEAUTIFULLY
OLYMPIC
WEATHER SCREEN
STAIN AND WOOD PRESERVATIVE
1 GALLON 3.785 LITERS

Olympic Stain, Bellevue, WA, introduced its wood stain and preservative nationally in March with a name—Weather Screen—and package, both developed by Soyster & Ohrenschall, San Francisco, that had clicked in consumer tests. The package shows water beads on wood panels, plus rainbow-colored raindrops, to convey water repellency. Aided by national TV and regional print ads, part of a nearly $5-million annual budget, Weather Screen more than doubled its first-year sales goals in four months.

COMPENSATION

Mixed bag for field managers

Pity the field sales executive who studies the results of three popular surveys to see how his compensation compares with his peers. Regional sales managers fared better than district managers, says the American Management Assns.' *Middle Management Report: 1980*. Regional sales chiefs with territories in the under-$5-million class last year increased their total compensation 11% to $29,000 while district managers with territories of less than $2 million raised theirs 5% to $23,600 (see table).

The same 2:1 ratio prevails for the largest territories. In the $40-million-or-more category, regional managers scored a 7% gain to $41,700, and their district counterparts with territories of $16 million or more had a 3% increase to $31,600.

In contrast, Dartnell Corp.'s *13th Biennial Survey of Executive Compensation*, released earlier this year, showed the opposite pattern. District managers in companies with sales under $5 million racked up a 35% gain in the 1977–79 period, lifting their total compensation to $23,000, while their regional bosses had to be content with a 13% rise to $27,000. In the $500-million-or-more category, both scored 23% gains, giving regional managers $43,000 in total compensation, district managers $32,000.

The third study, the Administrative Management Society's annual *Guide to Management Compensation: 1980*, shows the sales manager (mostly district and regional) posting a 4% gain in 1979 to $28,000. This survey, which covers base salary only, indicates that income ranged from $24,300 in the South to $30,000 in the West.

A sample from the AMA study

	Total Compensation 1979	*% Gain 1978–79*	*Bonus As % Of 1979 Compensation*	*Total Compensation 1979*	*% Gain 1978–79*	*Bonus As % Of 1979 Compensation*
	Territories Under $5 Million			*Territories Over $40 Million*		
Regional manager	$29,000	+11%	14%	$41,700	+7%	20%
	Territories Under $2 Million			*Territories Over $16 Million*		
District manager	$23,600	+5%	22%	$31,600	+3%	17%

Source: American Management Assns., *Middle Management Report: 1980*
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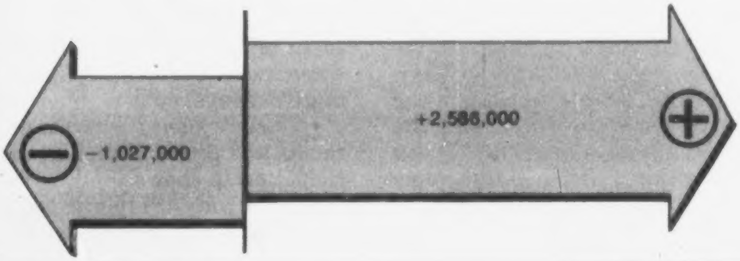
S&MM MARKETGRAPH

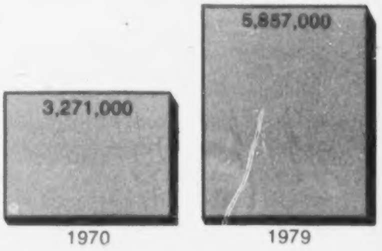
One-parent families: Going it alone creates a new market

Kramer vs. Kramer had it only half right. While the award-winning movie dramatically depicted the daily tensions of the one-parent family, it is the woman who rears her offspring on her own in nine of every ten such families. Significantly, the proportion of such women who opted for children without going the marriage route has more than doubled, from 8.0% in 1970 to 17.1% in 1979, and the comparative ratio for divorcees who head one-parent families has spurted from 32.7% to 42.2%. All of which suggests that the one-parent family, the fastest growing household type in the 1970s, will continue its growth pattern. Marketers of family-oriented products will have to fashion new selling appeals.

During the 1970s, while two-parent families declined . . . . . . one-parent families increased dramatically . . .

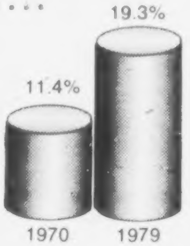


. . . from 3.3 million to almost 6 million

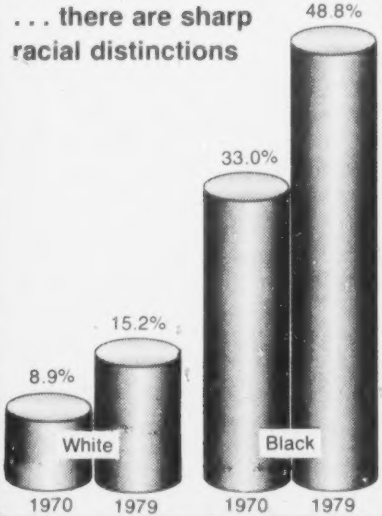


While children are now growing up with only one parent in almost one out of five families . . .

One-parent families as share of all families

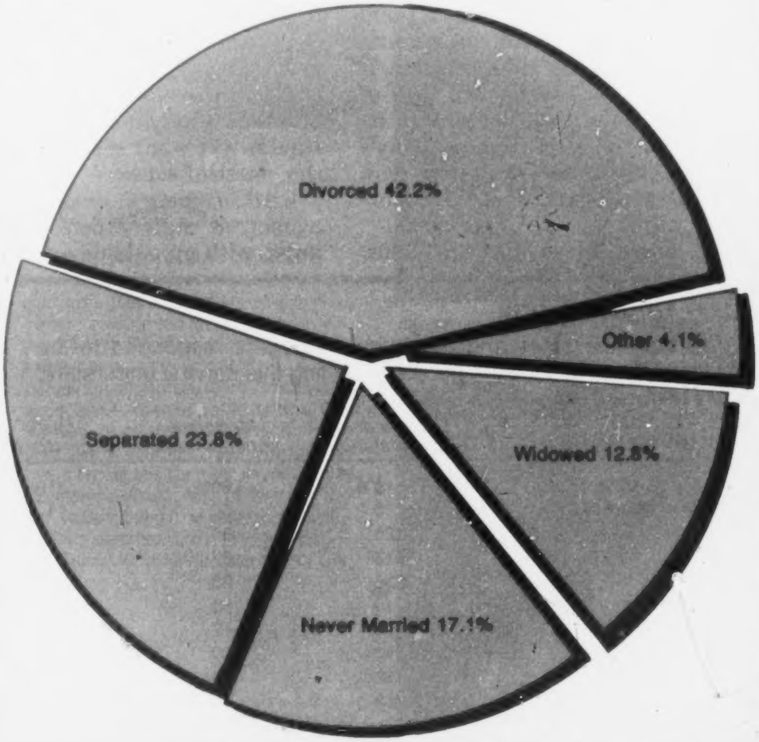


. . . there are sharp racial distinctions



Women head 90% of one-parent families, and two-fifths of them inherited the status through divorce

Marital status of women heading one-parent families



Sources: S&MM calculations; Census Bureau, *Household and Family Characteristics: March 1979*, Series P- 20, No. 352.

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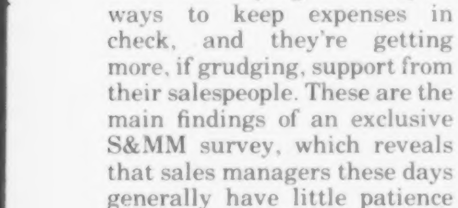
Putting the brakes on fleet costs

Confronted by a persistent rise in the cost of operating sales cars, sales and marketing executives are trying a variety of ways to keep expenses in check, and they're getting more, if grudging, support from their salespeople. These are the main findings of an exclusive S&MM survey, which reveals that sales managers these days generally have little patience with salespeople behind the wheel who don't do their bit to save money. Says one marketer, "If mileage is off, we tune the engine; if mileage remains off, we tune the driver." A sales vice president sums up the situation: "Some of our salespeople are negative thinkers on the subject of holding down fleet costs. They won't be around long."

Nevertheless, the 176 marketers who completed the questionnaire appear to be more confident about the fate of fleet cars than respondents were a year ago. For example, only 4.7% say they intend to reduce the number of cars in their fleets during the next three years, whereas 10.9% indicated that in last year's survey. Also, 34.4% say they intend to increase driving in line with sales growth, up from 26.8% a year earlier. To be sure, 42% of the respondents say they reduced driving "significantly" or "slightly" during the past year, but only 29.8% plan to do so in the year ahead.



Pontiac's Grand Prix LJ features deluxe trim and a V-6 engine.

Regardless of how much sales executives think they can do to hold down fleet costs, there's little doubt that most of them have good reason for *trying*. Fully 53.5% of the respondents report somewhat reduced margins as a result of rising fleet costs. Moreover, all but one category (maintenance and repair) gets more response than last year to the question "Where have fleet costs risen the most?" Not unexpectedly, gasoline topped the list at 89.2%, followed by initial car prices (61.8%) and lease terms (26.1%).

Among the most popular measures taken to put the brakes on fleet costs: more telephone selling (45.4%). Many respondents indicate that they tend to call their low-volume accounts that have little growth potential. William Riedell, national sales manager for Winsor & Newton, Secaucus, NJ, reports that his company recently installed a WATS line for calling on such accounts. He has also used more direct mail, an approach mentioned by 15.3% of the respondents.

Better time-and-territory management—as shown by

Buick's Regal finds its way into more and more fleets.

Highlights of S&MM's 1980 sales-car survey

1. Where have fleet costs risen the most?

	1980	*1979*
Gasoline	89.2%	84.3%
Initial car prices	61.8	51.6
Lease terms	26.1	22.8
Maintenance and repair	23.2	30.0
Insurance	17.6	13.7
Parking	3.1	0.0
Administration	2.2	1.9

2. How have rising fleet costs affected your bottom line?

Somewhat reduced margins	53.5%
Little change from past years	46.5

3. Which of the following steps have you taken to help cut fleet costs?

Used more telephone selling	45.4%
Scheduled calls in same general areas	39.2
Downsized fleet cars	28.4
Redrawn territories	27.3
Cut down sales call frequencies	19.9
Put off purchases or new leases	19.3
Used more direct mail	15.3
Cut back on car options paid by company	13.6
Limited eligibility for fleet cars	10.2

The Peugeot 505 diesel version outsells the gas model.

4. During the next three years, do you plan to:

	1980	*1979*
Increase the number of your fleet cars	28.0%	27.0%
Reduce the number of your fleet cars	4.7	10.9
Maintain current levels	67.3	62.0

5. What changes have you made or do you plan to make in using fleet cars?

	Have Done in Past Year		*Plan to Make in Coming Year*	
	1980	*1979*	*1980*	*1979*
Increase driving in line with sales growth	21.6%	20.0%	34.4%	26.8%
Reduce driving slightly	30.9	19.0	25.2	26.8
Reduce driving significantly	11.1	2.7	4.6	5.9
Stay about the same	36.4	58.1	35.8	40.2

6. What % of your fleet consists of small cars (compacts and subcompacts) . . .

% of Fleet in Small Cars	*(% of Respondents) 1980*	*1979*
0%–24%	78.2%	75.7%
25%–49%	11.5	5.7
50%–74%	6.1	11.4
75%–100%	4.2	7.1

. . .and what will be the % three years from now?

% of Fleet in Small Cars	*(% of Respondents) 1980*	*1979*
0%–24%	28.6%	34.0%
25%–49%	16.8	13.3
50%–74%	21.7	19.2
75%–100%	32.9	32.5

7. What is your sales force's attitude toward small cars?

	1980	*1979*
Negative	46.6%	65.7%
Neutral	37.4	26.5
Positive	16.0	7.6

8. Are salespeople helping to keep fleet costs down?

They're somewhat cooperative	45.2%
They're very cooperative	40.3
Their response is lukewarm	14.5

Survey results are based on a mailing to 1,000 S&MM subscribers. By the cutoff date, 217 questionnaires were received. Of those who responded, 176 provide sales cars to some of their salespeople or reimburse them for the business use of their personal cars. The results for 1979 are taken from the survey that appeared in S&MM's Oct. 15, 1979 Fleet Car Special Section. The base for those answers is 153. In certain cases totals exceed 100% because some respondents gave multiple answers.

scheduling calls in the same areas (39.2%) and redrawing territories (27.3%)—is also an important method for dealing with fleet costs. Glenn Woodrich, vice president, marketing, for Jos. Dixon Crucible, Jersey City, NJ, says, "Work plans must be improved. Geographic areas must be thoroughly covered, not hopscotched. Courtesy calls are out. Preplanned calls with a purpose are the order of the day."

For other respondents who rely on good time-and-territory management, it is as much a matter of common sense as a response to rising fleet costs. Joseph R. Hurley, manager of administrative services for the Container Div. of Rheem Manufacturing, Linden, NJ, says "Our salespeople are expected to cover their territories in the most efficient and economical manner whether or not we are faced with cost increases in the fleet. This is simply good sales management."

Another 19.9% of the respondents indicate that they have cut down on sales call frequencies and they don't think this will impair the sales effort. A marketing executive for a northeastern food manufacturer notes that his sales force is now expected to schedule trips more carefully to reduce annual mileage. He comments, "This may mean calling on some accounts less often, but it does not mean they they won't serve them properly."

R.H. Cholet, vice president, marketing, for Dermik Laboratories, Ft. Washington, PA, notes that customers accept the cutback in personal visits as

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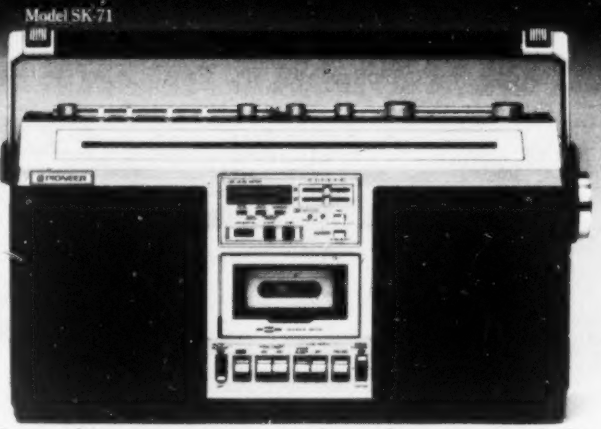

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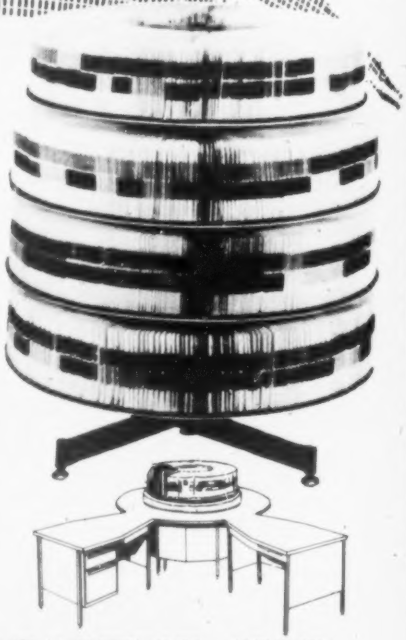

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long as they "can conveniently request their needs by telephone or business reply card, are contacted by phone sales personnel, and continue to be personally visited by sales reps even though such visits may be without the previous frequency."

Not surprisingly, another popular way of cutting fleet costs is by downsizing (28.4%). The National Assn. of Fleet Administrators reports in its *1981 New Car Acquisition Survey* that six out of every ten fleet cars ordered in the coming year will be compacts and subcompacts. S&MM's survey generally confirms this finding but shows that the actual percentage of small cars in fleets last

JOSEPH FARRIS

"I feel a sense of urgency but I don't know what for!"

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FLEET CARS 1981 LESS IS MORE

Toyota's sporty Celica Supra is a draw in some sales fleets.

year was hardly overwhelming (Question 6).

Sales and marketing executives have been aided in this effort to downsize by a significant shift in the attitudes of their salespeople. In last year's survey, respondents indicated that their sales forces were overwhelmingly opposed to small cars (65.7%). Only 7.6% had a positive attitude while 26.5% remained neutral. In contrast, less than half of the sales forces this year are judged to have a negative attitude toward small cars (46.6%). Of the rest, 37.4% were neutral and 16.0% had a positive attitude. This change appears to reflect the growing approval of small cars by American consumers in general.

Other approaches to cutting fleet costs include a company that has its own gasoline pumps. "Per gallon it costs less," says the respondent. Another company says it saves on travel costs by flying more. Conversely, another says it saves by driving more instead of flying. (Presumably, one has longer distances to cover than the other.) Al Severino, vice president of sales for Brown Products, Nashua, NH, recommends that his salespeople travel together more often, perhaps once a week. "This will enable them to share experiences *and* cut back on fuel consumption," he says.

Another respondent says that his company puts a greater emphasis on customers visiting its plants. He describes the system as "the most cost-effective, meaningful interface between customers and ourselves."

Other mundane but effective cost-saving measures—often suggested by salespeople—include driving without air conditioning when possible, using self-service pumps, buying gasoline away from main highways, using radial tires, and even driving at the legal speed limit.

Of the respondents, 19.3%

SOME THOUGHTS ON CORPORATE GIFT GIVING
From the people at Smucker's

How to feel good about what you're giving

Two key executives from Smucker's Marketing and Sales area express some down to earth ideas about gift giving to your customers.

Meredith Pennington, Marketing Manager - Gifts and Incentives Department

Meredith: First thing you should consider when selecting a business gift is whether it reflects well on you and the image of your organization.

Is your gift recognized for its quality? Does it have usefulness? Does it have general acceptance among those who will receive it? *Does it reflect your own good taste?*

A.J. Guerra, Sales Manager - Gifts and Incentives Department

Tony: As much as you would like to give everyone something expensive, you have to draw the line somewhere. And your own budget, certainly, usually dictates against extravagance. So, you want to choose a gift that is "affordable" - yet has a high *perceived* value. *Value,* then, is what to look for rather than shopping just for "price."

Meredith: When you're choosing gifts for a varied group (rather than selecting a gift for one person), it's vital to select a gift with general appeal - one that would be appreciated by either a man or a woman. A gift you know can be taken home and shared with the entire family.

Tony: Lastly, reliability, which is one thing gift buyers often overlook. The gift supplier you select should be able to "come through for you"...to deliver the gifts on time, to the right people. You shouldn't have to worry about a thing - from the time you enter the order.

Meredith: In short, your gift should say something nice about you, but at the same time make you feel nice about giving it.

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FLEET CARS 1981 LESS IS MORE

say that they have put off purchases or new leases as a way of cutting costs. Indeed, Michael Marchioni, assistant to the vice president of sales at Stowe Woodward, Newton, MA, reports that his company doesn't supply its salespeople with new cars until the old ones have close to 100,000 miles on them. He explains: "Then the company will be sure its own cars see their maximum usefulness. Salespeople are also forced to take care of their cars with this kind of policy."

But such firmness is not always the case. Many respondents complain that management doesn't emphasize the subject enough with its travelling salespeople. Apparently the approach taken by Ronald L. Samuels, senior vice president of sales and marketing at Herbert Materials, Nashville, TN, is exceptional. He says, "Communication is the key to cooperation in our company. When salesmen are well informed as to the costs of running a sales operation and review with management the actual vs. pro forma expenses, they tend to be more understanding and sympathetic with management."

Air-Shield, Inc., Hatboro, PA, has gone a step further. Jim Myhre, national sales manager, reports that Air-Shield includes field expense performance in its incentive plan for first-line managers. He says, "This is a very effective way of keeping fleet ex-

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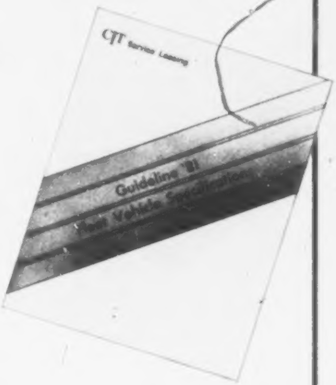

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penses—as well as all field expenses—within budget guidelines."

Still, S&MM's survey found some respondents who are staying with large cars. William Bradfield, vice president, marketing and sales, St. Clair Pakwell, Bellwood, IL, notes that "the nature of our product requires a large trunk for samples, catalogues, and files. Compacts or intermediates do not afford the size we really need." Furthermore, he says, "A salesman's car is his office. A salesman should have a quality car that delivers him fresh at our distributor's place of business."

Others have similar feelings and are also concerned about the safety of smaller cars. For example, Tony Clar, director of marketing, Control Chief Corp., Bradford, PA, says, "I personally do not advocate long distance journeys in small cars because of fatigue and increased chances of injury in accidents."

A more crucial problem, however, centers around how salespeople view their cars. Fortunately, few managers are as hard-pressed as the one who observes that, "Nothing has kept fleet costs from rising; our salespeople know that whatever they do will have little impact." Still, one respondent says, "Salespeople consider a large auto as part of their benefits." Another comments, "They consider the car they drive a status symbol." M.J. Gancar, vice president of marketing for Control Components International, Irvine, CA, sums up the problem when he says, "Most salespeople view company cars as a form of compensation—not a sales tool. They are becoming more and more a required 'benefit.' Most companies have yet to make it clear as to their view, which results in a lot of confusion."

Other companies stick with big cars and don't worry about fleet costs. One vice president of marketing explains: "If we can keep rising costs in proportion to sales growth, we will not complain." J.L. Albrecht, vice president of west region sales, Okonite Co., South San Francisco, CA, echoes this comment, saying, "Business is so good and the company is making so much money that, as a percentage of sales, our expenses are not out of line."

In these times, however, not all companies can be so sanguine. It requires prudent sales management to keep fleet costs from sideswiping the company's bottom line. S&MM

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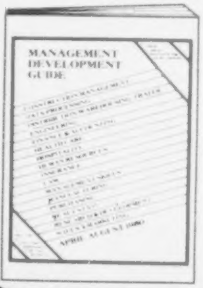

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Section C. U.S. Metropolitan Market Projections for Population, Effective Buying Income, Retail Sales, and S&MM's Buying Power Index

Section D. Annual Survey of Newspaper Markets

Section E. Annual Survey of TV Markets

Section F. Canadian Metropolitan Market Projections

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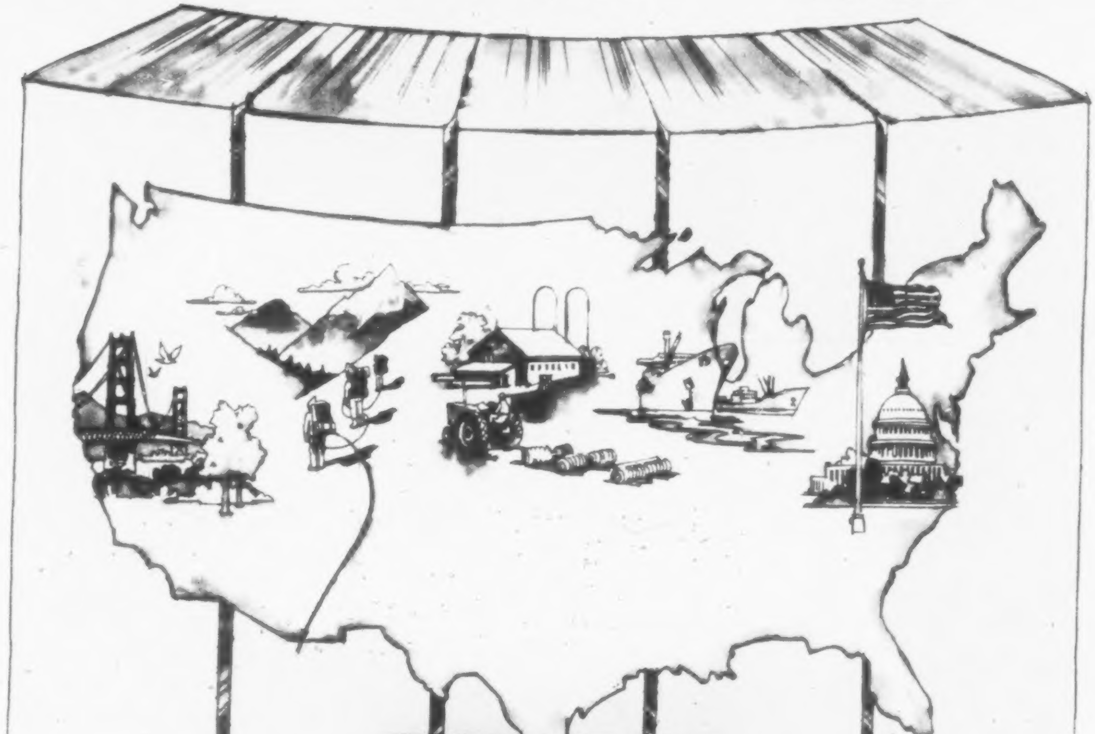

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Section A

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

How the Survey uncovers opportunities when times turn tough

By THAYER C. TAYLOR
Editorial Director
Survey of Buying Power

Inflation casts a somber uncertainty over marketers' prospects in the 1979–84 forecast period, according to S&MM's *Survey of Buying Power—Part II*. Markets will continue to expand, but buying power in real terms will shrink.

- **Population,** helped along by increased immigration and a mini baby boom as record numbers of women enter prime childbearing ages, will increase 4.7% to 231.9 million, slightly better than the 4.3% increment of the preceding five years.
- **Households,** reflecting the maturing of the last stage of the postwar baby boom and looser living arrangements, will expand a zesty 11.8%, to 87.5 million, topping the earlier stanza's 9.8% rise.
- **Effective Buying Income (EBI)** will surge upward 68.8%, reaching $2.7 trillion by 1984, even improving on the 65.5% gain that occurred between 1974 and 1979.
- As a result, the typical household will pull down $31,225 in 1984, 51.0% more than in 1979, and per capita EBI will rise to $11,780, a whopping 61.3% gain.

However, that's all in current dollars. When you wring expected inflation rates out of the dollars, the picture turns grim. Market Statistics, the Bill Communications subsidiary that prepares the *Survey* data, predicts these inflation rates: 10.7% in 1980, 10.6% in 1981, 9.4% in 1982, 9.4% in 1983, and 9.5% in 1984.

Though these rates are somewhat higher than most economists foresee, considering how economists have notoriously underestimated inflation since the 1973–75 recession, one can make a strong case for Market Statistics' assumptions.

If those assumptions prove accurate, S&MM's calculations indicate that EBI, in 1972 dollars, will grow only 5.2%, from $991.2 billion in 1979 to $1,042.8 billion in 1984. This will be a tremendous drop from 1974–79's 18.5% real gain.

Consequently, the typical household and consumer will be worse off in 1984. Per household EBI, in 1972 dollars, will decline 5.9%, from $12,667 to $11,918, and per capita EBI will slip 1.2%, from $4,473 to $4,419. The per capita slippage will be gentler than the per household dip because households will increase at a faster pace than population and will continue to shrink in size.

This scenario is a disquieting one for marketers. It suggests, as noted in S&MM's Special Report, "Selling With Your Back to the Wall" (June 9), that productivity will continue to lag, savings ratios will be at very low levels, consumer spending will be hitched to

(continued on page 8)

Behind the Survey's projections

Population

The methodology behind the "Survey of Buying Power's" five-year population projections is explained in this way by Elias Fokas, vice president, Market Statistics, the Bill Communications subsidiary that prepares the "Survey" data.

Population change occurs in two ways: natural increase, the difference between births and deaths, and migration, the net result of in-and-out movement of people to and from a specific locale.

The first step in estimating natural increase is projecting the number of births, which we base on fertility estimates for each county. Our 1979 county-level fertility rates, which consist of the number of live births per 1,000 women 15–44 years old, are based on our county-level birth data and our age-sex estimates of each county's population.

We project expected fertility rates at the national level through a regression equation that considers rate changes of the last 10 years and gives more weight to those of recent years. Since the fertility rate depends on socioeconomic factors that affect every area in the U.S. to a similar degree, we adjust the county's expected fertility rate to reflect national trends. That gives us projected fertility rates for 1984 for every county. Those rates differ in absolute terms from county to county, but they follow the national rate trend. Once those rates are determined, we apply them to the expected number of females 15–44 years old in the county for each year up to and including 1984. That gives us the projected number of births.

Next, we project the number of deaths in each county. Those rates have been constant in the last decade, which makes them comparatively easy to predict. The projected number of deaths are deducted from the projected number of births to give us the numerical natural increase.

The second major population factor, net migration, is influenced by such things as job opportunities, presence of colleges or military barracks, and resort areas for retirees. Starting with the 1970 Census of Population and Housing, we have measured those changes each year and are able to make projections of net migration for each county based on those data.

In our final step, we take the net population change and add it to current county population estimates. That results in our first county projection estimates. We then examine our county estimates to make sure that their sums agree with our state control totals, which are arrived at by a similar process.

Household projections are based on trends in household size changes at the county level from year to year. Those trends are determined from the Census Bureau's *Current Population Survey Series* that provides estimates at the state and national levels. We also use the Bureau's one-time *Survey of Income and Education,* which provides valuable information at the metropolitan area level. After analyzing these two sources, we project the average household size for each county through 1984. By dividing household size into population, we arrive at the projected number of households.

Effective Buying Income

The methodology behind the "Survey of Buying Power's" five-year Effective Buying Income (EBI) projections is explained below by Robert Katz, vice president, Market Statistics.

Development of our five-year EBI projections is intimately related to the manner in which we prepare the *current year* estimates for the *Survey of Buying Power* (S&MM, July 28). EBI is roughly equivalent to the federal government's disposable personal income (DPI) series with one important exception. We remove from the DPI total the income earned by Americans permanently stationed abroad, such as diplomatic and armed forces personnel and business persons.

Each year, we get from the individual state-employment agencies information on total wages and salaries and nonagricultural employment for each county in their jurisdiction. Based upon our own analysis, the year-to-year change in these totals has proven to have a high correlation with the annual change in the average EBI per household at the county level.

Since 1970, we have also purchased each year from the Bureau of Economic Analysis (BEA) a computer tape with total (pretax) personal income, population (derived from the Census Bureau's P-25 series), and per capita income for all the counties in the U.S. We compare the year-to-year change shown in the BEA's data with the annual changes in our own per capita EBI for each county, making allowance for the income tax rates of the individual states. Where there is a significant difference in the percent change between the two series, we re-examine our EBI data to determine if any adjustment should be made.

With this information in hand, we develop our five-year projections in two major steps. First, we determine what the number of households will be in each county five years from now. The increase or decrease in the number of households is a critical factor because, obviously, such change represents a potential gain or loss in total EBI. Here, we generally make the assumption, except in special cases, that the average income of those leaving or entering the county in the forecast period will be comparable to that of those presently living there. The special cases arise when our records indicate that a county has been either attracting or losing households whose incomes are significantly higher or lower than its overall average.

The second major step involves making projections of the future rates of inflation and real gross national product (GNP). Here, we rely on deflators that the BEA has developed for DPI and total retail sales. Projecting future economic growth for the 1979–84 period gives us a handle on what the total EBI will be in 1984. In turn, projecting the inflation rate enables us to express our 1984 EBI data in terms of current dollars. We assume an average annual inflation rate of 9.9% in the 1979–84 forecast period and an average annual growth of 1.1% in real income in the same period.

To develop our 1984 EBI totals for each county, we combine the above estimates with both our household projections and our average EBI per household projections. The latter are derived from projections of what has happened in each county between 1970 and 1979, with the greatest weight given to the rate of change in the most recent years.

Retail sales

The methodology for the "Survey of Buying Power's" five-year retail sales projections is explained by Patricia Sullivan and Sharon Vattimo, senior research associates, Market Statistics.

The starting point of our Total Retail Sales (TRS) estimates is the Census Bureau's 1977 Census of Retail Trade. To track what has happened in each county since 1977, we rely principally upon two sources:

1. The sales-tax data we receive from more than 40 states.
2. The Census Bureau's annual *County Business Patterns* (CBP) series of state reports that include employment and payroll data for all the retail store types.

By analyzing the year-to-year changes in the sales-tax data, on the one hand, and the number of retail store outlets and number of employees for each type of store, on the other hand, we get an accurate fix on what happens to the TRS from one year to the next. The CBP information is especially helpful in filling the gaps created by the states that do not cooperate in releasing their tax data. Although the CBP reports have a two-year lag, we can adjust for this by matching their information to the Census Bureau's *Monthly Retail Trade Report*. That report now has data for 19 states and 28 of the biggest metropolitan markets.

In projecting the TRS, on a county-by-county basis, to 1984, we rely primarily on two important variables:

- **TRS as a share of Effective Buying Income (EBI).** Because a county's EBI, obviously, has an important correlation to what its population can spend in retail stores, we have established for each county back to 1977 its TRS expressed as a share of EBI. When analyzed over a period of time, this ratio provides a reliable picture of how people in different counties spend their income. While the bulk of the counties cluster around an average ratio, we look for those areas where the ratio is significantly above or below average.
- **Per capita sales**, which enables us to relate the TRS to population change. This variable is helpful in analyzing counties where population and retail sales are moving in different directions or at different rates.

Next, we make an assumption on what the overall inflation rate will be in the forecast period and apply it to our TRS estimate. Thus, 1984 retail sales projections are in current dollars, with an assumed average annual 9.9% inflation rate in the 1979–84 period.

In the final step of our calculations, we project the county's trendline TRS-share-of-EBI to 1984 and multiply it by the total EBI we have projected for the county. Similarly, we project the trendline per capita TRS to 1984 and multiply it by our projected population. We then take the two different sets of projections, assign them different weights based upon the county's recent behavior patterns, and compute a total retail sales figure for that county.

Nonmetros will set the pace through 1984

	1984 Projected Estimates	Projected % Change 1979–84	Actual % Change 1974–79
POPULATION (Thous.)			
U.S.	**231,925.5**	**+ 4.7%**	**+ 4.3%**
Metro	172,970.1	+ 4.2	+ 4.0
Nonmetro	58,955.4	+ 6.0	+ 5.2
HOUSEHOLDS (Thous.)			
U.S.	**87,495.6**	**+11.8%**	**+ 9.8%**
Metro	65,579.3	+11.3	+ 9.6
Nonmetro	21,916.3	+13.5	+10.4
EFFECTIVE BUYING INCOME ($000)			
U.S.	**$2,732,089,018**	**+68.8%**	**+65.5%**
Metro	2,146,146,161	+66.1	+64.4
Nonmetro	585,942,857	+79.4	+72.9
AVG. EBI PER HOUSEHOLD			
U.S.	**$31,225**	**+51.0%**	**+50.7%**
Metro	32,726	+49.3	+50.0
Nonmetro	26,735	+58.0	+56.7
RETAIL SALES ($000)			
U.S.	**$1,473,352,807**	**+66.0%**	**+58.8%**
Metro	1,146,306,568	+64.4	+57.9
Nonmetro	327,046,239	+71.8	+62.4
AVG. RETAIL SALES PER HOUSEHOLD			
U.S.	**$16,839**	**+48.5%**	**+44.6%**
Metro	17,480	+47.8	+44.0
Nonmetro	14,923	+51.4	+47.1
BUYING POWER INDEX			
U.S.	**100.0000**	**N.A.**	**N.A.**
Metro	77.5316	− 0.1%	− 0.6%
Nonmetro	22.4684	+ 4.3	+ 2.1

N.A. Not applicable; 100 is an index figure equivalent to the total U.S. sales potential for that year. The metro and nonmetro indexes are shares of the total U.S. sales potential.
Note: The 1984 projections apply to the 300 S&MM metropolitan markets as they are currently defined. By 1984, the federal government will have made many changes in the boundaries of existing markets and named new markets based on the results of the 1980 Census of Population and Housing.
Source: *Sales & Marketing Management's 1980 Survey of Buying Power—Part II.*
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The road to 1984: Slower growth, faster inflation

	1984	1979	% Increase 1979–84	% Increase 1974–79
Gross national product (Bil. 1972 $)	$1,587.9	$1,431.6	10.9%	17.6%
Gross national product (Bil. current $)	$3,918.5	$2,368.8	65.4	67.7
Personal consumption expenditures (Bil. $)	$2,509.6	$1,509.8	66.2	69.7
Nonresidential fixed investment (Bil. $)	$ 417.6	$ 254.9	63.8	69.3
Housing starts (000)	2,029.0	1,745.1	16.3	30.5
Automobile sales (Mil. units)	11.3	10.6	6.6	19.1
share (%)	20.7	21.7	N.A.	N.A.
Industrial production index (1967=100)	170.3	152.2	11.9	17.7
Consumer price index (1967=100)	345.6	217.4	59.0	47.2
Producer price index (1967=100)	344.5	216.1	59.4	46.5
Unemployment rate (%)	6.7	5.8	N.A.	N.A.

N.A. Not Applicable
Sources: S&MM calculations; Joint Economic Committee, *Monthly Economic Indicators* (1979 data); National Assn. of Business Economists, *1980 Annual Economic Survey* (1984 forecasts).
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(continued from page 5)

maintaining living standards in the face of rapidly rising prices, business investment will remain tepid, and energy, food, and housing will siphon off inordinate chunks of EBI, leaving little room for discretionary purchases.

Worse still will be the effect a decline in real income will have on the consumer psyche. The newer lifestyles that were ushered in by the "great expectations" of the postwar baby boom generation will face a time of testing, and austerity marketing may become the vogue. Because there'll be a smaller pie to cut up, social tensions will intensify, bringing an instability to the marketplace.

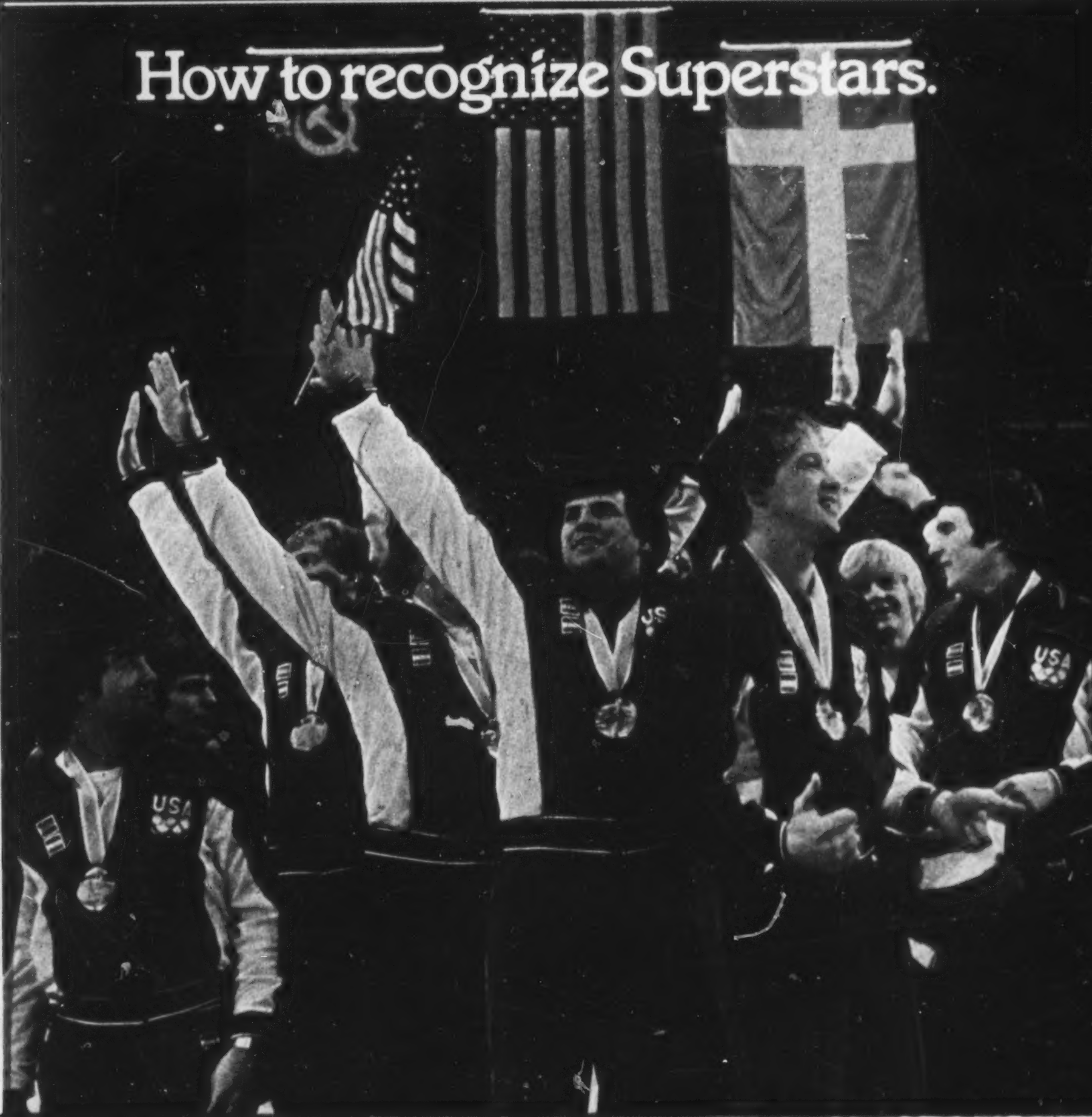
Given this less than handsome backdrop, marketers, more than ever before, will scout for local markets that offer better sales building opportunities than national trends suggest. The *Survey*'s Section C: Metropolitan Market Projections (page 45) pinpoints the markets that can be cultivated for extra growth. Section B: Merchandise Line Sales (page

(continued on page 10)

←

Sluggish economic growth in the "Surv
1979–84 forecast period will heighte
importance of picking the correct
markets for selling emphasis. A surv
the members of the National Assn. of
ness Economists reveals that the ec
mists who advise corporate manage
see consumer spending growth in the
cast period off by 5% vs. the preceding
year period.

However, in real terms, the falloff w
steeper because the overall economy
justed for inflation, is expected to ex
more than a third slower in 1979–84 th
1974–79. Of particular concern to con
er-goods marketers are the housing
auto industries, which may suffer
sharper deceleration in their growth
than the rest of the economy.


How to recognize Superstars.
USA
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USA

(continued from page 8)

33) helps marketers estimate product sales potential in metro areas. And Section D: Annual Survey of Newspaper Markets (page 85) and Section E: Annual Survey of TV Markets (page 147) tell the marketer how to allocate his advertising among target markets.

Compared to the 4.7% U.S. rate, the Rocky Mountain region will set the pace with 12.0% growth in 1979–84. Also expanding faster than the national rate will be the Southwest, 9.6%; Far West, 8.9%, and Southeast, 6.8%.

Market growth will lag in the Northeast and Midwest. Population will be up 4.0% in the Plains, 2.6% in the Great Lakes, and 2.0% in New England. However, the Middle Atlantic will suffer a 1.3% decline.

Of course, glittering growth

SURVEY HIGHLIGHT

Metros on the decline

S&MM Metro Market	*Projected % Pop. Decline 1979–84*	*1984 Projected Pop. (Thous.)*	*1979 Actual Pop. (Thous.)*	*% Pop. Change 1974–79*
Bridgeport-Stamford-Norwalk-Danbury	−0.1	815.6	816.6	1.3
Providence-Warwick-Pawtucket	−0.5	845.0	849.2	−1.8
Springfield, OH	−0.5	181.6	182.5	−2.3
Trenton, NJ	−0.5	318.8	320.5	−1.1
Springfield-Chicopee-Holyoke, MA	−0.6	584.6	588.3	−0.3
Hartford-New Britain-Bristol	−0.9	1,043.3	1,053.1	−0.1
Wheeling, WV	−1.0	181.3	183.1	−1.0
Danville, VA*	−1.1	106.0	107.2	0.6
Anderson, IN	−1.1	135.7	137.2	−2.9
Burlington, NC	−1.2	100.2	101.4	−1.6
New Haven-West Haven-Waterbury-Meriden	−1.4	749.0	759.5	0.0
Quincy, IL*	−1.4	68.9	69.9	−2.6
Philadelphia	−1.4	4,706.5	4,771.5	0.0
Wilmington, DE	−1.5	512.3	519.9	−0.7
Syracuse	−1.5	635.8	645.4	1.5
Newark, NJ	−1.5	1,908.8	1,938.7	−6.5
Marion, IN*	−1.6	82.6	83.9	−1.9
Pittsfield, MA	−1.6	139.4	141.6	−5.7
Sioux City, IA	−1.7	118.6	120.7	0.5
Poughkeepsie, NY	−1.9	231.7	236.3	3.7
Albany-Schenectady-Troy	−2.0	771.3	787.1	−0.7
Columbus, GA	−2.1	222.3	227.1	1.6
Cleveland	−2.1	1,893.8	1,934.4	−1.7

Meticulously arranged flowers are of equal importance to me…

S&MM Metro Market	*Projected % Pop. Decline 1979–84*	*1984 Projected Pop. (Thous.)*	*1979 Actual Pop. (Thous.)*	*% Pop. Change 1974–79*
Benton Harbor-St. Joseph, MI*	−2.2	208.9	213.7	0.0
Akron	−2.2	645.1	659.5	−2.3
Rochester, NY	−2.2	946.1	967.1	−0.1
Vineland-Millville-Bridgeton, NJ	−2.3	129.1	132.1	2.6
Johnstown, PA	−2.3	261.1	267.3	−1.1
Binghamton, NY	−2.3	295.8	302.7	0.0
Muncie, IN	−3.0	122.2	126.0	−4.8
Williamsport, PA	−3.2	110.0	113.6	−2.3
Pittsburgh	−3.5	2,169.9	2,249.7	−4.1
Elmira, NY	−4.1	92.3	96.2	−2.6
Steubenville-Weirton, OH-WV	−4.2	154.7	161.4	−1.6
Erie, PA	−4.6	255.9	268.3	−2.2
Meridian, MS*	−4.7	68.9	72.3	1.0
New York	−4.8	8,824.7	9,266.3	−4.5
Paterson-Clifton-Passaic, NJ	−4.9	427.3	449.4	−3.3
Buffalo	−5.0	1,214.9	1,278.8	−4.3
Pueblo, CO	−5.1	117.1	123.4	−2.7
Utica-Rome, NY	−5.3	305.4	322.5	−4.8
Wichita Falls, TX	−5.4	121.6	128.6	−1.3
Jamestown, NY*	−6.1	132.6	141.2	−3.4
Jersey City	−8.3	504.5	550.4	−9.8

*Potential metro market as defined by S&MM
Source: *Sales & Marketing Management's 1980 Survey of Buying Power—Part II.*
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rates are one thing, market size another. For example, New York state alone, despite a 3.0% loss by 1984, will still have almost 2.5 times as many customers as the Mountain states combined: 17.2 million vs. 7.1 million.

Marketers should note that two contrasting trends are changing the marketing landscape. On the one hand, interregional shifts are decentralizing the national population. On the other, an intraregional concentration is occurring owing to the dominance of a single state in each growth region.

California will account for more than two-thirds, 68%, of the 6-state Far West's numerical increase and Texas for 64% of the 4-state Southwest's gain. In the 5-state Rocky Mountain sector, Colorado will chip in with more than one-third, 36%, of the absolute increment, and Florida with more than one-

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fourth, 26%, of the 12-state Southeast's expansion.

People take their paychecks with them, and the direct impact population movement has on marketers is best illustrated by a region's change in its Buying Power Index (BPI)—S&MM's handy yardstick that combines population, EBI, and retail sales into a market's measured share of the U.S. potential. At the opposite ends of the spectrum of regional

SURVEY HIGHLIGHT

Consumer spending—minus inflation

Merchandise Line Category	Real 1979 Total Sales ($ Mil.)	% Change, 1978-79: Total Sales Current $	Total Sales 1967 $	Price Index
Groceries, other foods	**$ 71,708**	+10.0%	− 0.8%	+10.8%
Women's, girls' clothing	**30,466**	+ 7.5	+ 5.6	+ 1.7
Men's, boys' clothing	**16,700**	+ 7.7	+ 5.3	+ 2.2
Drugs, other health aids	**13,472**	+11.6	+ 4.1	+ 7.2
Furniture, sleep equipment	**10,555**	+ 6.1	− 0.6	+ 6.7
Major household appliances	**10,060**	+ 6.2	+ 2.0	+ 4.1
Footwear	**7,789**	+ 8.9	+ 1.0	+ 7.9
Total retail sales	**$425,873**	+ 8.6%	− 2.5%	+11.4%

Notes: **1979 Real Total Sales** calculated by dividing the current dollar sales figure by the annual Consumer Price Index for that commodity. **Total Retail Sales** were divided by the All-Commodities Index. Details will not add to the totals in the last line because of other merchandise line categories not shown here.
Sources: *Sales & Marketing Management's 1980 Survey of Buying Power—Part II*; Bureau of Labor Statistics, *Monthly CPI Detailed Report*.
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SURVEY HIGHLIGHT

25 leading TV markets with largest number of black prospects

1979 Rank	*S&MM-ARB TV Market*	*1979 Black Pop. (Thous.)*	*% Change 1978-79*	**Black % of TV Market's Total Pop.**
1.	New York	2,786.1	+0.7%	15.3%
2.	Chicago	1,448.1	−0.2	17.5
3.	Philadelphia	1,087.2	+0.6	15.9
4.	Los Angeles	956.6	+2.8	9.2
5.	Washington, DC	919.1	+0.3	23.1
6.	Detroit	753.4	−0.3	15.8
7.	Houston	653.7	+4.6	20.2
8.	Memphis	604.9	+0.5	35.8
9.	Atlanta	583.9	+1.7	20.8
10.	Baltimore	563.2	+0.6	24.1
11.	Dallas-Ft. Worth	476.9	+3.4	14.2
12.	New Orleans	461.4	+1.3	28.4
13.	Cleveland	453.5	+1.0	11.7
14.	Raleigh-Durham, NC	450.9	+0.9	30.0
15.	Norfolk-Portsmouth Newport News-Hampton, VA	410.4	+0.9	28.7
16.	San Francisco	403.6	+1.7	8.1
17.	St. Louis	370.3	−0.1	12.6
18.	Jackson, MS	358.2	+0.4	43.9
19.	Miami	343.3	+1.0	13.9
20.	Shreveport-Texarkana, LA-AR	328.8	+1.1	29.6
21.	Birmingham	320.6	+0.9	24.8
22.	Charlotte, NC	315.7	+1.9	19.5
23.	Richmond, VA	303.5	+0.1	27.9
24.	Greenville-Spartanburg-Asheville, SC	262.2	+1.9	17.4
25.	Mobile-Pensacola, AL-FL	261.0	+1.3	23.8
	25-market total	**15,876.5**	**+1.0%**	**17.0%**
	U.S. total	**220,476.2**	**+1.4%**	**11.7%**

Note: S&MM's TV Markets are based on American Research Bureau's (Arbitron) Area of Dominant Influence (ADI).
Source: *Sales & Marketing Management's 1980 Survey of Buying Power—Part II.*
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SURVEY HIGHLIGHT

The fastest-growing metros in the next five years

Growth Rank	*S&MM Metro Market*	*Projected % Pop. Growth 1979-84*	*1984 Projected Pop. (Thous.)*	*1979 Actual Pop. (Thous.)*	*% Pop. Growth 1974-79*
1.	Olympia, WA*	+30.4%	154.8	118.7	+38.3%
2.	Richland-Kennewick-Pasco, WA	26.0	168.4	133.6	37.2
3.	Boise, ID	24.2	198.9	160.1	20.5
4.	Fort Myers-Cape Coral, FL	22.6	244.9	199.7	36.2
5.	Riverside-San Bernardino-Ontario, CA	22.3	1,779.3	1,454.8	19.2
6.	Las Vegas	21.0	484.4	400.3	23.9
7.	Fort Collins, CO	20.6	164.9	136.7	18.6
8.	Provo-Orem, UT	19.0	231.9	194.9	17.7
9.	Bismarck, ND	17.7	93.1	79.1	19.7
9.	Bremerton, WA*	17.7	158.6	134.7	28.8
11.	Reno	17.1	206.0	175.9	23.8
11.	Houston	17.1	3,254.1	2,779.4	25.7
13.	Oxnard-Simi Valley-Ventura, CA	16.9	590.6	505.3	17.1
14.	Santa Rosa, CA	16.6	329.5	282.5	18.6
15.	San Diego	16.5	2,145.6	1,841.2	19.4
16.	Sarasota, FL	16.3	209.3	179.9	14.4
16.	Bryan-College Station, TX	16.3	95.5	82.1	21.4
18.	Enid, OK	15.4	76.4	66.2	12.0
19.	Pocatello, ID*	15.1	81.6	70.9	15.1
20.	Springfield, MO	14.9	241.3	210.1	11.8
21.	Eugene-Springfield, OR	14.4	306.4	267.9	12.1
22.	Victoria, TX*	14.3	74.2	64.9	13.3
22.	Santa Cruz, CA	14.3	205.8	180.0	23.8
24.	Pascagoula-Moss Point, MS	14.1	134.3	117.7	12.0
25.	Salem, OR	14.0	270.3	237.1	13.8
25.	Vallejo-Fairfield-Napa, CA	14.0	356.2	312.5	14.1
	26-market total	**+18.0%**	**12,256.3**	**10,386.2**	**+22.4%**
	U.S. total	**+ 4.7%**	**231,925.5**	**221,582.4**	**+ 4.3%**

*Potential metro market as defined by S&MM.
Source: *Sales & Marketing Management's 1980 Survey of Buying Power—Part II.*
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change in BPI, the Southwest will fatten its share of the U.S. potential 9.7% in 1979–84, while the Middle Atlantic will suffer a 9.1% loss.

Following is a brief description of each of the *Survey*'s statistical sections and how they will help the marketer separate the plusses and minuses in formulating his sales strategy.

Section B: Merchandise Line Sales

Merchandise line sales estimates pertain to the dollars consumers spend on specific product categories, such as groceries and other foods, drugs and other health aids, that are bought from a variety of sources. Retail store sales, on the other hand, refer to the total volume of business of a particular type of retailer, such as food stores or drug stores, and cover the wide assortment of products stocked by the store type.

The distinction is an important one for marketers because in today's environment of scrambled merchandising, with each retailer type penetrating into nontraditional product areas, a particular store type will have less correlation to the product category associated with it. Food stores sell a lot more than groceries.

Because they are based on a single product category, merchandise line sales estimates (starting on page 33) provide a more accurate fix of a product's market potential. Food store sales in 1979, as reported in the *1980 Survey of Buying Power* (S&MM, July 28), totalled $195.7 billion, while purchases of groceries and other foods, the merchandise line category, came to $167.0 billion, according to the *Survey of Buying Power—Part II*.

The dollar spread between a merchandise line category and the store type associated with it may not seem significant at the national level, but the difference can be critical, even misleading, at the local-market

SURVEY HIGHLIGHT

Brighter future for the leading regional metros

1979 U.S. Rank	S&MM Metro Market	Population: 1984 Forecast (Thous.)	Population: Actual 1979 (Thous.)	% Change: 1979–84	% Change: 1974–79
	NORTHEAST				
1.	New York	8,824.7	9,266.3	−4.8	−4.5
4.	Philadelphia	4,706.5	4,771.5	−1.4	0.0
6.	Boston	3,931.1	3,901.6	0.8	−1.4
11.	Nassau-Suffolk	2,730.7	2,699.9	1.1	0.4
13.	Pittsburgh	2,169.9	2,249.7	−3.5	−4.1
16.	Newark, NJ	1,908.8	1,938.7	−1.5	−6.5
30.	Buffalo	1,214.9	1,278.8	−5.0	−4.3
36.	Hartford-New Britain-Bristol	1,043.3	1,053.1	−0.9	−0.1
39.	Rochester, NY	946.1	967.1	−2.2	−0.1
44.	Providence-Warwick-Pawtucket	845.0	849.2	−0.5	−1.8
	10-market total	**28,321.0**	**28,975.9**	**−2.3**	**−0.4**
	MIDWEST				
3.	Chicago	7,083.2	6,998.4	1.2	0.2
5.	Detroit	4,438.9	4,371.9	1.5	−1.4
12.	St. Louis	2,454.2	2,390.3	2.7	0.8
15.	Minneapolis-St. Paul	2,151.0	2,074.6	3.7	3.5
17.	Cleveland	1,893.8	1,934.4	−2.1	−1.7
26.	Milwaukee	1,423.0	1,413.4	0.7	−0.6
28.	Cincinnati	1,416.5	1,385.8	2.2	0.6
29.	Kansas City	1,420.0	1,333.5	6.5	2.0
33.	Indianapolis	1,203.6	1,168.1	3.0	1.8
35.	Columbus, OH.	1,167.6	1,110.2	5.2	4.0
	10-market total	**24,651.8**	**24,180.6**	**+2.0**	**+0.4**
	SOUTH				
8.	Washington, DC	3,073.0	3,054.6	0.6	−1.0
9.	Dallas-Fort Worth	3,051.4	2,798.0	9.1	10.9
10.	Houston	3,254.1	2,779.4	17.1	25.7
14.	Baltimore	2,202.1	2,158.2	2.0	1.6
19.	Atlanta	2,066.0	1,906.7	8.4	6.4
23.	Miami	1,625.5	1,494.9	8.7	4.1
24.	Tampa-St. Petersburg	1,609.4	1,474.6	9.1	7.7
34.	New Orleans	1,225.5	1,163.8	5.3	5.6
37.	San Antonio	1,147.4	1,048.0	9.5	6.5
40.	Fort Lauderdale-Hollywood	1,029.9	927.6	11.0	15.8
	10-market total	**20,284.3**	**18,805.8**	**+7.9**	**+7.9**
	WEST				
2.	Los Angeles	7,344.2	7,161.3	2.6	3.4
7.	San Francisco-Oakland	3,269.4	3,222.7	1.4	2.0
18.	Anaheim-Santa Ana-Garden Grove	2,133.7	1,913.2	11.5	14.5
20.	San Diego	2,145.6	1,841.2	16.5	19.4
21.	Denver-Boulder	1,775.5	1,584.0	12.1	11.8
22.	Seattle-Everett	1,650.3	1,526.8	8.1	9.5
25.	Riverside-San Bernardino-Ontario	1,779.3	1,454.8	22.3	19.2
27.	Phoenix	1,571.7	1,389.6	13.1	15.7
31.	San Jose	1,358.0	1,262.7	7.5	6.9
32.	Portland, OR	1,295.7	1,188.4	9.0	10.0
	10-market total	**24,323.4**	**22,544.7**	**+7.9**	**+8.4**
	40-market total	**97,580.5**	**94,507.0**	**+3.2**	**+3.4**
	U.S. total	**231,925.5**	**221,582.4**	**+4.7**	**+4.3**

Note: The 1984 projections apply to the metro markets as they are currently defined. See Section C for the county composition of individual metro markets.

Sources: *Sales & Marketing Management*'s 1980 and 1975 *Survey of Buying Power—Part II.*

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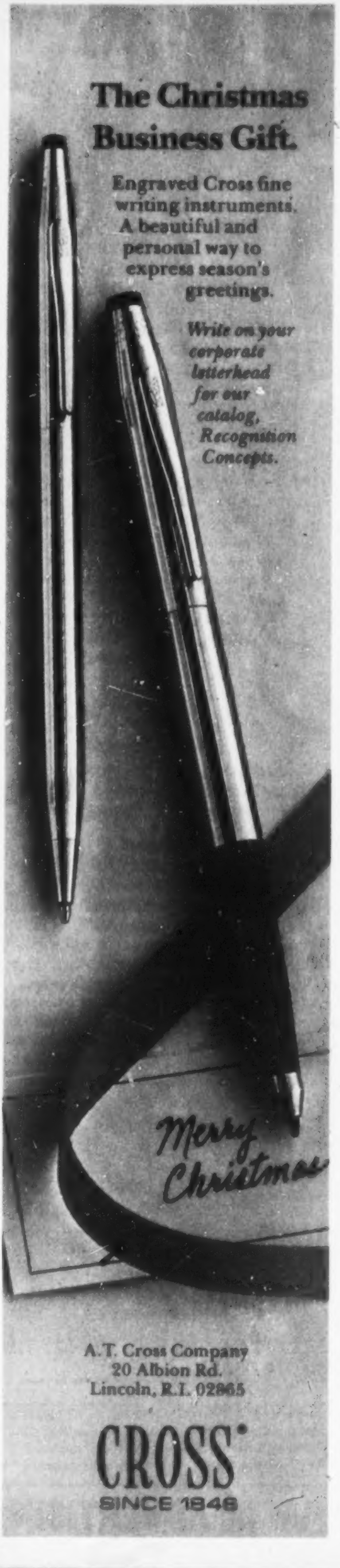

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level. The more precise the information that the marketer relies on for estimating his product's market potential, the more reliable will be his calculation of his own sales potential, and the more equitable will be the quotas he assigns to his sales personnel. For example, the spread between food store sales and grocery product purchases is 19% in Houston compared with only 9% in Washington, DC.

A marketer of women's clothing could seriously underestimate his sales potential in certain metro markets if he relied upon apparel store sales. In Dayton, OH, last year, apparel stores wracked up $104 million of business, but consumer purchases of women's and girls' clothing was actually two-thirds greater, or $174 million. The reason for the disparity, of course, is that two-thirds of the consumer outlays for the product category are spent in department stores.

The same marketer will gain sharper insights into his product's sales potential when he examines the data in Section B for nine metro areas whose apparel store sales cluster close together, from $102 million to $108 million. The markets, and their respective apparel store sales and women's and girls'

SURVEY HIGHLIGHT

Tomorrow's 25 most affluent markets

1984 Rank	*S&MM Metro Market*	*Projected 1984 EBI Per Household*	*% Growth 1979–84*	**Growth Index (U.S.=100)**	*1979 Pop. (Thous.)*
1.	Anchorage, AK	$51,171	64.2%	93	187.7
2.	Bremerton, WA*	48,501	83.1	121	134.7
3.	Pascagoula-Moss Point, MS	46,729	92.1	134	117.7
4.	Kokomo, IN	44,853	79.7	116	104.8
5.	Bridgeport-Stamford-Norwalk-Danbury, CT	44,152	46.9	68	816.6
6.	Kenosha, WI	43,835	81.0	118	127.8
7.	New Brunswick-Perth Amboy-Sayreville, NJ	43,061	63.1	92	589.8
8.	San Jose, CA	42,916	58.9	86	1,262.7
9.	Houston, TX	42,734	67.0	97	2,779.4
10.	Newark, NJ	42,447	58.0	84	1,938.7
11.	Honolulu, HI	42,032	50.0	73	740.1
12.	Seginaw, MI	41,903	66.7	97	227.7
13.	Flint, MI	41,510	64.3	93	522.5
14.	Midland, TX	41,270	58.2	85	76.7
15.	Washington, DC	41,164	51.3	75	3,054.6
16.	Janesville-Beloit, WI	40,914	76.5	111	136.4
17.	Ann Arbor, MI	40,640	51.2	74	258.6
18.	Richland-Kennewick-Pasco, WA	40,435	72.0	105	133.6
19.	Danville, IL*	39,990	70.8	103	98.3
20.	Trenton, NJ	39,774	59.5	86	320.5
21.	Charleston, WV	39,304	80.4	117	260.0
22.	Olympia, WA	39,076	63.6	92	118.7
23.	Gary-Hammond-East Chicago, IN	38,901	59.3	86	648.3
24.	Detroit, MI	38,786	51.0	74	4,371.9
25.	Wausau, WI*	38,263	79.4	115	110.5
	25-market total	**$41,419**	**57.7%**	**84**	**19,138.3**
	U.S. total	**$31,225**	**68.8%**	**100**	**221,582.4**

*Potential metro market as defined by S&MM.
Note: Growth index calculated by dividing market's 1979–84 % growth by comparative U.S. figure, 68.8%; an index above 100 means better-than-average growth, below 100 means less-than-average growth.
Source: *Sales & Marketing Management's 1980 Survey of Buying Power—Part II.*
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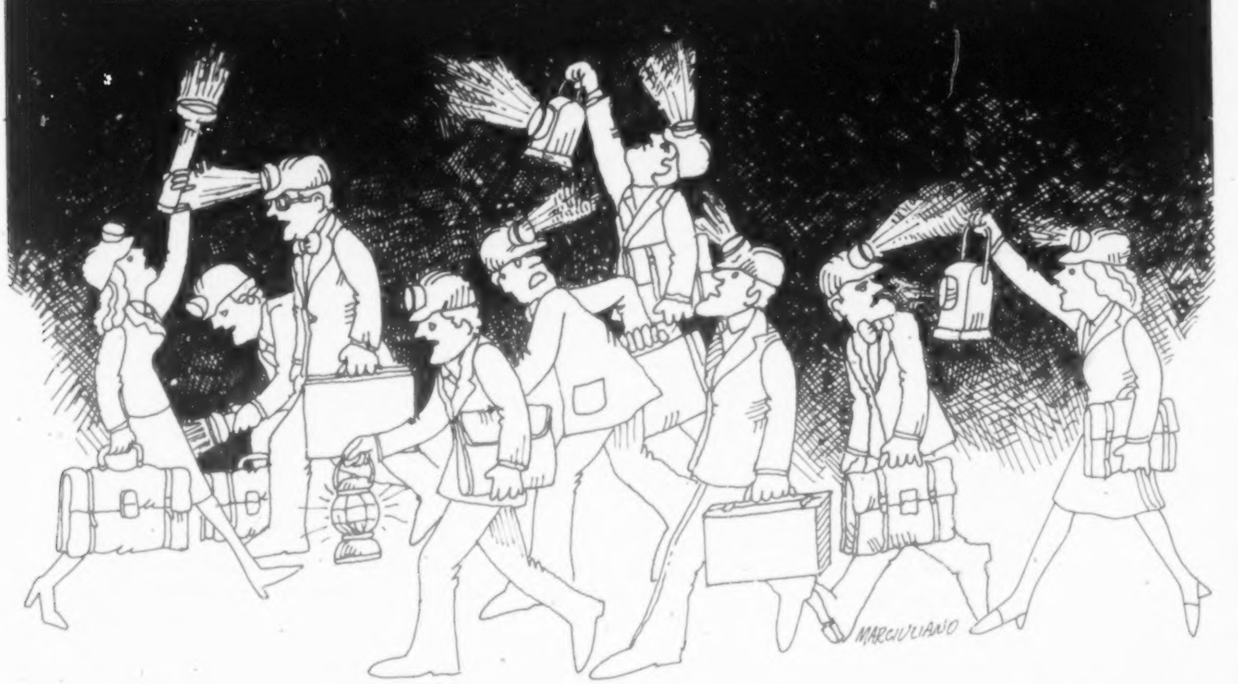

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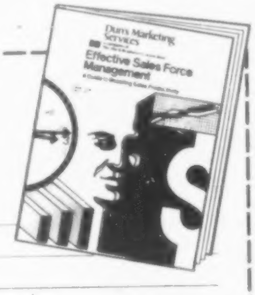

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clothing merchandise line sales:

Metro Market	Apparel Stores (Mil.$)	Women's Clothing (Mil.$)
Long Branch-Asbury Park, NJ	$108.3	$ 94.2
Worcester-Fitchburg-Leominster, MA	108.2	118.3
Orlando, FL	108.0	134.7
Wichita, KS	106.6	95.0
Flint, MI	106.6	148.6
Akron, OH	105.2	144.8
Dayton, OH	104.4	173.7
Northeast Pennsylvania	103.3	135.6
Raleigh-Durham, NC	102.3	115.2

The marketer quickly learns that in all but two of the markets—Long Branch-Asbury Park, Wichita—women's clothing purchases are greater than that suggested by apparel store sales. He also learns that apparel stores in the nine markets total $952.9 million in sales whereas the merchandise line sales total is 22% greater, or $1,160.1 million. Thus he would have underestimated his product's market potential by more than one-fifth if he relied upon the conventional retail store sales yardstick.

Worse yet, the contribution that each market would be expected to make to his forecasted sales would be seriously askew if he relied on apparel store sales, which could even affect sales force morale. Apparel store sales would suggest to him that the salesperson covering the Long Branch-Asbury Park market should be his top sales producer because the metro area's retail sales of $108.3 million leads the pack. In truth, the salesperson in that territory would be working the least promising market because the merchandise line sales estimate, at $94.2 million, trails all of the other markets.

Other inputs to the formulation of a successful sales strategy will come from a closer look at the comparative data of the nine markets. If he compares each market's share of aggregate apparel store sales and women's clothing purchases, he will gain a better perspective on where he should concentrate his selling efforts. Here is how the markets line up:

Metro Market	Apparel Store %	Women's Clothing %
Long Branch-Asbury Park, NJ	11.4%	8.1%
Worcester-Fitchburg-Leominster MA	11.4	10.2
Orlando, FL	11.3	11.6
Wichita, KS	11.2	8.2
Flint, MI	11.2	12.8
Akron, OH	11.0	12.5
Dayton, OH	11.0	15.0
Northeast Pennsylvania	10.8	11.7
Raleigh-Durham, NC	10.7	9.9

Based upon retail store sales, there's no appreciable difference in the share of total sales

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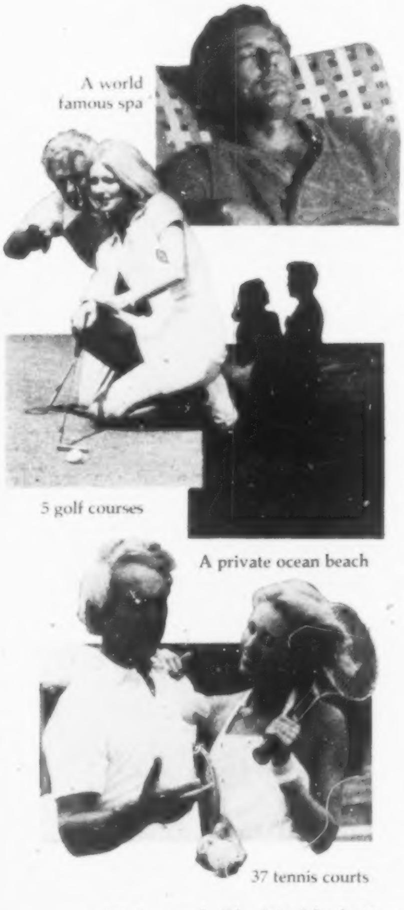

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that each market should account for. However, a dramatically different picture emerges when the marketer is guided by the merchandise line sales estimates. Here, Long Branch-Asbury Park should bring in 8.1% of sales whereas Dayton could bring in almost twice as much, or 15.0%. Armed with this kind of precise data, he can assign his quotas and allocate his advertising spending with a greater degree of confidence.

Section C:
Metro Projections

Manage change before it manages you. How often has the harried sales executive been the butt of this homely advice. Trite it may sound, but, unfortunately, too many sales chiefs are still so preoccupied with making short-term gains that they shortchange the equally critical function of long-term planning. S&MM's five-year metropolitan market projections, starting on page 45, take

SURVEY HIGHLIGHT

Who will lead the metro pack in 1984?

1984 Rank	S&MM Metropolitan Market	1984 Population Forecast (Thous.)	% Change 1979–84	Growth Index U.S.=100
1.	New York	8,824.7	− 4.8%	N.A.
2.	Los Angeles-Long Beach	7,344.2	+ 2.6	56
3.	Chicago	7,083.2	+ 1.2	26
4.	Philadelphia	4,706.5	− 1.4	N.A.
5.	Detroit	4,438.9	+ 1.5	32
6.	Boston	3,931.1	+ 0.8	17
7.	San Francisco-Oakland	3,269.4	+ 1.4	30
8.	Houston	3,254.1	+17.1	366
9.	Washington, DC	3,073.0	+ 0.6	13
10.	Dallas-Fort Worth	3,051.4	+ 9.1	195
11.	Nassau-Suffolk	2,730.7	+ 1.1	24
12.	St. Louis	2,454.2	+ 2.7	58
13.	Baltimore	2,202.1	+ 2.0	43
14.	Pittsburgh	2,169.9	− 3.5	N.A.
15.	Minneapolis-St. Paul	2,151.0	+ 3.7	79
16.	San Diego	2,145.6	+16.5	354
17.	Anaheim-Santa Ana-Garden Grove	2,133.7	+11.5	246
18.	Atlanta	2,066.0	+ 8.4	180
19.	Newark, NJ	1,908.8	− 1.5	N.A.
20.	Cleveland	1,893.8	− 2.1	N.A.
21.	Riverside-San Bernardino-Ontario	1,779.3	+22.3	478
22.	Denver-Boulder	1,775.5	+12.1	259
23.	Seattle-Everett	1,650.3	+ 8.1	174
24.	Miami	1,625.5	+ 8.7	186
25.	Tampa-St. Petersburg	1,609.4	+ 9.1	195
	25-market total	**79,272.3**	**+ 3.0%**	**64**
	U.S.	**231,925.5**	**+ 4.7%**	**100**

N.A. Not applicable because market has negative or no growth.
Note: **Growth Index** is calculated by dividing the U.S.'s anticipated 4.7% growth into the market's % change. A number above 100 means better-than-average growth; below 100, less-than-average growth.
Source: *Sales & Marketing Management's 1980 Survey of Buying Power—Part II.*
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SURVEY HIGHLIGHT

The 25 buying power leaders in 1984

1984 Rank	S&MM Metropolitan Market	1984 EBI Forecast ($ Mil.)	% Gain 1979–84	Growth Index U.S.=100	1984 EBI Per Hshld.	% Gain 1979–84
1.	New York	$ 101,854	35.6%	52	**$28,133**	35.9%
2.	Los Angeles-Long Beach	96,794	57.6	84	**31,210**	43.1
3.	Chicago	93,840	52.7	77	**35,557**	41.4
4.	Detroit	62,414	63.6	92	**38,786**	51.0
5.	Philadelphia	58,275	55.0	80	**33,687**	47.2
6.	Houston	52,126	108.8	158	**42,734**	67.0
7.	San Francisco-Oakland	49,407	60.0	87	**35,427**	50.4
8.	Washington, DC	47,705	61.6	90	**41,164**	51.3
9.	Boston	47,122	55.7	81	**31,904**	44.1
10.	Dallas-Fort Worth	43,299	80.2	117	**37,605**	54.8
11.	Nassau-Suffolk	34,062	45.9	67	**37,999**	35.5
12.	Anaheim-Santa Ana-Garden Grove	29,551	68.9	100	**34,306**	40.3
13.	Newark, NJ	29,522	66.4	97	**42,447**	58.0
14.	St. Louis	29,479	63.8	93	**33,205**	49.7
15.	Minneapolis-St. Paul	26,797	57.4	83	**33,648**	42.5
16.	Atlanta	25,567	73.1	106	**33,421**	49.0
17.	Pittsburgh	25,383	51.8	75	**30,413**	46.8
18.	San Diego	24,396	72.7	106	**27,381**	36.5
19.	Cleveland	24,148	50.2	73	**33,745**	43.8
20.	Denver-Boulder	23,138	77.7	113	**34,416**	51.1
21.	Baltimore	22,918	52.2	76	**28,020**	39.2
22.	San Jose	22,626	84.4	123	**42,916**	58.9
23.	Miami	22,201	82.1	119	**33,776**	57.4
24.	Seattle-Everett	22,025	68.2	99	**32,499**	45.2
25.	Kansas City	20,130	73.9	107	**35,623**	53.1
	25-market total	**$1,034,780**	**60.2%**	**88**	**$34,080**	**46.5%**
	U.S. total	**$2,732,089**	**68.8%**	**100**	**$31,225**	**51.0%**

Notes: **% Gain in Effective Buying Income (EBI)** total computed before rounding. **Growth Index** calculated by dividing U.S.'s expected 68.8% gain into metropolitan market's comparative % gain. An index above 100 means better-than-average growth; below 100, less-than-average growth.
Source: *Sales & Marketing Management's 1980 Survey of Buying Power—Part II.*
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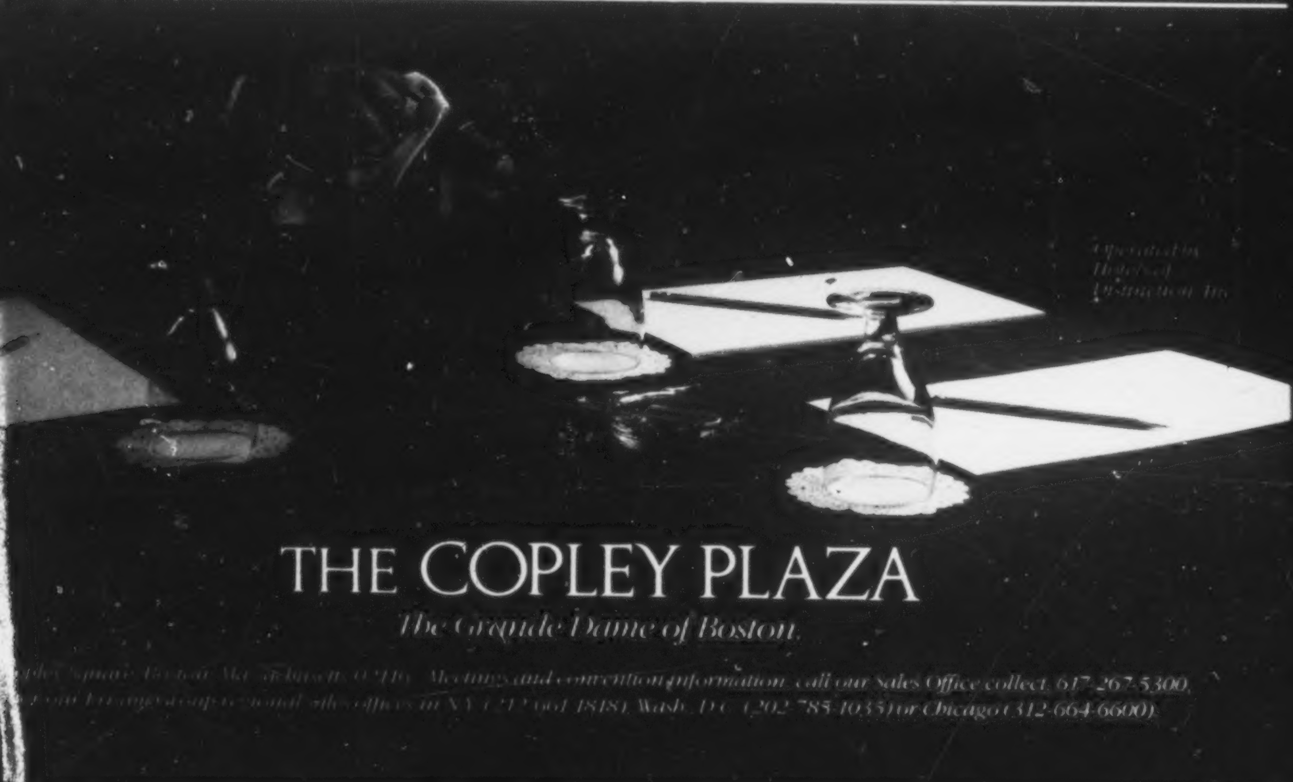

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most of the mystery out of what will happen to local markets in the years ahead, thus giving the sales executive a foundation on which to build his future plans.

There are many ways in which metro area projections enhance the marketer's planning. Focussing on the markets with the biggest % change for 1979–84, he can ascertain whether he is positioned in the fastest-growing markets, markets that, down the road, will require additional sales personnel due to their larger size. Turning to markets that will grow less than the 4.7% anticipated for the U.S., he can make sure he is not overspending in markets that will comprise a dwindling share of U.S. potential in the future.

Like the ocean's waves, markets rise and fall in response to tidal currents, and the opportunistic marketer must be poised to exploit the turning point of a metropolis's fortunes. For example, 44 markets (25 in the Northeast, 10 in the Midwest) will lose population in 1979–84, and almost half of them (21) actually gained population in 1974–79.

The first half of the 1980s will continue the broad metro growth pattern of the 1970s: the fastest-growing markets are in the West and South (see table; page 13). Of the 30 markets with the steepest growth between 1979 and 1984 (ranging from 13.4% to 30.4%), 17 are in the West, 11 in the South, and 2 in the Midwest. Three states dominate the growth picture: California, with 6 of the metro high-steppers; Texas, 4; and Florida, 3.

Interestingly, the same broad pattern prevails among the next group of 30 fastest-growing markets (ranging from 10.3% to 13.1%), but with a marked regional tilt. Seventeen are in the South; 9 in the West; 3 in the Midwest; and 1 in the Northeast.

Not surprisingly, because it's easier to chalk up fat percentage gains on a small base, the bulk of the fastest-growing metros are on the smaller side. By 1984, 13 of the top 30 will still have fewer than 200,000 people.

Even so, eight of the fastest-growing metros fall in the major market class of one million or more population. They are: Riverside-San Bernardino-Ontario, CA, up 22% to 1.8 million; Houston, TX, up 17% to 3.3 million; San Diego, CA, up 17% to 2.1 million; Phoenix, AZ, up 13% to 1.6 million; Denver-Boulder, CO, up 12% to 1.8 million; Sacramento, CA, up 12% to 1.1 million; Anaheim-Santa Ana-Garden Grove, CA, up 12% to 2.1 million, and Fort Lauderdale-Hollywood, FL, up 11% to 1.0 million.

Household income level is a closely watched sales indicator because, by adding another dimension to population, it underscores a market's potential buying power. The better off the average household is, the

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Newspaper market changes

Three new newspaper markets appear in this year's *Survey:* Chico, CA, Bradenton, FL, and Panama City, FL. Vallejo-Fairfield-Napa, CA, was dropped because it did not meet the qualifying criteria (page 86).

The dramatic increase shown in the data for the Nashville-Davidson, TN, market occurred because a leading newspaper that was previously not audited was included this year; it had the effect of adding 19 counties to the market.

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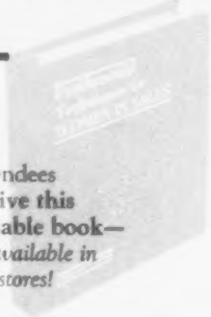

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more discretionary income is available in the market for nonessential purchases.

Changes in market buying power can be as dramatic as population shifts. A ranking of the 10 most affluent markets in both 1979 and 1984, based upon Average Effective Buying Income per Household, will reveal changes in relative market appeal, as seen below:

	EBI Per Hshld. Rank 1984	*1979*
Anchorage, AK	1	1
Bremerton, WA	2	9
Pascagoula-Moss Point, MS	3	22
Kokomo, IN	4	18
Bridgeport-Stamford-Norwalk-Danbury, CT	5	2
Kenosha, WI	6	24
New Brunswick-Perth Amboy-Sayreville, NJ	7	10
San Jose, CA	8	6
Houston, TX	9	13
Honolulu, HI	10	8

Similar exercises with retail sales, the third basic dynamic included in S&MM's metro projections, will clue the marketer as to those local markets that will figure importantly in his future sales strategy.

Section D:
Newspaper Markets

Once the marketer deploys his sales personnel among targeted metropolitan markets, he turns to the question of allocating advertising support. This year, national advertisers will invest an estimated $2.3 billion in newspaper advertising to back up their sales personnel. While cost-per-thousand and audience demographics are the principal determinants in how this outlay is spent, S&MM's *Survey of Newspaper Markets* (page 85) gives the marketer an alternative tool for using his newspaper budget most effectively.

Media are commonly bought in clusters of top 25 or top 50 markets. However, the traditional technique of ranking markets by population or households can conceal sales-building opportunities that a canny marketer can exploit. A marketer who anchors his sales strategy on working closely with a particular category of retail store may find a market's retail store sales rank a more helpful indicator than population.

For example, Fort Lauderdale-Hollywood, FL, ranks 52nd in population but a much stronger 39th in furniture-home furnishings-appliance store sales. Conversely, Albany-Schenectady-Troy, NY, is 55th in population but a poorer 70th in furniture-home furnishings-appliance store sales.

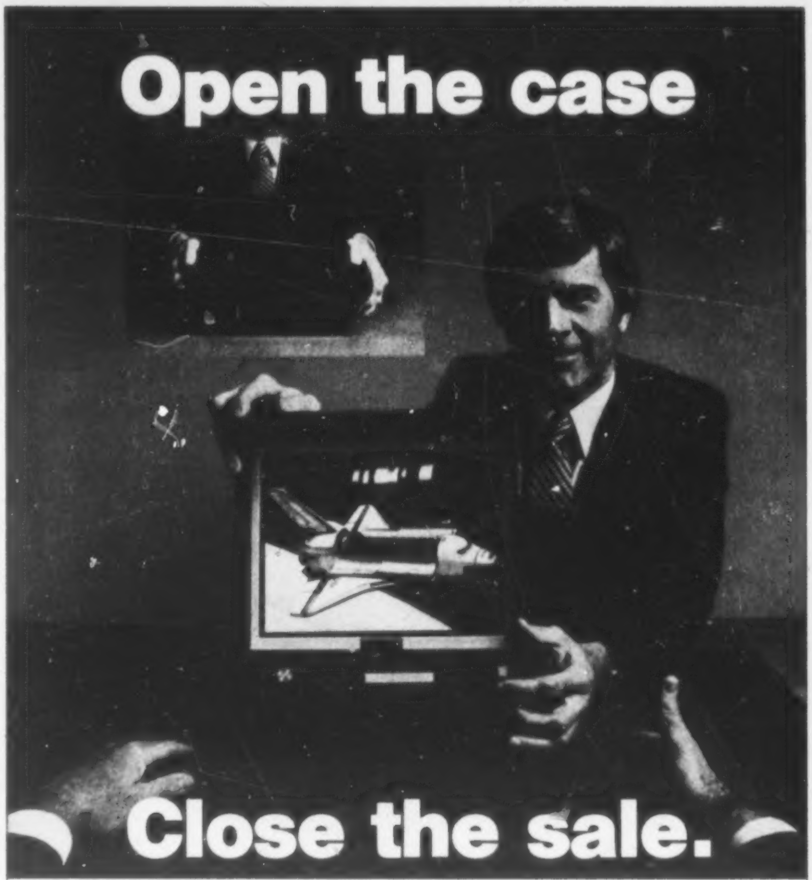
Working with the basic statistics in the newspaper markets section will turn up insights on how the newspaper budget should be spent. Average Effective Buying Income (EBI) per household (calculated by dividing total EBI by total households) is a helpful clue to the relative appeal of markets of different sizes or even of similar sizes.

Here is how five markets of dramatically different sizes compare as to average household EBI:

	Total Hshlds. (Thous.)	*Average EBI Per Hshld.*
Chicago	2,487.3	$25,126
Miami	1,003.8	21,003
Denver-Boulder	746.2	21,926
Cincinnati	607.2	21,388
Des Moines	506.5	21,160

Obviously, Chicago is the prime sales target. It is five times bigger than the smallest market, and its average household has an extra $4,000 of buying power. Interestingly enough, because the other four markets cluster close together in household affluence, Miami, despite having the lowest income level in the group, would get serious consideration because of the greater number of consumers it offers.

There are times when bigger is not necessarily best. Average EBI per household can also help the marketer cull a pea



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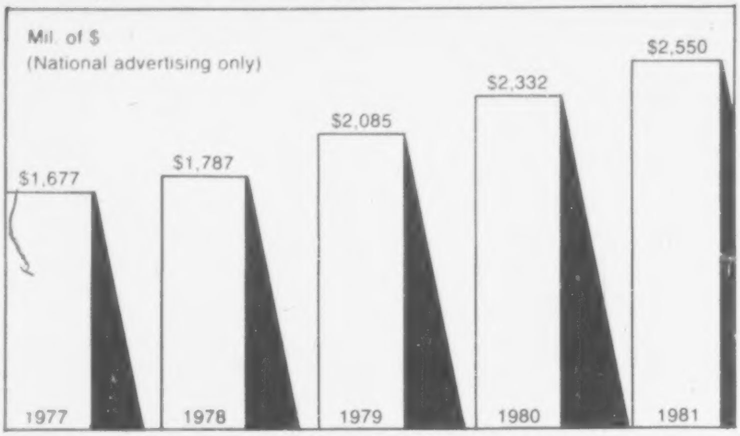
A five-year look at newspaper advertising



Source: Edward E. Dunleavy, Merrill Lynch Pierce Fenner & Smith, Inc.
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from a pod. Here are five newspaper markets that are very similar in size but with a noticeable income difference:

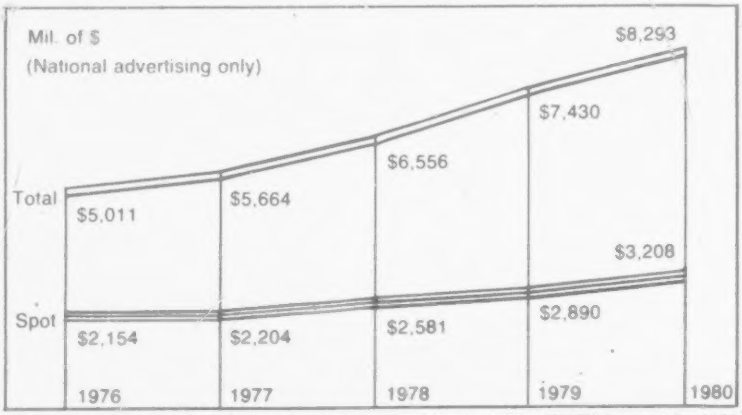
	Total Hshlds. (Thous.)	Average EBI Per Hshld.
Louisville	425.9	$21,278
Sacramento	422.2	20,599
Indianapolis	420.8	22,359
Oklahoma City	411.0	19,338
Charlotte-Gastonia, NC	409.9	19,908

In this case, if the marketer is selling a premium-priced product he would give special consideration to Indianapolis, which, despite its ranking third in number of households, has the most affluent consumer buying units among the five markets. Also, while the household count suggests that Indianapolis and Sacramento each get the same share of a newspaper budget, the fact that the typical household in the Indiana market has almost $2,000 more in buying power means it merits an extra heavy weight in an advertising schedule.

Section E: TV Markets

Most consumer-goods marketers these days spend big bucks on TV to support their sales forces. An estimated $8.3 billion will be spent on TV this year, with 61% of the outlay in network and 39% in spots. S&MM's *Survey of TV Markets* (page 147) helps the marketer pick the local markets where spot TV investments can produce the best returns. While audience demographics, program ratings, and cost-per-

A five-year look at TV advertising



Sources: Robert Coen, McCann-Erickson, Inc., for historical data; S&MM forecast for 1980.
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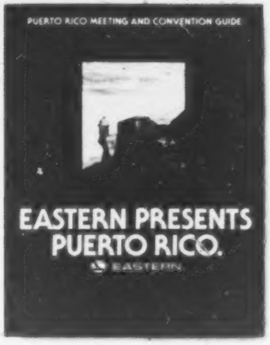
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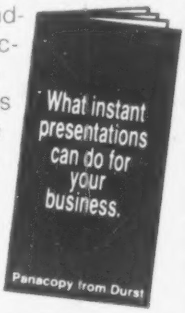

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50 biggest newspaper markets in terms of households

1979 Rank	S&MM Newspaper Market	1979 Households (Thous.)	EBI Per Hshld.	Quality Index U.S. = 100	% Hshlds. Coverage
1.	New York	5,133.7	$22,618	109	56.1%
2.	Los Angeles-Long Beach	3,543.8	22,327	108	44.4
3.	Chicago	2,487.3	25,126	121	59.8
4.	Philadelphia	1,769.7	22,604	109	85.0
5.	Detroit	1,639.6	25,228	122	78.7
6.	Boston	1,429.6	21,891	106	69.2
7.	San Francisco-Oakland	1,425.9	23,257	112	56.6
8.	Washington, DC	1,161.8	26,805	130	73.7
9.	Houston	1,149.7	24,608	119	55.3
10.	Minneapolis-St. Paul	1,064.2	21,944	106	58.5
11.	Dallas-Fort Worth	1,033.5	23,945	116	66.5
12.	Miami	1,003.8	21,003	102	42.3
13.	St. Louis	886.9	21,715	105	61.2
14.	Newark, NJ	869.1	26,720	129	55.8
15.	Pittsburgh	848.6	20,493	99	72.3
16.	Nassau-Suffolk	832.3	28,045	136	56.9
17.	Baltimore	772.1	20,005	97	66.0
18.	Denver-Boulder	746.2	21,926	106	69.6
19.	Atlanta	737.3	21,698	105	50.4
20.	Anaheim-Santa Ana-Garden Grove	715.8	24,448	118	34.0
21.	San Diego	704.4	20,054	97	54.9
22.	Cleveland	685.0	23,474	113	92.5
23.	Tampa-St. Petersburg	673.9	16,796	81	69.5
24.	Kansas City	660.1	21,826	106	85.7
25.	Seattle-Everett	643.9	22,187	107	69.9
26.	Phoenix	614.6	20,777	100	59.5
27.	Cincinnati	607.2	21,388	103	58.4
28.	Riverside-San Bernardino-Ontario	546.8	18,610	90	38.3
29.	Portland, OR	545.6	20,692	100	62.9
30.	Des Moines	506.5	21,160	102	46.6
31.	Milwaukee	498.8	22,605	109	85.5
32.	Buffalo	477.6	19,758	96	83.3
33.	San Jose	454.4	27,001	131	50.9
34.	Columbus, OH	453.4	21,126	102	64.9
35.	New Orleans	439.2	21,542	104	66.9
36.	Louisville	425.9	21,278	103	67.7
37.	Sacramento	422.2	20,599	100	60.2
38.	Indianapolis	420.8	22,359	108	73.1
39.	Oklahoma City	411.0	19,338	93	64.4
40.	Charlotte-Gastonia	409.9	19,908	96	52.8
41.	Omaha	406.8	20,428	99	49.8
42.	San Antonio	392.3	20,093	97	66.9
43.	Greensboro-Winston-Salem-High Point	378.5	19,824	96	63.2
44.	Fort Lauderdale-Hollywood	377.1	20,914	101	51.2
45.	Memphis	374.9	18,664	90	65.8
46.	Hartford-New Britain-Bristol	367.0	22,795	110	73.7
47.	Nashville-Davidson	356.2	19,541	94	54.2
48.	Rochester, NY	355.8	22,004	100	68.3
49.	Richmond	339.6	19,888	96	67.8
50.	Little Rock-North Little Rock	327.4	17,723	86	44.5
	50-market total	**43,502.0**	**$22,492**	**109**	**61.4%**
	U.S. total	**78,253.2**	**$20,685**	**100**	**N.A.**

N.A. Not available because of duplicate circulation among newspapers and county redundancy where same county can appear in more than one newspaper market.

Notes: **EBI Per Household** pertains to all the households in the market, not just the newspaper-subscriber households. For data on the income levels of subscriber households, consult the local newspapers in the market as to whether they have such information and the date of their latest research.

Quality Index is calculated by dividing the U.S. average, $20,685, by the market's comparative average; an index of 109 means 9% above average, an index of 97 means 3% below average.

% Households Coverage is calculated by dividing the number of households into total circulation. However, because of duplicate circulation in multinewspaper markets—that is, a household buying more than one newspaper—the ratio must be used with caution.

Source: *Sales & Marketing Management's 1980 Survey of Buying Power—Part II.*

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thousand figure prominently in the formulation of TV budgets, the *Survey*'s basic data on population, Effective Buying Income, and retail sales gives the sophisticated marketer an extra edge in allocating TV dollars among relevant markets.

Retail sales data, for example, can figure critically in the allocation of co-op advertising, an increasingly important part of TV spot budgets. A marketer who relies on supermarket distribution will find food store sales a better indicator than population of where to place co-op dollars because they suggest the level of consumer spending in his key distribution channel. A market's share of population can differ markedly from its share of food store sales, as seen by the TV markets of roughly comparable size (see table, next column).

	% of U.S. Pop.	*% of Food Store Sales*
Washington, DC	1.8020%	1.7716%
Cleveland	1.7531	1.8947
Pittsburgh	1.5250	1.4411
Dallas-Fort Worth	1.5225	1.5304
Houston	1.4680	1.8052
Minneapolis-St. Paul	1.3384	1.1662
St. Louis	1.3341	1.4015

Armed with this additional insight into the comparative appeal of the markets under consideration, the marketer can allocate his TV dollars according to the relative strength of local supermarkets. Dividing a market's share of food store sales by its share of population gives him an index that can be used to weight his TV spending.

Assuming that he originally planned to spend $10,000 in each of the seven markets, he

SURVEY HIGHLIGHT

Retail sales leaders in 1984

1984 Rank	*S&MM Metropolitan Market*	*1984 Retail Sales Forecast ($ Mil.)*	*% Gain 1979–84*	**Growth Index U.S.=100**	*1984 Retail Sales Per Hshld.*	*% Gain 1979–84*
1.	Los Angeles-Long Beach	$ 48,919	57.4%	**87**	$15,773	42.9%
2.	Chicago	47,162	55.6	**84**	17,871	44.0
3.	New York	40,628	40.0	**61**	11,222	40.3
4.	Detroit	33,573	62.6	**95**	20,863	50.1
5.	Houston	28,363	95.6	**145**	23,252	56.4
6.	Philadelphia	26,864	54.6	**83**	15,529	46.8
7.	Dallas-Fort Worth	23,829	73.9	**112**	20,695	49.4
8.	San Francisco-Oakland	23,022	56.8	**86**	16,508	47.4
9.	Boston	22,748	55.1	**83**	15,401	43.5
10.	Washington	21,730	59.3	**90**	18,751	49.3
11.	Nassau-Suffolk	16,770	50.5	**77**	18,708	39.7
12.	Anaheim-Santa Ana-Garden Grove	16,243	70.1	**106**	18,857	41.3
13.	St. Louis	16,130	62.1	**94**	18,169	48.1
14.	Minneapolis-St. Paul	15,476	57.1	**87**	19,433	42.2
15.	Atlanta	14,189	69.4	**105**	18,548	45.9
16.	San Diego	13,201	75.7	**115**	14,815	38.9
17.	Pittsburgh	13,196	50.5	**77**	15,811	45.5
18.	Baltimore	13,048	55.0	**83**	15,953	41.8
19.	Miami	12,676	76.8	**116**	19,286	52.9
20.	Cleveland	12,637	51.8	**78**	17,659	45.3
21.	Denver-Boulder	12,535	74.7	**113**	18,644	48.5
22.	Newark, NJ	12,425	61.9	**94**	17,864	53.7
23.	Seattle-Everett	12,410	66.9	**101**	18,311	44.2
24.	Riverside-San Bernardino-Ontario	11,404	90.6	**137**	15,792	44.3
25.	Tampa-St. Petersburg	11,272	72.8	**110**	15,972	52.1
	25-market total	**$520,450**	**60.9%**	**92**	**$16,954**	**46.6%**
	U.S. total	**$1,473,353**	**66.0%**	**100**	**$16,839**	**48.5%**

Notes: **% Gain in Retail Sales** computed before rounding. **Growth Index** calculated by dividing U.S.'s expected gain, 66.0%, into metropolitan market's comparative % gain. An index above 100 means better-than-average growth; an index below 100, lower-than-average growth.
Source: *Sales & Marketing Management's 1980 Survey of Buying Power—Part II.*
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The 50 biggest TV markets in population

1979 Rank	S&MM-ARB TV Market	1979 Total Pop. (Thous.)	Retail Sales Per Hshld. (Avg.)	EBI Per Hshld. (Avg.)	EBI Quality Index U.S.=100
1.	New York	18,158.6	$ 9,766	$22,847	110
2.	Los Angeles	10,413.2	11,416	22,020	106
3.	Chicago	8,295.4	12,314	24,870	120
4.	Philadelphia	6,850.7	10,925	22,573	109
5.	Boston	5,376.3	10,946	21,523	104
6.	San Francisco	4,961.3	11,779	23,865	115
7.	Detroit	4,763.2	13,802	25,693	124
8.	Washington, DC	3,972.9	11,999	24,922	120
9.	Cleveland	3,865.1	11,940	22,218	107
10.	Pittsburgh	3,362.2	10,635	19,782	96
11.	Dallas-Ft. Worth	3,356.8	13,178	22,858	111
12.	Houston	3,236.7	14,415	24,702	119
13.	Minneapolis-St. Paul	2,950.9	12,741	22,137	107
14.	St. Louis	2,941.4	11,732	21,017	102
15.	Atlanta	2,806.8	11,753	20,237	98
16.	Seattle-Tacoma	2,661.8	11,906	22,138	107
17.	Miami	2,471.8	13,281	21,204	103
18.	Baltimore	2,335.8	11,234	19,852	96
19.	Indianapolis	2,236.6	11,686	21,629	105
20.	Tampa-St. Petersburg	2,230.5	10,919	16,867	82
21.	Denver	2,141.4	12,509	21,975	106
22.	Sacramento-Stockton	2,107.9	12,020	20,216	98
23.	Hartford-New Haven	1,971.8	10,172	22,073	107
24.	Portland, OR	1,942.6	11,654	20,169	98
25.	Cincinnati	1,924.8	10,892	20,796	101
26.	Milwaukee	1,908.2	11,830	22,217	107
27.	Kansas City	1,887.9	11,608	21,623	105
28.	San Diego	1,841.2	10,665	20,054	97
29.	Buffalo	1,763.2	10,052	18,787	91
30.	Nashville	1,725.4	10,566	17,886	86
31.	Phoenix	1,716.9	11,943	20,850	101
32.	Memphis	1,689.8	10,013	17,167	83
33.	Providence	1,658.5	9,660	19,577	95
34.	Columbus, OH	1,647.3	11,144	20,205	98
35.	New Orleans	1,627.5	11,588	20,718	100
36.	Charlotte, NC	1,621.1	10,536	19,596	95
37.	Grand Rapids-Kalamazoo-Battle Creek	1,556.9	11,614	18,347	89
38.	Greenville-Spartanburg-Asheville, SC	1,510.2	10,039	17,624	85
39.	Salt Lake City	1,508.1	11,778	20,216	98
40.	Raleigh-Durham, NC	1,504.6	10,189	18,487	89
41.	Norfolk-Portsmouth-Newport News-Hampton, VA	1,430.7	10,829	18,882	91
42.	Charleston-Huntington, WV	1,427.4	10,403	17,212	83
43.	Louisville	1,422.4	10,937	20,942	101
44.	Oklahoma City	1,374.5	10,496	18,503	89
45.	San Antonio	1,369.0	11,383	19,472	94
46.	Orlando-Daytona Beach	1,339.3	12,463	17,460	84
47.	Harrisburg-York-Lancaster-Lebanon, PA	1,320.9	11,439	21,197	102
48.	Wilkes Barre-Scranton, PA	1,305.4	9,520	16,773	81
49.	Birmingham	1,292.8	10,244	17,602	85
50.	Flint-Saginaw-Bay City, MI	1,277.1	12,802	22,144	107
	50-market total	**146,062.8**	**$11,379**	**$21,643**	**105**
	U.S. total	**221,582.4**	**$11,342**	**$20,685**	**100**

Notes: S&MM's TV Markets are based on American Research Bureau's (Arbitron) Area of Dominant Influence. **EBI Quality Index** is calculated by dividing the all-U.S. average Effective Buying Income (EBI) per Household, $20,685, into the TV market's comparative figure. The EBI average applies to all households in the markets, not just those with a TV set.

Source: *Sales & Marketing Management's 1980 Survey of Buying Power—Part II.*

© Sales & Marketing Management.

will increase Houston's allocation by 23% because its sales share is that much greater than its population share. Similarly, he boosts Cleveland's budget 8% and St. Louis's 5%. Conversely, he cuts back Minneapolis-St. Paul's budget 13% and Pittsburgh's 6%.

Because studies by A.C. Nielsen and Arbitron show that blacks spend proportionately more time in front of the TV set than the average viewer, the *Survey* includes details on this important population segment. An outstanding trait of the black population is its high degree of geographic concentration, meaning that fewer markets can be used to reach a larger proportion of the targeted audience. The 10 TV markets with the largest number of blacks, as listed below, contain 40% of that minority group but only 29% of the total population:

	% of Total Pop.	% of Black Pop.
New York	8.2361%	10.7865%
Chicago	3.7625	5.6064
Philadelphia	3.1072	4.2092
Los Angeles	4.9709	3.8344
Washington, DC	1.8020	3.5583
Detroit	2.1604	2.9168
Houston	1.4680	2.5308
Memphis	0.7664	2.3419
Atlanta	1.2731	2.2606
Baltimore	1.0594	2.1805

The data also enable the marketer to compute the share of a TV market's population that is black, a factor which may influence the content of his advertising message. Among the markets shown here, blacks comprise more than a third of Memphis's population (36%) and more than a fifth of Baltimore's (24%) and Washington's (23%).

These are but a few of the ways that the *Survey of Buying Power—Part II* can be used to sharpen the marketer's analysis of local markets and improve his selection of sales targets. Ingenuity, and a determination to make informed decisions based upon factual variables, will suggest a host of others. S&MM

Managing costs for more productive selling

So relentless is the upward spiral of selling costs (see S&MM Barometer, Oct.6), that the worst fears of sales and marketing executives are being realized. Thus, managing sales costs has emerged as a critical concern for marketers, and it's likely to remain so for most of the 1980s.

Is management making the best use of the direct sales force? Should the sales force be disbanded or reserved for calling on major accounts? How much responsibility can be assumed by independent reps, distributors, or telephone salespeople? Such questions are at the heart of the cost-control problem, and they will be explored in detail in a 32-page Special Report in the Dec. 8 issue of S&MM.

Computers to the rescue

This exclusive report will include case histories on what alert marketers are doing right now to stem the tide of rising costs. Companies that once prided themselves on selling only through their own field salespeople already are seeking alternatives. In some instances they're bringing their best people into the home office to do business over the phone. Greater use is being made of direct mail to back up the sales effort.

The computer plays an important role, too, making it possible to identify cost problems and analyze them. What's more, now that many district and regional sales offices have their own computers tied directly to headquarters, field salespeople have access to a wealth of information that enables them to be more productive.

The computer is also helpful to a new breed of executive placed strategically in many corporate hierarchies. He's called the marketing controller, and he recognizes marketers for one thing they are: cost-producers. Look out for that one.

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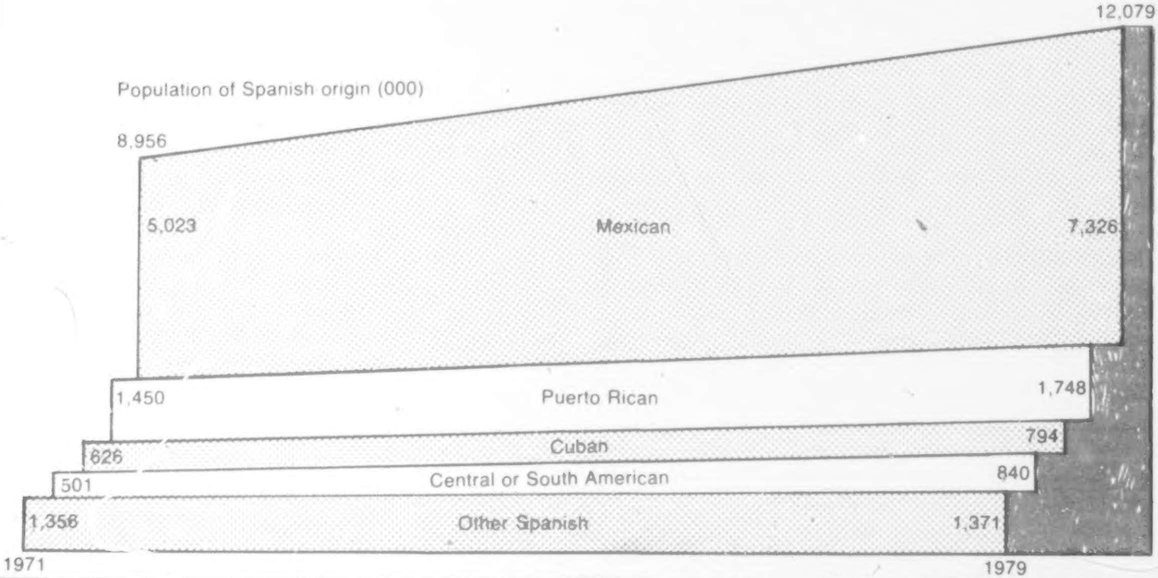
S&MM MARKETGRAPH

Latinos: A market that grows to a lively salsa beat

While the ranks of illegal aliens make it hard to be precise about the Latino market, the rapid growth in the number of Spanish-origin persons counted each year in the Census Bureau's sample survey underscores their increasing significance to marketers. Not only is the market growing five times faster than the all-U.S. rate, but a noticeable shift from blue-to white-collar jobs is enhancing its buying power.

A sizzling 35% growth in eight years—five times faster than the U.S. rate



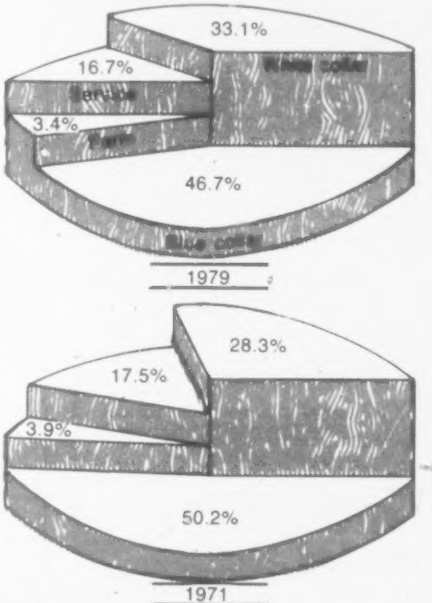
Distinctive income pattern by market segment

	Total	Mexican	Puerto Rican	Cuban	Other Spanish[1]
No. of Families (000)	2,741	1,620	434	208	479
Median Income	$12,566	$12,835	$8,282	$15,326	$14,272
Family Income	100.0%	100.0%	100.0%	100.0%	100.0%
$25,000 or more	13.5%	13.5%	6.4%	17.3%	18.1%
$15,000–$24,999	27.6	28.2	19.6	34.1	29.7
$7,000–$14,999	35.2	37.2	30.0	32.1	34.0
Under $7,000	23.8	21.0	44.0	15.6	18.3

[1] Includes Central or South American.

Moving into better jobs

Occupational breakdown of employed workers



Note: 16-year-olds and older included in 1979 breakdown; 14-year-olds and older in 1971.

Sources: S&MM calculations; Census Bureau, *Persons of Spanish Origin in the U.S.: March 1979 (Advance Report)*, Series P-20, No. 347.

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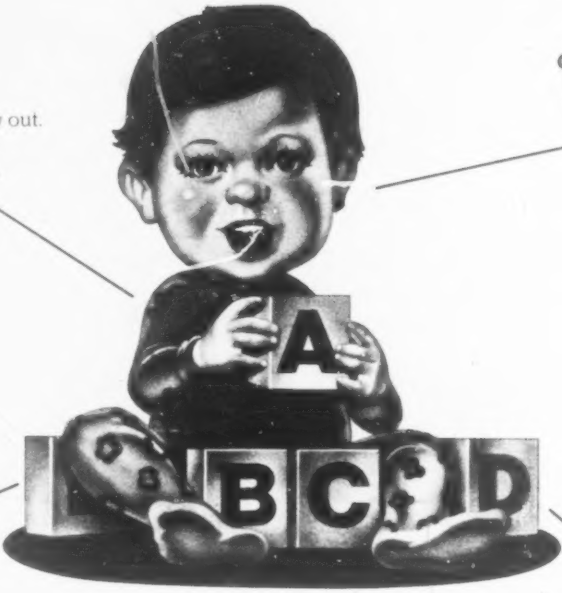
Grab Spanish from the start.



A is for amusement.
Hispanic kids love a great day out.

C is for clothes and cosmetics.
Hispanic mothers take great
pride in their babies' look.

B is for baby foods.
And for that matter,
Hispanic babies
get only the best.

D is for demographic explosion.
There are nearly twice as many
Hispanic babies than Anglo babies
born every year in
the Los Angeles area.

It's really so easy when you grab things from the start. The rest simply follows. Once a consumer, always a consumer. And there are 650,000 Hispanic children in the Los Angeles area. Their parents read La Opinión. It's their daily newspaper. In it they find out what's best for their kids. So if you want to grab Spanish, phone us collect at (213) 748-1191. If you grab it from the beginning, you might grab it for good.

LA OPINION

Since 1926 the only Spanish language daily in Los Angeles.

CALL DELTA FOR DOOR TO DOOR AIR FREIGHT TO 10,000 COMMUNITIES ACROSS THE U.S.A.

See that Delta map below? You can ship just about anything, big or small, between any Delta cities shown. That covers over 10,000 communities in the USA. You can ship door to door. Or airport to airport. And because Delta has 1500 take-offs daily, Delta can frequently give your shipment same-day delivery.

Delta Air Lines gives you a choice of five different air cargo services: 3D™ Air Freight (Delta Density Discount™), Delta Air Freight, Delta Air Express, small packages services DASH (Delta Airlines Special Handling) and Delta Air Parcel Service. So there's bound to be a Delta air cargo service to fit your needs. And you'll find our rates compare favorably. For details, call your local Delta air cargo office.

DELTA
SYSTEM ROUTE MAP
Seattle
Tacoma
Portland
Reno
Salt Lake City
San Francisco
Denver
Kansas City
Las Vegas
Los Angeles
San Diego
Phoenix
Tulsa
Little Rock
Dallas
Ft. Worth
Austin
Houston
San Antonio
Chicago
Ft. Wayne
Detroit
Toledo
Cleveland
Dayton
Columbus
Indianapolis
Cincinnati
St. Louis
Louisville
Lexington
Evansville
Nashville
Knoxville
Memphis
Chattanooga
Birmingham
Atlanta
Monroe
Montgomery
Macon
Shreveport
Jackson
Columbus
Alexandria
Baton Rouge
New Orleans
Tampa
Clearwater
St. Petersburg
Sarasota
Bradenton
Ft. Myers
Miami
Ft. Lauderdale
W. Palm Beach
Nassau
Orlando
Daytona Beach
Jacksonville
Savannah
Charleston
Augusta
Columbia
Charlotte
Raleigh
Durham
Greensboro
High Point
Winston-Salem
Washington
Baltimore
Philadelphia
New York
Newark
Hartford
Springfield
Boston
Montreal
Burlington
Portland
Bangor
London
Frankfurt
Bermuda
San Juan
DELTA

DELTA IS READY WHEN YOU ARE®

Section B

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's
Merchandise Line Sales

S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1979

STATE S&MM METRO AREA	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drugstores ($000)	In All Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
ALABAMA														
ANNISTON	77,218	74,589	10,435	8,132	22,143	7,911	14,358	7,113	6,969	4,318	9,311	3,281	9,601	7,891
BIRMINGHAM	600,166	570,596	85,897	67,637	197,674	64,235	108,617	63,718	59,196	39,022	55,085	21,780	95,361	80,469
FLORENCE	80,519	77,081	16,724	7,740	25,720	10,923	18,221	9,508	9,380	5,598	10,366	2,650	10,214	8,834
GADSDEN	61,608	60,275	10,234	7,920	24,120	8,563	14,254	8,103	7,509	5,003	9,891	2,693	8,214	6,107
HUNTSVILLE	183,050	174,175	25,148	17,858	56,833	20,813	37,121	20,925	17,043	10,907	18,611	5,664	25,552	21,629
MOBILE	285,865	271,093	49,629	36,174	89,180	44,987	45,963	18,241	27,109	14,930	33,184	13,618	38,887	31,816
MONTGOMERY	154,355	149,042	22,164	16,544	62,273	28,398	31,444	14,386	17,915	11,275	18,949	5,146	24,493	18,735
TUSCALOOSA	77,582	74,957	10,523	7,932	26,485	11,707	15,964	7,389	8,756	6,102	9,232	3,803	11,619	10,411
NONMETRO PORTION OF STATE	794,583	772,271	104,213	83,819	148,711	26,214	96,211	52,698	48,925	31,995	74,780	31,054	85,790	74,663
TOTAL STATE	2,380,843	2,249,504	338,001	256,579	655,162	223,751	383,849	203,439	203,401	129,602	240,246	90,025	310,951	261,417
ALASKA														
ANCHORAGE	216,285	213,417	24,165	21,064	46,928	22,771	30,714	14,063	18,360	7,927	14,985	4,997	18,270	9,397
NONMETRO PORTION OF STATE	224,070	212,290	18,785	13,747	30,740	6,065	25,263	10,230	11,485	4,850	11,981	2,499	11,233	6,032
TOTAL STATE	440,355	425,707	42,950	34,811	77,668	28,836	55,977	24,293	29,845	12,777	26,966	7,496	29,503	15,429
ARIZONA														
PHOENIX	1,095,383	1,046,416	138,789	109,999	271,131	144,081	151,445	54,012	81,985	41,314	104,897	44,978	171,612	145,471
TUCSON	383,161	361,572	51,266	41,284	91,065	45,788	48,531	14,902	30,325	16,367	31,154	12,092	57,555	45,162
NONMETRO PORTION OF STATE	458,681	425,141	45,289	35,368	73,009	14,873	49,960	18,531	20,338	9,566	29,676	16,609	27,321	19,842
TOTAL STATE	1,937,225	[illegible]	[illegible]	186,651	435,205	204,742	249,936	87,445	132,640	67,247	165,727	73,679	256,488	210,475
ARKANSAS														
FAYETTEVILLE - SPRINGDALE	114,654	111,134	15,225	9,542	35,830	17,776	21,814	8,634	11,891	5,814	13,425	3,971	12,159	7,984
FORT SMITH	137,541	133,170	16,259	11,974	37,481	19,448	23,610	10,743	16,362	9,419	14,071	5,849	15,641	13,650
LITTLE ROCK - NORTH LITTLE ROCK	269,047	256,284	45,126	34,314	101,865	51,094	58,339	26,723	32,363	17,504	32,126	10,248	42,615	31,069
PINE BLUFF	54,339	50,935	8,827	6,703	17,336	8,968	9,868	3,140	4,793	2,479	7,789	2,407	8,100	6,733
TEXARKANA	102,057	100,267	10,213	8,470	22,291	9,340	12,483	6,773	7,844	5,162	9,609	3,318	8,740	6,621
NONMETRO PORTION OF STATE	760,320	738,748	105,989	81,896	153,158	26,499	96,550	53,589	53,438	33,937	71,206	29,559	68,602	57,409
TOTAL STATE	1,376,130	1,329,276	196,725	149,085	355,300	126,117	215,372	106,198	122,162	71,396	140,956	52,418	149,217	118,033

(continued on page 36)

Guide to using S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES	RETAIL SALES BY MERCHANDISE LINE—1979														
	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
STATE S&MM METRO AREA	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drugstores ($000)	In All Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
	1	2	3	2	4	2	5	2	6	2	7	2	8	2

Merchandise Line Sales data pertain to the total sales of a product category by the various retail-store types handling that category in the market. That is, if the dollar sales of "groceries and other foods" in food stores, restaurants, department-store lunch counters, snack bars, vending machines, etc., are aggregated, the result would be the merchandise line sales for that category. Hence, merchandise line sales should not be confused with retail store sales, which pertain to the business volume of a type of retail outlet, such as a food store. A food store, of course, sells many more types of merchandise than just food products. Updated from the 1972 Census of Retail Trade (because the Census Bureau had not released data from the 1977 Census at the time S&MM's estimates were prepared) the merchandise line sales data shown in this section refer to seven broad product groups, such as groceries and other food products, footwear, and drugs and other health aids. Merchandise line totals give a more realistic estimate of a particular product's market potential than is provided by the store-type sales associated with the product.

1 Groceries and other foods includes meat, fish, and poultry; produce; frozen foods; dairy products; bakery products, except frozen; and all other foods.
(Note: Meals, snacks, alcoholic beverages, packaged alcoholic beverages, and tobacco products not included.)

2 To enhance the usefulness of the merchandise line totals, the *Survey of Buying Power* shows for each product category the dollar sales accounted for by the dominant store type associated with the product classification. That makes the data helpful in analyzing distribution channels in the market. The dominant store types, and their related merchandise line category, shown in the tables are: food stores for groceries and other foods; drugstores for drugs and other health aids; department stores for women's and girl's clothing; apparel stores for men's and boys' clothing; apparel stores for footwear; furniture/home furnishings/appliance stores for major household appliances; and furniture/home furnishings/appliance stores for furniture and sleep equipment.

3 Drugs and other health aids includes prescriptions; nonprescription medicines; and other health aids.

4 Women's and girls' clothing includes infants' and toddlers' apparel and accessories; young girls' and subteen clothing and accessories; women's, misses', juniors' furs and fur garments; women's, misses', juniors' dresses; women's, misses', juniors' coats, suits, jackets, and rainwear; women's, misses', juniors' sportswear; women's hosiery; women's bras, girdles, and daytime lingerie; women's sleepwear and robes; women's handbags; women's hats, hairpieces, and trimmings; women's gloves; and all other women's apparel and accessories.

5 Men's and boys' clothing includes boys', young men's, and "student" clothing and accessories; men's overcoats, topcoats, raincoats, suits, and formal wear; men's sport and casual outerwear; men's uniform and work clothing; men's sport and dress shirts; men's sweaters, hosiery, pajamas, robes, and underwear; men's sport and playwear; and other men's apparel and furnishings.

6 Footwear includes men's and boys' footwear; women's and girls' footwear; and children's footwear.
(Note: Infants' and toddlers' footwear not included.)

7 Major household appliances includes such items as vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, air conditioners, dishwashers, clothes washers and dryers, stoves and ovens, trash compactors, and disposal units.

8 Furniture and sleep equipment includes living room, dining room, and bedroom furniture; sleep furniture and equipment; and all other furniture including outdoor and office furniture.

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SUMMARY OF MERCHANDISE LINE SALES BY REGION AND STATE

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1979

REGION State	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
NEW ENGLAND	**9,480,054**	**9,157,624**	**1,021,279**	**813,455**	**2,575,306**	**1,142,813**	**1,439,431**	**699,265**	**726,977**	**433,926**	**593,989**	**268,830**	**735,340**	**548,523**
Connecticut	2,341,565	2,259,262	244,675	179,060	637,878	292,816	333,785	173,773	163,293	101,674	147,368	78,476	201,278	152,867
Maine	821,925	796,830	94,784	75,861	169,523	69,863	122,474	54,153	65,698	32,803	52,526	18,026	61,517	45,979
Massachusetts	4,563,618	4,414,647	506,345	419,572	1,380,496	629,979	756,026	361,947	382,641	232,800	274,485	118,125	346,198	252,125
New Hampshire	777,668	742,878	66,704	52,620	155,[illegible]73	57,939	93,312	43,634	51,493	27,725	54,358	25,578	53,591	41,751
Rhode Island	635,311	616,819	73,433	60,696	164,845	71,763	90,166	41,749	42,064	25,717	39,378	16,763	48,907	37,569
Vermont	339,967	327,188	35,338	25,646	66,891	20,453	43,668	24,009	21,788	13,207	25,874	11,862	23,849	18,232
MIDDLE ATLANTIC	**28,199,754**	**26,961,622**	**2,955,886**	**2,353,573**	**8,528,895**	**4,011,273**	**4,695,387**	**2,327,151**	**2,359,745**	**1,554,882**	**1,862,320**	**852,126**	**2,640,973**	**1,920,539**
New Jersey	6,421,147	6,107,375	582,207	436,042	1,828,714	824,563	1,016,589	525,209	501,785	349,268	398,846	184,309	631,184	471,878
New York	13,419,498	12,870,037	1,429,889	1,152,986	4,031,435	1,896,801	2,168,536	169,700	1,113,526	758,738	788,077	361,605	1,188,466	865,470
Pennsylvania	8,359,109	7,984,210	943,709	764,545	2,668,746	1,289,909	1,510,262	632,242	744,434	446,876	675,397	306,212	821,323	583,191
EAST NORTH CENTRAL	**31,805,208**	**30,313,622**	**3,918,598**	**3,013,767**	**9,093,064**	**4,455,413**	**5,190,444**	**2,219,315**	**2,638,460**	**1,489,019**	**2,507,964**	**1,043,894**	**3,337,951**	**2,421,526**
Illinois	8,544,460	8,131,658	934,141	741,178	2,834,756	1,211,754	1,582,657	729,371	801,360	463,342	669,360	261,771	1,000,395	739,347
Indiana	3,891,121	3,736,807	575,770	463,405	1,057,204	528,022	604,778	237,628	310,502	173,347	320,637	116,578	377,981	282,191
Michigan	7,028,543	6,719,037	989,230	766,211	2,225,580	1,104,513	1,275,926	597,831	643,117	377,584	622,581	294,294	796,271	559,921
Ohio	8,670,243	8,324,470	1,064,098	761,260	2,148,964	1,268,847	1,230,181	452,506	616,367	336,183	618,293	250,594	835,393	597,762
Wisconsin	3,670,841	3,401,650	355,359	281,713	826,560	342,277	496,902	201,979	267,114	138,563	277,093	120,657	327,911	242,305
WEST NORTH CENTRAL	**12,143,723**	**11,539,756**	**1,549,737**	**1,100,311**	**3,375,898**	**1,531,281**	**2,122,732**	**939,608**	**1,028,059**	**578,940**	**1,099,637**	**456,930**	**1,270,253**	**941,851**
Iowa	2,113,745	2,030,284	245,997	180,651	517,609	241,732	333,336	156,264	155,829	92,364	195,382	79,277	201,508	159,015
Kansas	1,632,808	1,564,535	237,036	150,530	449,654	189,886	291,466	144,285	142,732	86,717	174,231	80,771	177,207	133,001
Minnesota	2,918,159	2,692,509	333,530	249,363	901,193	430,385	574,876	219,333	252,630	126,238	233,617	88,868	321,478	221,560
Missouri	3,635,162	3,480,782	487,874	340,897	973,505	461,764	569,512	237,574	303,363	169,562	311,162	125,337	362,869	262,501
Nebraska	1,016,676	969,882	134,566	89,494	280,167	127,360	180,019	81,075	84,432	49,894	103,006	49,505	123,093	96,701
North Dakota	391,808	381,040	50,193	41,783	138,425	42,218	93,474	56,389	48,096	30,691	40,118	15,126	44,285	36,705
South Dakota	435,365	420,724	60,541	47,593	115,345	37,936	80,049	44,688	40,977	23,474	42,121	18,046	39,813	32,368
SOUTH ATLANTIC	**26,544,654**	**25,549,419**	**3,461,379**	**2,777,265**	**7,106,724**	**3,238,373**	**4,049,672**	**1,844,582**	**2,120,454**	**1,230,897**	**2,380,781**	**993,167**	**3,390,343**	**2,679,791**
Delaware	474,045	461,565	58,376	48,816	122,100	64,741	84,604	31,801	39,171	22,482	45,571	19,732	63,112	50,629
District of Columbia	347,189	326,407	71,370	57,391	129,795	37,729	74,813	50,797	43,521	35,007	24,831	12,800	61,640	50,317
Florida	7,935,272	7,701,292	900,176	747,413	2,057,826	946,144	1,111,568	490,761	573,895	339,298	754,347	320,058	1,042,104	810,452
Georgia	3,596,174	3,472,490	459,215	380,671	1,001,784	489,802	570,925	263,359	298,877	171,242	342,676	139,747	429,677	323,163
Maryland	3,506,358	3,319,123	444,992	326,862	962,909	505,784	534,879	251,180	264,087	167,212	248,575	109,486	414,767	298,345
North Carolina	3,574,359	3,410,908	529,180	434,518	950,676	374,152	564,313	261,048	305,176	177,293	343,252	141,391	498,883	438,953
South Carolina	1,948,897	1,883,458	259,489	208,991	495,702	182,185	310,557	145,304	160,732	94,044	169,007	70,785	233,191	199,000
Virginia	3,850,339	3,695,725	554,673	431,847	1,034,218	478,845	603,961	272,566	335,510	172,845	329,048	123,278	503,172	394,998
West Virginia	1,312,021	1,278,451	183,908	140,756	351,714	158,991	194,052	77,766	99,465	51,474	123,474	55,890	143,797	113,734
EAST SOUTH CENTRAL	**9,401,269**	**9,045,461**	**1,248,481**	**961,601**	**2,419,941**	**931,970**	**1,433,771**	**674,431**	**755,698**	**437,761**	**889,915**	**367,618**	**1,111,187**	**912,315**
Alabama	2,340,843	2,249,504	338,001	256,579	655,162	223,751	383,849	203,439	203,401	129,602	240,246	90,025	310,951	261,417
Kentucky	2,531,739	2,424,036	331,047	251,365	598,951	248,525	353,652	152,721	188,899	109,411	213,675	106,622	272,225	220,504
Mississippi	1,606,844	1,558,991	197,437	159,288	377,893	81,945	227,268	109,199	115,443	67,380	154,765	59,719	163,730	131,709
Tennessee	2,921,843	2,812,930	381,996	294,369	787,935	377,749	469,002	209,072	247,947	131,368	281,229	111,252	364,281	298,685
WEST SOUTH CENTRAL	**17,103,225**	**16,391,589**	**2,363,518**	**1,606,402**	**4,736,389**	**1,904,255**	**2,919,235**	**1,462,347**	**1,544,434**	**923,290**	**1,673,796**	**664,753**	**2,056,114**	**1,627,766**
Arkansas	1,376,130	1,329,276	196,725	149,085	355,300	126,117	215,372	106,193	122,162	71,396	140,956	52,418	149,217	118,033
Louisiana	2,789,724	2,670,063	404,547	265,858	744,395	292,583	479,700	227,920	259,763	148,593	292,645	120,284	340,015	272,450
Oklahoma	2,038,250	1,965,096	261,184	161,497	519,611	165,229	336,998	198,786	179,481	115,336	177,730	70,833	247,968	200,230
Texas	10,899,131	10,427,154	1,500,762	1,029,962	3,117,083	1,320,326	1,887,165	929,448	983,028	587,955	1,062,465	421,218	1,318,914	1,037,053
MOUNTAIN	**7,923,811**	**7,592,986**	**966,426**	**743,418**	**2,011,719**	**890,548**	**1,245,231**	**541,797**	**644,585**	**344,124**	**707,039**	**319,001**	**947,821**	**755,812**
Arizona	1,937,225	1,833,123	235,344	186,651	435,205	204,742	249,936	87,445	132,648	67,247	165,727	73,679	256,488	210,475
Colorado	2,140,572	2,071,168	227,192	152,509	540,020	234,508	338,212	155,425	170,067	94,452	181,561	82,947	226,286	170,903
Idaho	668,348	641,979	71,621	55,849	150,453	54,874	99,643	47,156	54,827	31,085	65,815	34,175	67,962	56,365
Montana	594,972	580,629	89,190	74,569	145,258	56,366	98,287	55,052	49,325	28,304	53,111	26,983	65,660	51,741
Nevada	557,717	534,266	131,642	115,428	190,899	102,042	111,940	44,771	53,914	26,507	58,189	21,083	72,118	52,183
New Mexico	839,712	792,875	96,799	74,485	201,404	70,665	123,655	59,543	69,766	42,030	73,646	28,657	101,142	80,031
Utah	832,257	800,584	69,872	52,246	265,578	152,034	169,256	62,231	84,821	35,726	76,223	32,435	128,688	110,447
Wyoming	353,008	338,362	44,766	31,681	82,902	15,317	54,302	30,174	29,217	18,773	32,767	19,042	29,457	23,667
PACIFIC	**24,405,798**	**23,031,495**	**3,235,177**	**2,560,811**	**6,430,285**	**3,186,181**	**3,757,883**	**1,671,425**	**1,944,009**	**1,101,121**	**1,945,836**	**790,805**	**3,213,622**	**2,470,330**
Alaska	440,355	425,707	42,950	34,811	77,668	28,836	55,977	24,293	29,845	12,777	26,966	7,496	29,503	15,429
California	18,641,377	17,548,145	2,305,300	1,837,808	4,775,263	2,414,799	2,763,872	1,246,207	1,396,895	809,757	1,420,390	557,307	2,496,127	1,937,186
Hawaii	670,640	596,810	127,779	103,533	242,566	90,035	151,272	75,307	65,220	29,377	53,124	19,829	51,773	26,014
Oregon	1,778,811	1,667,666	293,186	224,327	579,678	305,781	339,619	127,315	203,757	105,020	200,574	100,003	267,625	209,724
Washington	2,874,615	2,793,167	465,962	360,332	755,110	346,730	447,143	198,303	248,292	144,190	244,782	106,170	368,594	281,977
TOTAL UNITED STATES	**167,007,506**	**159,583,574**	**20,720,480**	**15,930,603**	**46,278,221**	**21,292,107**	**26,853,786**	**12,379,921**	**13,762,413**	**8,093,960**	**13,661,277**	**5,757,124**	**18,703,604**	**14,278,453**

S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1979

STATE S&MM METRO AREA	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drugstores ($000)	In All Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
CALIFORNIA														
ANAHEIM - SANTA ANA - GARDEN GROVE	1,626,851	1,489,670	196,603	136,051	445,032	248,175	262,249	108,851	125,389	67,993	127,022	49,824	260,598	205,911
BAKERSFIELD	329,012	315,343	42,523	36,990	62,639	29,913	36,375	15,873	19,112	10,710	23,900	9,820	36,559	30,384
FRESNO	436,050	412,732	57,650	49,219	93,067	48,823	58,261	25,993	30,648	16,774	36,023	10,279	51,010	42,250
LOS ANGELES - LONG BEACH	5,800,266	5,412,247	711,789	553,520	1,640,251	806,347	956,883	461,686	463,572	286,352	415,433	180,061	805,968	635,166
LOS ANGELES - LONG BEACH - ANAHEIM CONSOLIDATED AREA	*8,888,063*	*8,293,080*	*1,083,920*	*836,030*	*2,449,889*	*1,257,421*	*1,424,932*	*642,183*	*786,309*	*411,907*	*664,263*	*268,620*	*1,243,411*	*971,352*
MODESTO	209,919	203,083	27,222	22,067	55,053	27,316	33,315	10,151	17,665	8,346	27,249	12,311	26,282	20,395
OXNARD - SIMI VALLEY - VENTURA	411,485	396,244	43,411	36,617	86,128	38,813	53,337	18,471	30,434	14,189	29,521	7,577	49,631	37,289
RIVERSIDE - SAN BERNARDINO - ONTARIO	1,049,461	994,919	132,117	99,842	278,478	162,086	152,463	53,175	86,914	43,373	92,287	31,158	127,214	92,986
SACRAMENTO	907,974	856,881	86,404	71,521	202,844	113,959	115,627	44,461	61,402	35,671	66,114	25,344	116,072	93,901
SALINAS - SEASIDE - MONTEREY	197,929	191,708	27,626	24,566	59,601	21,055	34,700	20,855	16,502	11,082	17,577	[illegible]	25,098	18,054
SAN DIEGO	1,256,350	1,164,464	152,591	113,388	362,788	196,987	210,622	84,124	109,546	60,372	127,054	45,445	215,487	167,203
SAN FRANCISCO - OAKLAND	2,710,766	2,568,562	353,108	301,166	743,320	379,301	397,849	200,798	208,041	126,058	190,349	70,003	383,276	284,992
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	*3,999,999*	*3,783,941*	*512,138*	*422,023*	*1,066,650*	*549,367*	*580,801*	*275,408*	*299,654*	*174,442*	*292,174*	*118,612*	*566,485*	*427,723*
SAN JOSE	1,050,390	986,760	128,156	94,371	282,717	149,007	159,062	64,376	79,633	43,922	85,573	41,778	161,663	125,198
SANTA BARBARA - SANTA MARIA - LOMPOC	229,146	219,489	25,851	22,073	55,672	23,279	30,053	13,995	16,408	10,625	16,896	8,220	35,629	29,299
SANTA CRUZ	166,741	159,984	21,984	19,967	30,313	15,456	18,230	7,320	9,373	5,382	13,815	4,031	12,511	9,168
SANTA ROSA	266,708	258,878	28,579	24,001	46,723	24,620	28,022	10,603	13,016	5,742	18,528	4,991	29,767	22,780
STOCKTON	273,221	258,520	39,926	33,956	66,601	30,522	38,618	17,186	18,571	10,528	21,503	8,533	33,937	27,302
VALLEJO - FAIRFIELD - NAPA	238,843	228,619	30,874	26,486	40,613	21,059	23,890	10,234	11,980	4,462	16,252	6,831	21,546	17,533
NONMETRO PORTION OF STATE	1,480,265	1,430,042	198,886	172,007	223,403	76,001	154,316	78,055	78,689	48,176	95,294	31,991	103,879	77,378
TOTAL STATE	18,641,377	17,548,145	2,305,300	1,837,808	4,775,263	2,414,799	2,763,872	1,246,207	1,396,895	809,757	1,420,390	557,307	2,496,127	1,937,186
COLORADO														
COLORADO SPRINGS	191,465	186,950	18,571	12,634	50,429	23,684	31,837	13,745	15,003	7,091	23,427	10,519	27,956	20,540
DENVER - BOULDER	1,277,746	1,230,959	136,826	91,209	352,493	173,102	211,422	94,221	106,436	60,946	100,973	42,778	150,853	112,256
FORT COLLINS	100,827	97,060	11,566	7,862	26,138	8,964	18,470	8,747	9,580	4,698	12,792	7,111	10,094	8,375
GREELEY	64,253	61,852	6,177	4,178	15,507	6,321	10,776	4,307	[illegible]	2,420	7,629	3,909	5,704	4,601
PUEBLO	91,407	89,823	9,583	6,464	24,529	12,951	14,325	5,102	[illegible]	3,667	8,087	[illegible]	8,562	6,227
NONMETRO PORTION OF STATE	414,874	404,534	44,469	30,162	70,924	9,286	51,382	29,103	25,674	15,630	28,653	16,050	23,117	18,904
TOTAL STATE	2,140,572	2,071,168	227,192	152,509	540,020	234,508	338,212	155,425	170,067	94,452	181,561	82,947	226,286	170,903
CONNECTICUT														
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	625,318	611,040	60,653	47,530	193,241	84,665	97,394	58,386	49,862	34,094	43,287	27,745	61,987	47,818
HARTFORD - NEW BRITAIN - BRISTOL	806,695	776,255	91,168	65,285	217,910	105,844	114,553	57,044	57,103	34,582	45,867	22,395	68,760	52,455
NEW HAVEN - WEST HAVEN - WATERBURY - MERIDEN	585,677	561,919	60,819	41,606	158,513	74,002	82,573	40,031	36,524	21,293	37,469	18,675	46,887	34,930
NEW LONDON - NORWICH	164,497	155,553	16,992	12,971	38,140	17,793	22,628	8,810	9,532	4,810	13,220	6,047	14,219	11,058
NONMETRO PORTION OF STATE	159,378	154,495	15,043	11,668	30,074	10,512	16,637	9,502	10,272	6,895	7,525	3,614	9,425	6,606
TOTAL STATE	2,341,565	2,259,262	244,675	179,060	627,878	292,816	333,785	173,773	163,293	101,674	147,368	78,476	201,278	152,867
DELAWARE														
WILMINGTON	300,018	287,371	48,675	41,402	119,252	61,990	65,291	23,886	30,640	17,904	35,916	18,575	55,551	45,953
NONMETRO PORTION OF STATE	175,458	173,353	16,051	12,380	10,919	3,997	23,291	9,671	10,782	5,893	14,116	3,673	14,641	10,900
TOTAL STATE	474,045	461,565	58,376	48,816	122,100	64,741	84,604	31,801	39,171	22,482	45,571	19,733	65,112	50,629
DISTRICT OF COLUMBIA														
WASHINGTON	2,485,851	2,345,338	417,758	333,411	842,026	427,237	463,955	218,574	234,175	150,635	171,112	67,887	367,462	267,883
TOTAL STATE	347,189	326,407	71,370	57,391	129,795	37,729	74,813	50,797	43,521	35,007	24,831	12,800	61,640	50,517
FLORIDA														
BRADENTON	132,766	128,946	16,899	14,343	31,449	14,807	18,565	6,637	8,689	3,639	15,690	5,755	12,754	9,343
DAYTONA BEACH	192,007	187,722	31,312	27,451	54,681	24,023	29,622	11,641	12,760	6,788	21,525	8,977	22,752	18,277
FORT LAUDERDALE - HOLLYWOOD	905,244	883,196	107,266	91,436	282,431	129,114	138,972	63,542	72,138	45,865	84,157	38,892	138,947	108,282
FORT MYERS - CAPE CORAL	192,403	189,643	16,373	12,172	47,235	23,416	24,824	8,990	11,058	7,090	21,529	11,329	38,480	28,794
GAINESVILLE	118,453	114,021	14,828	13,055	27,738	12,640	15,409	7,611	8,277	5,463	8,929	5,600	16,862	14,269
JACKSONVILLE	553,148	524,205	44,147	37,225	121,460	45,268	69,347	31,048	34,061	21,557	51,929	23,964	57,642	45,311
LAKELAND - WINTER HAVEN	249,691	244,694	34,864	30,168	51,013	24,062	29,068	14,145	16,484	10,535	27,519	12,027	22,552	16,018
MELBOURNE - TITUSVILLE - COCOA	194,695	185,807	26,200	22,182	36,183	23,841	23,271	4,401	13,359	4,446	20,461	7,446	21,228	14,607
MIAMI	1,239,716	1,209,163	162,601	139,296	474,844	208,825	257,642	135,805	132,407	86,247	116,603	53,546	244,932	198,291
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	*2,144,960*	*2,092,359*	*269,867*	*230,732*	*757,275*	*337,939*	*396,614*	*199,347*	*204,545*	*132,112*	*200,760*	*92,438*	*383,879*	*306,573*
ORLANDO	584,627	563,692	51,227	42,539	134,698	73,822	74,243	27,709	39,894	22,881	49,666	15,813	62,119	45,736
PANAMA CITY	64,398	61,302	7,589	5,791	25,725	11,176	14,962	6,268	7,113	3,436	12,584	5,447	11,312	8,841
PENSACOLA	211,687	205,600	20,288	15,556	50,697	29,990	29,227	9,466	15,088	7,157	23,157	7,770	20,919	15,139
SARASOTA	184,010	181,407	23,711	20,454	51,359	23,857	22,560	8,450	12,427	8,190	25,670	14,920	47,693	39,944
TALLAHASSEE	120,997	119,115	8,666	7,327	35,707	16,263	19,729	8,927	11,824	8,221	15,310	6,642	10,943	8,463
TAMPA - ST. PETERSBURG	1,403,970	1,352,960	158,632	122,266	299,575	175,486	171,897	67,037	91,132	49,840	120,025	40,125	149,611	111,752
WEST PALM BEACH - BOCA RATON	499,173	488,992	53,094	44,784	158,787	65,169	70,849	30,206	38,010	21,211	[illegible]	18,833	77,277	57,608
NONMETRO PORTION OF STATE	1,088,287	1,060,827	122,479	101,354	174,244	44,385	101,381	48,778	49,174	26,732	93,587	42,982	86,081	69,777
TOTAL STATE	7,935,272	7,701,292	900,176	747,413	2,057,826	946,144	1,111,568	490,761	573,895	339,298	754,347	320,058	1,042,104	810,452

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S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1979

STATE S&MM METRO AREA	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
GEORGIA														
ALBANY	65,225	63,081	10,569	8,916	23,895	13,079	17,807	8,791	9,401	5,751	8,755	2,342	13,827	11,365
△ ATHENS	65,466	62,202	10,920	8,451	19,812	10,634	12,341	4,019	5,918	2,494	9,190	4,159	9,394	7,856
ATLANTA	1,414,517	1,355,015	175,099	144,297	507,566	310,339	269,141	103,392	134,325	70,685	132,917	47,659	189,495	118,323
AUGUSTA	205,176	200,309	24,839	19,432	60,911	26,620	33,945	17,164	20,461	11,616	18,400	6,180	27,271	21,874
COLUMBUS	133,477	128,758	19,014	16,778	41,501	21,650	29,117	15,655	10,974	5,219	16,119	6,601	22,303	16,939
MACON	174,810	170,950	19,891	16,501	59,103	30,689	32,695	14,331	20,628	11,881	20,119	6,771	18,382	13,364
SAVANNAH	150,548	147,768	18,362	14,890	50,174	22,240	27,942	15,060	16,062	10,773	17,921	7,435	26,413	23,491
NONMETRO PORTION OF STATE	1,408,666	1,366,568	185,518	155,771	245,995	57,535	152,021	86,976	83,229	53,955	121,522	59,282	125,409	111,980
TOTAL STATE	3,596,174	3,472,490	459,215	380,671	1,001,784	489,802	570,925	263,359	298,877	171,242	342,676	139,747	429,677	323,163
HAWAII														
HONOLULU	492,901	426,924	102,224	82,458	198,585	84,386	121,760	57,452	54,185	21,874	37,523	12,051	42,753	18,798
NONMETRO PORTION OF STATE	177,739	169,886	25,555	21,095	43,981	5,649	29,512	17,855	11,035	7,503	15,601	7,778	9,020	7,216
TOTAL STATE	670,640	596,810	127,779	103,553	242,566	90,035	151,272	75,307	65,220	29,377	53,124	19,829	51,773	26,014
IDAHO														
BOISE	141,294	134,698	9,590	5,967	41,665	19,333	25,133	11,631	14,368	8,285	16,050	7,411	18,474	15,888
△ POCATELLO	55,850	53,495	7,204	5,896	17,887	7,283	12,134	6,096	6,567	3,913	6,405	3,185	6,230	4,815
NONMETRO PORTION OF STATE	471,204	453,786	54,827	43,986	90,898	28,259	62,376	29,429	33,892	18,887	43,360	23,579	43,258	35,662
TOTAL STATE	668,348	641,979	71,621	55,849	150,453	54,874	99,643	47,156	54,827	31,085	65,815	34,175	67,962	56,365
ILLINOIS														
BLOOMINGTON - NORMAL	88,958	85,992	8,789	7,077	26,320	11,915	17,058	9,450	8,532	5,988	8,368	3,345	7,764	5,436
CHAMPAIGN - URBANA - RANTOUL	130,892	122,053	12,549	9,793	38,367	21,245	24,500	10,925	11,575	6,698	10,301	3,480	13,351	10,354
CHICAGO	5,366,459	5,077,793	582,868	475,874	2,041,041	823,646	1,110,433	522,597	569,373	339,588	395,922	149,177	699,937	499,664
CHICAGO - GARY CONSOLIDATED AREA	*5,917,494*	*5,602,175*	*648,067*	*528,433*	*2,169,888*	*888,407*	*1,190,414*	*556,901*	*610,586*	*365,336*	*435,855*	*167,982*	*745,209*	*532,107*
△ DANVILLE	71,299	69,352	9,260	7,390	20,558	9,267	13,003	6,355	6,143	3,324	7,175	2,536	6,385	4,997
DAVENPORT - ROCK ISLAND - MOLINE	299,708	278,731	31,587	24,492	94,093	57,902	57,922	23,492	29,138	13,613	25,970	10,373	29,624	22,549
DECATUR	116,598	107,668	8,982	7,005	30,770	16,789	19,259	8,660	7,779	3,792	11,288	3,638	11,470	7,322
KANKAKEE	69,927	67,515	12,134	9,893	20,322	11,318	12,482	4,426	5,720	2,315	8,151	2,611	6,816	5,147
PEORIA	291,239	275,055	34,055	25,191	87,257	52,864	52,896	18,946	26,799	14,965	25,956	11,923	33,891	27,700
△ QUINCY	52,915	51,404	7,171	5,646	16,071	8,095	10,075	4,437	4,685	2,321	6,333	2,557	6,204	5,040
ROCKFORD	212,052	205,200	21,570	17,047	57,616	40,252	32,625	9,746	18,216	8,093	21,710	9,022	26,102	20,997
SPRINGFIELD	163,938	156,448	19,745	15,855	71,876	32,760	33,045	14,879	14,795	8,536	16,739	5,419	14,834	10,820
NONMETRO PORTION OF STATE	1,396,172	1,358,344	149,326	113,489	256,794	85,215	161,791	82,685	79,293	43,259	114,008	51,413	117,310	101,343
TOTAL STATE	8,544,460	8,131,658	934,141	741,178	2,834,756	1,211,754	1,582,657	729,371	801,360	463,342	669,360	261,771	1,000,395	739,347
INDIANA														
ANDERSON	105,505	100,634	18,856	15,207	28,265	15,274	15,423	4,773	7,090	3,570	9,948	3,924	8,837	6,300
BLOOMINGTON	64,203	62,263	10,848	9,062	21,673	8,183	12,711	6,268	6,969	4,476	6,312	2,510	6,895	5,395
ELKHART	108,720	105,107	19,709	16,506	30,461	14,446	17,250	5,551	8,546	3,964	10,358	3,465	10,148	7,445
EVANSVILLE	206,001	195,644	28,324	21,617	69,272	27,842	43,527	18,378	24,648	17,240	24,089	9,473	25,693	20,520
FORT WAYNE	256,114	246,852	38,885	30,919	86,526	50,685	52,371	24,334	22,631	12,999	22,732	7,700	31,135	20,631
GARY - HAMMOND - EAST CHICAGO	551,035	524,382	65,199	52,559	128,847	64,761	79,981	34,304	41,213	25,748	39,933	18,805	45,272	32,443
INDIANAPOLIS	901,323	860,231	133,616	103,277	277,229	168,198	154,978	49,182	80,357	42,204	73,443	19,679	100,268	74,524
KOKOMO	77,078	74,400	12,953	10,589	26,889	12,885	15,635	5,947	7,924	4,254	8,466	3,100	8,804	6,657
LAFAYETTE - WEST LAFAYETTE	81,408	78,885	12,609	10,001	30,272	22,592	17,081	5,827	8,428	3,113	9,121	2,712	10,937	8,225
△ MARION	56,508	55,055	10,209	8,826	14,036	4,344	8,017	3,983	4,510	2,844	4,489	1,837	4,956	3,945
△ MICHIGAN CITY - LA PORTE	79,447	76,966	13,000	10,746	23,880	11,053	13,759	5,129	6,989	3,662	7,384	2,389	7,108	5,135
MUNCIE	88,942	84,804	13,881	10,965	24,506	15,568	13,445	5,010	7,928	5,169	7,847	3,131	8,261	4,870
SOUTH BEND	193,997	187,850	33,649	28,269	62,878	30,788	32,550	13,514	16,466	8,050	16,241	6,798	22,360	17,472
TERRE HAUTE	113,320	107,709	17,408	14,913	39,354	18,634	23,632	12,713	10,320	6,606	10,917	4,067	10,659	7,024
NONMETRO PORTION OF STATE	920,489	896,657	131,022	108,731	166,111	44,522	90,319	38,320	50,355	27,364	62,714	24,452	66,604	52,514
TOTAL STATE	3,891,121	3,736,807	575,770	463,405	1,057,204	528,022	604,778	237,628	310,502	173,347	320,637	116,578	377,981	282,191
IOWA														
CEDAR RAPIDS	130,780	123,343	15,396	12,380	41,330	32,850	22,951	3,753	10,677	4,519	11,483	4,825	12,894	10,200
DAVENPORT - ROCK ISLAND - MOLINE	299,708	278,731	31,587	24,492	94,093	57,902	57,922	23,492	29,138	13,613	25,970	10,373	29,624	22,549
DES MOINES	295,157	283,632	29,401	18,848	102,185	60,688	61,737	27,357	27,995	16,804	30,904	9,615	31,455	23,074
DUBUQUE	71,139	64,767	7,488	5,852	23,005	15,600	13,705	2,973	6,949	3,101	8,712	2,818	9,988	7,744
IOWA CITY	59,372	57,336	9,520	7,571	17,700	7,060	12,451	6,740	5,603	3,704	7,026	3,402	7,311	5,988
SIOUX CITY	105,429	99,161	11,645	8,692	24,011	13,878	16,342	8,349	6,877	3,484	9,384	4,508	9,901	8,038
WATERLOO - CEDAR FALLS	104,480	100,100	11,273	8,377	32,129	17,312	21,154	9,273	11,229	6,565	12,318	3,007	14,432	10,755
NONMETRO PORTION OF STATE	1,179,247	1,145,119	137,306	100,539	219,038	55,581	150,746	86,364	69,981	47,437	98,967	44,489	95,303	78,383
TOTAL STATE	2,113,745	2,030,284	245,997	180,651	517,609	241,732	333,336	156,264	155,829	92,364	195,382	79,277	201,508	159,015
KANSAS														
LAWRENCE	40,875	39,480	7,084	4,561	10,968	4,442	7,487	3,666	3,558	2,134	4,217	1,903	3,708	2,865
TOPEKA	138,817	135,176	19,976	15,442	35,065	17,955	22,143	10,685	10,859	5,739	14,644	4,818	12,675	9,096
WICHITA	297,175	279,194	46,452	28,207	95,037	42,741	63,220	34,060	30,054	19,507	38,487	16,005	35,301	26,807
NONMETRO PORTION OF STATE	824,956	803,052	113,382	70,376	167,736	48,271	117,035	65,348	58,006	38,043	75,580	40,771	73,637	61,393
TOTAL STATE	1,632,808	1,564,535	237,036	150,530	449,654	109,886	291,466	144,285	142,732	86,717	174,231	80,771	177,207	133,001

S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1979

STATE S&MM METRO AREA	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
KENTUCKY														
CLARKSVILLE - HOPKINSVILLE	73,800	69,608	11,464	8,286	26,820	13,975	16,372	5,427	7,941	3,529	11,481	5,085	12,374	10,659
HUNTINGTON - ASHLAND	224,793	221,212	28,957	21,924	65,531	30,136	33,793	12,952	18,749	11,383	21,997	11,533	25,342	22,368
LEXINGTON-FAYETTE	251,672	241,112	30,562	22,972	91,994	52,219	51,622	22,971	33,226	20,947	22,861	8,328	28,103	20,878
LOUISVILLE	709,856	660,270	95,957	65,802	189,426	103,685	105,386	41,623	51,755	26,315	58,539	30,743	94,152	76,114
OWENSBORO	66,245	63,645	9,452	7,513	20,703	10,987	14,289	6,584	8,496	5,463	10,008	5,019	9,076	7,386
NONMETRO PORTION OF STATE	1,252,604	1,214,812	163,194	130,023	234,425	49,529	148,292	69,189	77,380	46,354	103,563	54,935	117,296	97,691
TOTAL STATE	2,531,739	2,424,036	331,047	251,365	598,951	248,525	353,652	152,721	188,899	109,411	213,675	106,422	272,225	220,504
LOUISIANA														
ALEXANDRIA	81,925	80,390	12,367	9,488	30,014	13,610	19,566	10,528	11,192	7,211	12,036	5,430	9,004	7,061
BATON ROUGE	355,114	336,101	48,563	34,145	105,062	65,820	74,217	24,421	33,594	13,560	43,032	14,791	42,849	22,958
LAFAYETTE	102,419	95,135	15,514	8,749	39,658	15,352	29,862	13,010	15,150	10,451	16,687	6,552	22,273	19,400
LAKE CHARLES	144,943	142,865	17,394	10,975	29,133	11,856	18,802	9,053	9,948	5,654	16,153	6,018	12,584	10,187
MONROE	95,900	90,833	10,234	8,684	32,295	14,006	18,677	8,944	10,127	5,845	12,721	4,462	13,506	10,501
NEW ORLEANS	890,761	850,745	122,715	60,624	270,398	112,729	166,852	83,623	101,892	58,833	89,206	38,562	126,941	98,308
SHREVEPORT	251,626	235,366	32,058	22,062	92,407	37,746	55,390	27,234	25,562	15,461	31,266	12,619	35,540	27,838
NONMETRO PORTION OF STATE	867,036	838,628	145,912	110,931	145,428	21,464	96,334	51,107	52,298	31,578	71,544	31,850	77,318	65,997
TOTAL STATE	2,789,724	2,670,063	404,847	265,858	744,395	292,583	479,700	227,920	259,763	148,593	292,645	120,284	340,015	272,450
MAINE														
△ BANGOR	103,243	99,008	12,297	9,244	25,201	11,994	17,373	7,445	9,083	4,959	9,107	3,642	11,815	9,442
LEWISTON - AUBURN	72,850	70,862	6,187	4,748	15,689	5,962	8,405	4,068	4,603	2,678	4,983	791	4,150	3,123
PORTLAND	215,348	210,009	24,708	19,636	56,896	29,761	45,629	16,212	23,486	7,553	12,410	4,688	15,282	10,336
NONMETRO PORTION OF STATE	430,484	416,954	51,592	42,241	71,737	22,146	51,067	26,428	28,526	17,613	26,026	8,905	30,270	23,078
TOTAL STATE	821,925	796,830	94,784	75,861	169,523	69,863	122,474	54,153	65,698	32,803	52,526	18,026	61,517	45,979
MARYLAND														
BALTIMORE	1,761,315	1,658,973	191,814	124,891	444,382	237,782	249,169	126,375	123,933	81,235	117,347	59,726	188,093	133,561
△ HAGERSTOWN	87,274	83,601	11,739	8,990	27,805	14,080	15,858	6,179	7,344	4,242	11,264	3,499	11,142	7,926
NONMETRO PORTION OF STATE	424,189	410,232	50,346	40,732	83,593	30,771	47,349	22,277	23,623	15,299	35,966	14,233	40,967	32,247
TOTAL STATE	3,506,358	3,319,123	444,992	326,862	962,909	505,784	534,879	251,180	264,087	167,212	248,575	109,486	414,767	298,345
MASSACHUSETTS														
BOSTON - LOWELL - BROCKTON - LAWRENCE - HAVERHILL	2,957,570	2,846,167	343,209	289,517	989,738	450,599	542,381	253,784	274,313	170,214	175,051	76,117	220,500	156,279
NEW BEDFORD - FALL RIVER	358,939	347,088	39,063	29,210	104,468	55,392	56,126	23,378	28,804	16,279	25,216	11,367	44,609	35,600
PITTSFIELD	138,295	135,770	10,714	8,294	32,220	14,669	18,206	9,919	8,800	5,034	8,103	2,910	7,794	5,422
SPRINGFIELD - CHICOPEE - HOLYOKE	538,493	529,430	42,613	34,366	110,557	45,600	63,005	36,074	30,404	18,310	28,572	9,783	26,426	18,229
WORCESTER - FITCHBURG - LEOMINSTER	519,278	504,112	60,283	49,349	118,275	54,202	66,650	31,841	33,346	17,883	35,595	17,851	44,038	35,061
NONMETRO PORTION OF STATE	240,126	232,816	25,282	20,160	62,840	23,191	32,798	17,754	19,858	11,472	15,036	6,269	14,314	10.137
TOTAL STATE	4,563,618	4,414,647	506,345	419,572	1,380,496	629,979	756,026	361,947	382,641	232,800	274,485	118,125	346,198	252,125
MICHIGAN														
ANN ARBOR	166,143	136,189	30,307	21,022	85,966	45,562	44,668	20,464	22,985	11,285	22,428	12,155	25,103	17,550
BATTLE CREEK	109,752	106,431	16,471	13,519	34,075	21,493	21,673	8,447	11,143	5,639	11,906	4,490	11,692	8,550
BAY CITY	89,619	85,375	12,463	8,908	26,554	15,704	13,281	4,494	10,725	6,563	7,779	3,869	8,647	7,018
△ BENTON HARBOR - ST. JOSEPH	165,471	159,793	19,752	15,597	32,313	13,669	20,796	8,444	10,563	5,354	17,425	11,640	21,055	18,097
DETROIT	3,733,655	3,583,376	568,352	448,663	1,152,350	533,174	646,353	328,691	322,713	203,924	296,294	153,087	440,476	299,762
DETROIT - ANN ARBOR CONSOLIDATED AREA	*3,899,798*	*3,719,565*	*598,659*	*469,685*	*1,238,316*	*578,736*	*691,021*	*349,155*	*345,698*	*215,209*	*318,722*	*165,242*	*465,579*	*317,312*
FLINT	404,744	391,962	54,490	45,269	148,586	89,645	85,759	30,589	40,503	20,955	41,309	17,431	53,056	38,065
GRAND RAPIDS	325,036	308,691	44,439	28,699	181,482	111,385	102,933	40,871	51,759	24,570	54,359	23,557	62,368	45,296
JACKSON	76,425	70,196	10,852	8,523	46,628	33,086	24,515	7,319	13,485	5,667	11,466	3,496	11,022	6,803
KALAMAZOO - PORTAGE	185,920	170,303	19,958	12,081	79,830	52,545	44,672	14,802	18,656	10,768	25,517	8,195	23,381	16,706
LANSING - EAST LANSING	303,573	291,095	32,227	23,540	119,166	69,436	70,494	30,297	34,025	17,861	32,435	9,371	33,533	21,756
MUSKEGON - NORTON SHORES - MUSKEGON HEIGHTS	108,491	101,242	13,973	9,771	42,043	30,865	24,065	8,428	12,878	4,208	11,306	4,610	11,624	8,342
SAGINAW	185,510	177,908	22,377	16,095	74,057	36,755	45,789	22,664	22,897	14,694	17,897	7,438	23,132	17,016
NONMETRO PORTION OF STATE	1,098,467	1,061,280	134,841	107,881	190,587	44,443	124,216	70,204	67,438	44,515	68,440	33,181	65,684	51,559
TOTAL STATE	7,028,543	6,719,037	989,230	766,211	2,225,580	1,104,513	1,275,926	597,831	643,117	377,584	622,581	294,294	796,271	559,921
MINNESOTA														
DULUTH - SUPERIOR	211,275	200,351	22,013	16,167	86,580	28,267	41,304	14,053	14,242	7,111	19,589	8,426	20,221	15,371
FARGO - MOORHEAD	97,320	93,814	11,906	9,566	38,280	19,344	23,052	11,483	11,350	5,645	12,009	5,390	15,050	12,868
MINNEAPOLIS - ST. PAUL	1,657,124	1,490,965	171,482	125,219	579,501	334,394	319,572	119,497	154,031	72,292	124,011	41,234	223,436	144,579
ROCHESTER	68,442	65,883	10,227	8,068	31,568	18,001	16,386	6,471	7,474	3,241	8,806	4,071	6,935	4,871
ST. CLOUD	78,044	75,340	9,488	7,446	30,224	17,683	77,666	8,940	19,309	6,602	9,068	3,030	9,176	6,460
NONMETRO PORTION OF STATE	904,021	859,376	118,542	90,593	178,819	32,498	121,360	70,039	57,518	36,896	70,154	30,229	58,205	46,492
TOTAL STATE	2,918,159	2,692,509	333,530	249,363	901,193	430,385	574,876	219,333	252,630	126,238	233,617	88,868	321,478	221,560
MISSISSIPPI														
BILOXI - GULFPORT	127,592	125,328	14,465	12,107	37,610	14,320	20,153	9,024	10,254	5,705	15,021	6,320	11,472	8,581
△ HATTIESBURG	51,017	47,920	11,527	9,758	22,412	8,423	14,231	6,497	6,954	4,047	9,723	3,449	9,168	7,478
JACKSON	246,630	240,020	25,830	21,325	88,270	3,791	47,113	18,887	24,073	12,517	23,997	10,066	36,748	28,719

S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1979

STATE S&MM METRO AREA	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
MS (cont.)														
△ MERIDIAN	64,109	60,947	9,037	7,158	18,983	8,679	12,108	4,362	5,637	2,636	9,174	2,765	7,720	5,999
PASCAGOULA - MOSS POINT	80,165	77,614	10,509	8,791	16,138	8,330	10,317	2,905	4,629	1,756	8,472	2,312	6,673	5,012
NONMETRO PORTION OF STATE	1,000,507	971,112	124,135	98,594	192,969	38,202	122,311	66,963	63,304	40,484	87,280	34,340	90,329	74,486
TOTAL STATE	1,606,844	1,558,991	197,437	159,288	377,893	81,945	227,268	109,[illegible]99	115,443	67,380	154,765	59,719	163,730	131,709
MISSOURI														
COLUMBIA	67,144	65,480	12,305	10,782	23,576	10,119	13,319	6,104	6,581	4,211	8,330	2,538	5,468	4,014
△ JOPLIN	90,665	86,656	19,462	15,028	27,408	11,384	18,545	8,858	10,630	6,121	9,959	4,029	8,992	7,059
KANSAS CITY	1,028,148	963,387	157,555	105,160	372,526	190,854	215,459	82,835	107,419	57,788	104,121	38,224	123,289	72,853
ST. JOSEPH	77,132	74,280	10,860	9,739	21,073	12,465	11,866	3,823	5,412	2,328	8,489	3,772	7,588	5,217
ST. LOUIS	1,892,433	1,810,974	237,261	160,377	562,174	316,608	308,648	119,322	160,586	87,349	144,690	61,054	210,126	154,161
SPRINGFIELD	149,343	143,663	23,909	15,344	46,319	23,993	26,246	11,930	15,822	9,640	18,485	5,916	19,240	13,915
NONMETRO PORTION OF STATE	1,067,223	1,032,540	128,368	91,353	179,136	42,330	121,231	57,828	69,813	39,963	88,684	38,845	82,125	68,080
TOTAL STATE	3,635,162	3,480,782	487,874	340,897	973,505	461,764	569,512	237,574	303,363	169,562	311,162	125,337	362,869	262,501
MONTANA														
BILLINGS	105,750	103,382	17,868	16,397	36,144	21,432	22,156	11,784	9,970	4,858	11,717	5,019	11,722	9,861
GREAT FALLS	62,893	61,929	11,077	9,251	25,008	11,242	13,780	5,770	8,097	4,785	7,483	3,177	12,478	9,469
△ MISSOULA	56,736	54,597	9,785	7,862	17,854	9,020	11,658	5,261	5,834	2,618	7,017	4,465	9,735	7,699
NONMETRO PORTION OF STATE	369,593	360,721	50,460	41,059	66,252	14,672	50,693	32,237	25,424	16,043	26,894	14,322	31,725	24,712
TOTAL STATE	594,972	580,629	89,190	74,569	145,258	56,366	98,287	55,052	49,325	28,304	53,111	26,983	65,660	51,741
NEBRASKA														
LINCOLN	135,251	130,057	14,577	9,578	37,836	21,239	24,666	11,003	12,173	7,379	11,730	4,252	10,369	5,802
OMAHA	397,313	378,453	61,445	42,850	132,708	77,646	74,739	26,602	34,259	16,689	42,912	21,243	67,571	51,391
NONMETRO PORTION OF STATE	530,615	505,736	66,813	42,942	123,649	38,212	88,191	45,098	41,185	26,882	52,094	25,033	49,816	42,191
TOTAL STATE	1,016,676	969,882	134,566	89,494	280,167	127,360	180,019	81,075	84,432	49,894	103,006	49,505	123,093	96,701
NEVADA														
LAS VEGAS	341,097	324,566	55,802	45,108	125,410	73,339	76,038	28,626	34,933	15,893	33,877	8,382	45,887	31,190
RENO	138,598	134,163	56,203	52,016	54,529	28,703	27,403	11,359	15,866	8,834	16,600	7,485	22,434	18,206
NONMETRO PORTION OF STATE	78,022	75,537	19,637	18,304	10,960		8,499	4,786	3,115	1,780	7,717	5,216	3,797	2,787
TOTAL STATE	557,717	534,266	131,642	115,428	190,899	102,042	111,940	44,771	53,914	26,507	58,189	21,083	72,118	52,183
NEW HAMPSHIRE														
MANCHESTER - NASHUA	251,03[illegible]	221,040	20,867	16,506	60,191	26,890	34,913	17,450	19,468	12,235	17,678	8,404	21,843	18,087
NONMETRO PORTION OF STATE	357,554	341,112	31,018	24,790	57,880	17,375	35,259	15,381	19,141	9,098	23,592	10,802	20,265	15,061
TOTAL STATE	777,668	742,878	66,704	52,620	155,673	57,939	93,312	43,634	51,493	27,725	54,358	25,578	53,591	41,751
NEW JERSEY														
ATLANTIC CITY	179,298	170,765	19,517	13,820	45,260	12,625	25,596	13,370	13,274	9,512	11,372	3,171	14,891	12,085
JERSEY CITY	367,196	341,245	39,563	29,512	91,757	11,859	51,427	39,629	24,096	20,559	21,230	11,683	28,723	24,242
LONG BRANCH - ASBURY PARK	469,115	449,810	46,282	38,421	94,182	40,474	55,435	32,424	28,362	20,952	25,950	10,992	45,590	36,633
NEWARK	1,724,358	1,629,900	151,308	116,536	416,690	152,449	213,392	121,893	122,614	97,301	97,704	51,468	178,781	151,665
NEW BRUNSWICK - PERTH AMBOY - SAYREVILLE	537,803	493,403	44,904	28,341	184,806	91,829	104,084	53,034	49,772	38,386	32,375	12,072	53,362	34,990
PATERSON - CLIFTON - PASSAIC	306,583	292,051	32,796	24,219	148,581	79,423	120,179	42,092	48,309	27,743	33,083	11,505	48,565	30,259
TRENTON	272,879	265,316	23,459	19,290	81,592	39,402	48,079	26,320	23,949	16,524	20,194	9,784	26,172	20,784
VINELAND - MILLVILLE - BRIDGETON	146,083	141,420	12,601	9,966	22,391	7,077	17,735	8,653	7,674	5,347	10,459	3,729	7,351	5,658
NONMETRO PORTION OF STATE	674,309	657,280	47,618	32,938	110,502	41,945	57,451	25,815	27,523	16,495	30,699	11,863	32,380	19,914
TOTAL STATE	6,421,147	6,107,375	582,207	436,042	1,828,714	824,563	1,016,589	525,209	501,785	349,268	398,846	184,309	631,184	471,878
NEW MEXICO														
ALBUQUERQUE	281,380	262,488	36,005	28,343	85,505	41,306	50,913	24,745	31,308	18,890	32,034	11,954	50,284	41,587
LAS CRUCES	51,576	48,534	5,274	3,803	11,540	4,896	7,092	2,299	3,358	1,528	4,578	1,787	5,526	4,106
△ SANTA FE	50,565	47,255	9,153	7,560	18,198	5,912	11,382	5,956	5,993	3,958	5,524	2,318	6,971	5,335
NONMETRO PORTION OF STATE	456,191	434,598	46,367	34,779	86,161	18,551	54,268	26,543	29,107	17,654	31,510	12,598	38,381	29,003
TOTAL STATE	839,712	792,875	96,799	74,485	201,404	70,665	123,655	59,543	69,766	42,030	73,646	28,657	101,162	80,031
NEW YORK														
ALBANY - SCHENECTADY - TROY	641,777	605,389	69,736	56,653	161,410	62,825	91,149	46,436	47,095	29,589	44,917	16,322	52,505	39,444
BINGHAMTON	228,293	223,399	27,533	22,931	51,339	21,875	30,894	15,472	17,690	11,131	19,089	9,840	18,427	15,255
BUFFALO	1,143,285	1,077,525	135,971	112,952	289,414	154,958	151,864	60,434	72,389	38,346	72,044	29,123	85,385	59,579
ELMIRA	75,324	72,400	8,534	6,905	20,464	10,540	11,441	4,518	5,913	3,609	8,587	2,076	6,443	4,138
△ JAMESTOWN	91,734	87,806	12,150	9,550	28,566	13,803	17,150	7,707	8,829	4,865	8,841	3,751	9,302	7,039
NASSAU - SUFFOLK	2,360,287	2,196,243	220,357	165,716	706,905	366,219	364,863	168,031	185,567	127,970	159,795	77,371	211,632	143,527
△ NEWBURGH - MIDDLETOWN	251,927	246,091	18,736	14,236	46,166	18,536	28,034	14,126	14,701	8,919	14,083	5,866	14,472	11,008
NEW YORK	6,360,621	6,171,147	638,342	506,663	2,409,787	1,136,711	1,268,307	769,238	655,421	479,383	330,976	176,368	689,238	505,823
NEW YORK - NEWARK - JERSEY CITY - BRIDGEPORT CONSOLIDATED AREA	*12,751,281*	*12,184,839*	*1,234,205*	*954,938*	*4,245,949*	*1,963,629*	*2,275,081*	*1,294,727*	*1,164,003*	*846,388*	*744,400*	*379,204*	*1,317,898*	*974,957*
POUGHKEEPSIE	236,991	223,416	16,074	10,914	47,490	22,113	22,738	10,543	14,751	9,057	9,470	2,035	13,974	10,067
ROCHESTER	780,718	753,379	105,825	83,706	195,716	101,140	110,019	47,354	51,156	29,750	56,943	23,732	64,485	49,317

S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1979

STATE S&MM METRO AREA	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
NY (cont.)														
SYRACUSE	595,060	576,363	64,212	61,427	126,620	53,708	73,351	38,664	39,967	24,875	28,190	10,495	44,087	35,652
UTICA - ROME	257,978	247,025	34,201	31,291	63,339	29,021	35,787	16,362	16,063	8,964	15,253	6,051	18,216	13,604
NONMETRO PORTION OF STATE	1,288,800	1,252,103	154,316	129,224	226,756	90,575	135,667	62,343	69,656	39,353	71,641	25,833	67,113	48,482
TOTAL STATE	13,419,498	12,870,037	1,429,889	1,152,986	4,031,435	1,896,801	2,168,536	1,169,700	1,113,526	758,738	788,077	361,605	1,188,446	865,470
NORTH CAROLINA														
ASHEVILLE	120,999	117,685	21,260	17,669	33,970	17,771	19,678	8,294	12,703	7,257	12,233	3,355	13,780	11,181
BURLINGTON	62,599	61,689	11,407	9,095	17,562	7,134	10,224	4,926	5,733	3,675	5,887	2,415	7,333	6,586
CHARLOTTE - GASTONIA	476,028	433,791	67,063	54,622	152,540	71,083	85,341	38,584	45,792	24,963	47,343	18,076	58,684	48,458
FAYETTEVILLE	111,466	108,125	14,807	8,751	44,897	26,342	27,178	8,696	14,052	5,377	14,809	7,297	22,360	19,227
GREENSBORO - WINSTON-SALEM - HIGH POINT	537,348	499,668	91,943	78,790	166,068	76,327	89,889	39,811	63,695	37,443	54,053	21,519	86,881	77,010
△ KANNAPOLIS - CONCORD - SALISBURY	102,215	98,326	17,605	14,682	31,657	10,074	20,336	10,505	9,965	6,392	10,326	4,733	16,392	14,835
RALEIGH - DURHAM	339,439	329,197	35,878	28,294	115,232	57,624	66,447	31,677	32,329	19,312	37,313	12,071	44,100	36,179
WILMINGTON	101,081	99,481	12,274	10,462	26,158	12,003	16,526	6,426	8,043	4,673	8,952	3,370	11,952	10,596
NONMETRO PORTION OF STATE	1,718,455	1,658,523	256,814	212,153	362,401	95,794	228,589	112,105	112,818	68,186	152,173	68,501	237,169	214,696
TOTAL STATE	3,574,359	3,410,908	529,180	434,518	950,676	374,152	564,313	261,048	305,176	177,293	343,252	141,391	498,883	438,953
NORTH DAKOTA														
BISMARCK	60,227	58,390	8,315	7,112	21,996	8,224	14,707	8,015	7,430	4,458	6,819	2,466	7,397	6,014
FARGO - MOORHEAD	97,320	93,814	11,906	9,566	38,280	19,344	23,052	11,483	11,350	5,645	12,009	5,390	15,050	12,868
GRAND FORKS	57,729	55,351	8,609	7,028	26,251	6,210	18,796	12,863	9,746	7,120	7,563	3,217	8,446	7,123
NONMETRO PORTION OF STATE	232,814	228,106	29,153	24,936	58,304	9,122	41,222	26,557	21,656	14,742	18,572	6,733	19,551	16,415
TOTAL STATE	391,808	381,040	50,193	41,783	138,425	42,218	93,474	56,389	48,096	30,691	40,118	15,126	44,285	36,705
OHIO														
AKRON	582,185	566,767	72,867	52,002	144,801	84,922	79,768	30,067	43,196	26,946	41,526	16,747	43,350	29,950
CANTON	360,741	352,764	42,611	26,650	92,108	48,657	47,825	15,462	23,292	12,100	30,735	14,388	28,888	18,051
CINCINNATI	1,145,163	1,075,486	135,904	92,919	320,890	197,184	171,693	61,487	86,058	43,581	78,326	30,346	134,877	100,258
CINCINNATI - HAMILTON CONSOLIDATED AREA	*1,359,982*	*1,275,471*	*157,426*	*106,519*	*350,129*	*215,016*	*187,713*	*66,675*	*95,214*	*48,808*	*88,103*	*33,257*	*150,419*	*113,868*
CLEVELAND	1,694,007	1,624,758	216,812	178,115	477,388	283,174	270,877	110,602	122,845	69,004	116,483	34,339	177,873	118,411
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	*2,481,344*	*2,389,723*	*318,947*	*249,143*	*671,348*	*399,009*	*379,984*	*150,428*	*179,170*	*103,163*	*176,340*	*58,157*	*241,082*	*162,163*
COLUMBUS	833,373	794,811	112,649	73,513	236,084	145,037	138,427	46,015	73,229	40,029	65,740	29,156	92,776	62,366
DAYTON	650,389	616,279	71,482	45,805	173,696	115,792	102,130	32,331	44,594	21,204	50,602	21,862	77,846	59,418
HAMILTON - MIDDLETOWN	214,819	199,985	21,522	13,600	29,239	17,832	16,020	5,188	9,156	5,227	9,777	2,911	15,542	13,610
LIMA	156,216	151,760	23,065	15,138	39,680	24,356	24,120	7,889	11,187	5,567	13,713	5,743	15,054	9,954
LORAIN - ELYRIA	205,052	198,198	29,268	19,026	49,159	30,913	29,339	9,759	13,129	7,213	18,331	7,071	19,859	13,802
MANSFIELD	104,390	103,191	11,599	7,292	30,281	19,700	17,992	6,177	9,127	6,189	8,383	2,819	10,563	7,327
△ NEWARK	82,480	79,489	9,988	6,838	16,780	8,558	10,603	4,273	5,867	3,265	5,659	2,286	5,635	4,198
PARKERSBURG - MARIETTA	134,506	132,282	16,730	11,136	41,899	26,388	20,596	5,974	12,635	7,556	12,388	4,628	12,046	9,621
SPRINGFIELD	144,641	142,677	17,027	11,916	35,788	24,300	19,852	5,911	10,265	4,751	8,874	3,691	9,135	6,215
STEUBENVILLE - WEIRTON	114,178	113,255	14,871	9,652	28,789	16,866	17,783	6,629	9,165	5,221	9,295	3,662	10,337	8,079
TOLEDO	641,111	616,328	76,947	58,684	152,493	89,331	87,782	33,269	45,892	25,001	40,655	19,039	58,294	36,509
YOUNGSTOWN - WARREN	437,567	421,064	57,712	43,124	124,945	81,670	68,664	22,722	35,516	17,572	30,566	12,082	45,592	34,401
NONMETRO PORTION OF STATE	1,497,391	1,447,688	181,918	132,871	244,783	112,617	154,350	63,462	86,152	48,506	101,046	47,480	109,384	87,250
TOTAL STATE	8,670,243	8,324,470	1,064,098	761,260	2,148,964	1,268,847	1,230,181	452,506	616,367	336,183	618,293	250,594	835,393	597,762
OKLAHOMA														
ENID	43,282	41,531	10,805	7,639	15,340	4,293	10,530	6,571	5,803	4,034	5,439	2,605	5,896	4,983
LAWTON	58,590	53,880	4,648	2,390	13,824	4,912	8,790	4,096	3,798	1,983	8,377	4,032	12,461	9,884
OKLAHOMA CITY	643,657	610,836	85,914	53,035	186,575	59,622	123,561	77,690	60,091	38,849	57,642	22,721	98,129	75,832
TULSA	459,328	447,979	57,081	35,199	152,528	64,043	89,621	47,864	52,091	31,650	45,851	15,952	71,667	60,438
NONMETRO PORTION OF STATE	790,448	768,520	99,365	60,740	148,541	32,359	102,037	61,019	56,078	37,463	59,124	24,851	58,124	47,523
TOTAL STATE	2,038,250	1,965,096	261,184	161,497	519,611	165,229	336,998	198,786	179,481	115,336	177,730	70,833	247,968	200,230
OREGON														
EUGENE - SPRINGFIELD	196,760	193,157	32,748	23,875	61,369	31,122	34,955	13,021	25,507	17,596	22,348	8,974	27,674	21,691
PORTLAND	716,815	664,961	114,741	80,350	367,816	220,187	204,662	62,193	120,354	55,201	100,449	51,877	156,079	121,002
SALEM	132,905	128,680	24,200	19,011	56,070	39,419	30,284	7,318	19,955	7,261	20,416	7,319	26,204	17,757
NONMETRO PORTION OF STATE	827,088	771,466	138,277	114,716	126,225	31,518	87,725	51,187	48,928	30,647	64,551	34,993	67,913	56,644
TOTAL STATE	1,778,811	1,667,666	293,186	224,327	579,678	305,781	339,619	127,315	203,757	105,020	200,574	100,003	267,625	209,724
PENNSYLVANIA														
ALLENTOWN - BETHLEHEM - EASTON	546,594	495,219	52,083	41,441	126,650	63,683	68,796	25,734	36,103	20,111	40,879	16,264	50,032	40,744
ALTOONA	110,775	106,569	11,854	9,606	31,400	17,423	18,144	7,588	9,540	5,286	11,199	5,065	11,393	8,351
ERIE	159,885	149,805	23,718	18,756	61,769	34,912	31,174	13,203	17,871	8,637	18,705	8,998	19,138	14,820
HARRISBURG	370,402	361,439	50,003	41,334	108,482	50,868	55,269	26,678	31,353	21,023	31,808	14,523	33,441	21,358
JOHNSTOWN	181,829	174,272	18,513	13,605	51,724	33,911	28,884	9,017	15,902	8,242	17,431	7,505	18,433	13,568
LANCASTER	247,377	235,485	29,842	25,582	65,298	28,642	34,996	15,505	22,757	16,108	19,636	10,831	31,820	24,025
NORTHEAST PENNSYLVANIA	457,989	443,359	53,611	45,323	135,572	76,559	67,140	28,018	38,515	20,259	51,145	12,818	49,144	34,529
PHILADELPHIA	3,348,341	3,180,799	377,297	301,648	1,149,584	540,371	611,328	305,535	303,227	197,058	248,177	132,699	349,993	242,855
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	*4,001,238*	*3,813,486*	*449,431*	*362,340*	*1,350,428*	*641,763*	*724,698*	*355,740*	*357,816*	*231,486*	*304,287*	*161,058*	*431,716*	*309,592*
PITTSBURGH	1,635,243	1,561,061	172,931	137,732	609,943	355,994	318,222	126,390	157,137	85,719	129,653	55,401	180,109	125,144
READING	210,014	197,776	19,598	14,273	73,141	36,625	49,017	26,064	22,869	14,319	21,046	8,735	16,070	10,590

S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1979

STATE S&MM METRO AREA	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
PA (cont.)														
WILLIAMSPORT	93,484	88,779	9,338	8,029	23,176	11,520	11,896	4,164	7,938	5,600	9,816	3,175	6,246	4,675
YORK	271,661	261,469	27,520	21,094	73,999	36,056	38,042	16,868	22,133	13,209	24,503	12,510	23,859	16,407
NONMETRO PORTION OF STATE	1,537,570	1,494,940	178,815	147,923	443,486	164,356	325,303	86,754	128,255	69,802	113,144	47,157	116,516	81,054
TOTAL STATE	8,359,109	7,984,210	943,709	764,545	2,668,746	1,289,909	1,510,262	632,242	744,434	446,876	675,397	306,212	821,323	583,191
RHODE ISLAND														
PROVIDENCE - WARWICK - PAWTUCKET	595,560	578,815	68,355	56,761	155,079	68,772	84,361	37,948	39,726	24,052	36,935	16,393	46,254	35,591
NONMETRO PORTION OF STATE	39,751	38,004	5,078	3,935	9,766	2,991	5,805	3,801	2,338	1,665	2,443	370	2,653	1,978
TOTAL STATE	635,311	616,819	73,433	60,696	164,845	71,763	90,166	41,749	42,064	25,717	39,378	16,763	48,907	37,569
SOUTH CAROLINA														
△ ANDERSON	91,756	88,897	12,106	9,622	28,032	14,298	17,352	5,192	8,134	3,306	11,194	4,290	14,506	12,606
CHARLESTON - NORTH CHARLESTON	263,783	255,843	30,309	21,829	67,920	26,084	48,206	22,590	22,440	13,656	23,805	9,574	34,980	28,751
COLUMBIA	264,025	249,845	33,953	25,566	87,294	46,801	52,258	25,327	27,077	15,133	27,366	9,033	33,283	26,299
GREENVILLE - SPARTANBURG	418,456	400,971	54,353	44,879	107,608	53,158	66,922	26,808	36,802	20,140	33,863	16,553	44,304	38,541
NONMETRO PORTION OF STATE	836,587	814,604	120,424	100,036	192,901	38,860	118,831	61,121	61,942	38,922	69,102	30,143	100,941	88,595
TOTAL STATE	1,948,897	1,883,458	259,489	208,991	495,702	182,185	310,557	145,304	160,732	94,044	169,007	70,785	233,191	199,000
SOUTH DAKOTA														
RAPID CITY	74,058	71,081	9,344	6,950	22,276	9,597	14,659	6,611	8,121	3,724	9,223	4,606	9,866	8,423
SIOUX FALLS	80,244	76,383	11,392	9,568	32,653	17,552	22,240	11,746	9,393	4,909	11,591	3,783	8,491	6,282
NONMETRO PORTION OF STATE	281,063	273,260	39,805	31,075	60,416	10,787	43,150	26,331	23,463	14,841	21,307	9,657	21,456	17,663
TOTAL STATE	435,365	420,724	60,541	47,593	115,345	37,936	80,049	44,688	40,977	23,474	42,121	18,046	39,813	32,368
TENNESSEE														
CHATTANOOGA	299,720	284,146	36,397	29,724	85,601	44,692	50,005	23,207	27,027	14,224	23,391	8,149	35,437	29,252
CLARKSVILLE - HOPKINSVILLE	73,800	69,608	11,464	8,286	26,830	13,975	16,372	5,427	7,941	3,529	11,481	5,085	12,378	10,659
△ JACKSON	52,879	49,877	7,102	4,713	19,649	11,236	12,004	4,031	5,988	2,517	7,263	2,205	6,311	5,197
JOHNSON CITY - KINGSPORT - BRISTOL	266,350	254,799	34,392	23,541	80,036	39,993	50,588	19,910	25,575	13,643	30,215	9,060	34,632	29,221
KNOXVILLE	314,275	306,016	44,521	35,532	110,131	70,984	68,530	27,488	33,324	15,081	33,663	13,645	42,084	31,723
MEMPHIS	667,546	634,082	75,357	55,564	183,887	80,546	109,508	50,739	59,993	33,125	58,286	24,341	90,538	74,554
NASHVILLE-DAVIDSON	587,870	570,691	72,451	54,800	183,006	103,549	99,119	41,886	53,491	27,151	62,745	23,907	80,935	62,745
NONMETRO PORTION OF STATE	901,958	878,320	124,668	100,944	141,256	25,382	89,812	50,268	48,934	31,393	70,529	30,967	82,829	72,956
TOTAL STATE	2,921,843	2,812,930	381,996	294,369	787,935	377,749	469,002	209,072	247,947	131,368	281,229	111,252	364,281	298,685
TEXAS														
ABILENE	104,946	101,094	12,992	9,306	30,648	13,330	19,482	11,280	9,541	6,254	12,468	5,287	11,815	9,505
AMARILLO	160,022	154,972	23,067	12,821	49,972	15,857	30,730	18,333	15,892	10,376	15,809	5,400	25,977	21,654
AUSTIN	394,829	388,342	41,331	33,667	116,274	49,705	69,675	35,646	40,095	26,555	48,246	19,420	43,894	31,663
BEAUMONT - PORT ARTHUR - ORANGE	316,481	304,420	53,323	28,535	82,572	29,547	49,518	25,501	31,075	20,619	38,501	19,217	32,385	26,019
BROWNSVILLE - HARLINGEN - SAN BENITO	147,202	135,978	15,081	8,685	45,057	20,261	26,721	12,175	9,513	4,653	20,762	8,058	17,330	14,407
BRYAN - COLLEGE STATION	40,860	39,900	20,138	14,507	18,823	7,144	10,339	4,776	5,498	3,752	6,147	1,568	8,180	6,879
CORPUS CHRISTI	279,548	274,003	30,976	22,779	61,384	30,959	39,161	14,337	22,367	13,660	26,638	8,487	31,037	24,494
DALLAS - FORT WORTH	2,045,917	1,967,544	374,739	294,940	746,474	356,099	439,438	210,604	234,480	134,803	224,654	91,359	316,756	248,799
EL PASO	314,047	282,463	36,404	27,198	110,912	50,609	60,182	24,169	31,057	14,663	33,394	16,379	55,579	47,899
GALVESTON - TEXAS CITY	194,017	186,876	24,667	13,471	32,528	10,598	20,929	13,019	10,452	6,328	11,823	3,267	12,775	10,108
HOUSTON	2,524,267	2,393,416	379,710	212,469	773,149	398,631	477,140	216,509	255,108	152,101	230,222	88,230	336,463	256,246
HOUSTON - GALVESTON CONSOLIDATED AREA	*2,718,284*	*2,580,292*	*404,377*	*225,940*	*805,677*	*409,229*	*498,069*	*229,528*	*265,560*	*158,429*	*242,045*	*91,497*	*349,238*	*266,354*
KILLEEN - TEMPLE	121,325	118,188	11,535	7,633	29,956	7,989	19,058	8,993	8,515	5,246	17,246	4,942	16,766	12,224
LAREDO	77,973	76,946	11,022	7,996	45,560	15,229	27,003	15,586	13,036	4,833	11,511	2,178	7,861	6,759
LONGVIEW - MARSHALL	140,754	134,492	18,148	13,559	39,380	12,731	25,053	13,746	11,142	6,821	17,605	8,861	17,932	15,156
LUBBOCK	180,603	173,819	20,883	12,578	57,319	26,498	34,187	16,452	19,725	11,736	15,574	7,082	25,250	19,640
MCALLEN - PHARR - EDINBURG	204,158	181,248	19,387	15,284	67,695	20,709	44,381	25,271	16,445	9,092	20,446	8,387	22,122	17,992
MIDLAND	81,051	71,712	10,650	3,333	23,737	6,873	13,105	6,024	6,831	5,071	8,520	3,399	12,493	10,060
ODESSA	135,596	119,567	10,823	4,374	51,809	22,225	31,331	12,863	17,139	10,695	10,877	2,392	14,789	11,272
SAN ANGELO	66,273	62,965	11,704	4,020	19,838	7,029	12,207	6,634	7,043	4,310	7,235	3,098	10,389	8,759
SAN ANTONIO	766,265	724,126	66,626	46,246	233,252	122,378	143,105	59,006	69,878	36,350	76,933	23,529	98,282	73,192
SHERMAN - DENISON	69,934	68,449	8,287	6,704	20,594	10,240	12,003	5,390	6,223	4,138	8,534	3,108	7,370	5,274
TEXARKANA	102,057	100,267	10,213	8,470	22,291	9,340	12,483	6,773	7,844	5,162	9,609	3,318	8,740	6,621
TYLER	112,531	110,030	11,890	9,396	34,895	15,848	19,710	9,766	11,896	7,192	14,933	5,478	17,721	14,457
△ VICTORIA	59,742	56,178	8,234	5,955	17,479	7,301	11,019	4,789	4,746	2,376	8,429	3,841	8,036	6,568
WACO	132,418	130,046	17,095	13,251	38,874	17,426	19,513	6,253	14,365	8,344	12,647	6,901	14,300	11,746
WICHITA FALLS	97,881	95,469	14,121	9,522	33,601	16,690	19,688	9,465	10,431	6,294	11,750	5,094	15,330	12,551
NONMETRO PORTION OF STATE	2,076,629	2,022,429	242,403	187,286	320,333	19,984	204,438	139,697	95,941	69,306	143,502	63,182	130,716	107,992
TOTAL STATE	10,899,131	10,427,154	1,500,762	1,029,962	3,117,083	1,320,326	1,887,165	929,448	983,028	587,965	1,062,465	421,218	1,318,914	1,037,053
UTAH														
PROVO - OREM	109,324	105,693	9,437	6,654	33,936	17,114	25,125	8,455	11,829	4,509	13,817	4,920	15,029	11,995
SALT LAKE CITY - OGDEN	564,102	542,863	42,731	31,622	203,454	131,392	121,673	41,585	63,035	25,880	51,504	22,617	100,570	87,437
NONMETRO PORTION OF STATE	158,831	152,028	17,704	13,970	28,188	3,528	22,458	12,191	9,957	5,337	10,902	4,898	13,089	11,015
TOTAL STATE	832,257	800,584	69,872	52,246	265,578	152,034	169,256	62,231	84,821	35,726	76,223	32,435	128,688	110,447

S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1979

STATE S&MM METRO AREA	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
VERMONT														
△ BURLINGTON	75,879	72,021	7,569	4,691	25,419	11,576	16,641	8,186	7,882	4,503	8,148	3,735	7,815	5,745
NONMETRO PORTION OF STATE	264,088	255,167	27,769	20,955	41,472	8,877	27,027	15,823	13,906	8,704	17,726	8,127	16,034	12,487
TOTAL STATE	339,967	327,188	35,338	25,646	66,891	20,453	43,668	24,009	21,788	13,207	25,874	11,862	23,849	18,232
VIRGINIA														
△ DANVILLE	79,139	76,439	8,603	6,645	18,540	9,284	11,353	4,007	5,467	2,395	5,782	1,993	7,416	5,867
LYNCHBURG	115,179	112,163	17,395	15,543	27,813	14,396	15,225	4,142	8,476	3,450	10,963	4,969	13,582	11,922
NEWPORT NEWS - HAMPTON	242,222	227,328	28,100	19,687	70,211	31,427	51,461	26,297	25,335	16,732	31,898	12,994	35,939	26,885
NORFOLK - VIRGINIA BEACH - PORTSMOUTH	520,351	496,044	73,608	52,455	145,358	68,982	91,583	50,043	42,080	27,823	56,459	20,962	80,270	65,529
PETERSBURG - COLONIAL HEIGHTS - HOPEWELL	84,860	83,021	13,463	11,727	28,578	12,880	16,451	7,442	9,080	5,403	7,465	2,368	10,693	8,755
RICHMOND	480,585	468,884	81,437	62,549	166,686	92,274	86,165	37,170	42,463	22,470	44,019	13,935	73,453	58,565
ROANOKE	172,629	168,948	24,408	20,248	68,126	30,116	38,701	12,986	55,376	9,385	20,786	8,042	25,938	20,901
NONMETRO PORTION OF STATE	1,153,129	1,116,397	141,554	111,382	184,831	48,011	114,906	52,876	59,256	31,586	81,176	31,916	113,271	93,825
TOTAL STATE	3,850,339	3,695,725	554,673	431,847	1,034,218	478,845	603,961	272,566	335,530	172,845	329,048	123,278	503,172	394,998
WASHINGTON														
△ BREMERTON	98,671	96,550	22,618	20,057	16,761	9,107	10,594	3,511	5,092	2,117	7,485	3,020	8,812	6,743
△ OLYMPIA	88,465	86,446	13,386	10,865	13,881	7,798	8,721	2,471	4,129	1,493	8,265	4,337	11,504	9,696
RICHLAND - KENNEWICK - PASCO	138,595	129,062	31,184	22,714	27,019	11,797	17,589	7,979	8,363	3,851	8,919	4,808	12,552	8,157
SEATTLE - EVERETT	1,232,140	1,196,923	185,195	137,793	373,660	167,403	214,056	96,480	121,123	73,949	107,172	45,311	189,509	144,137
SEATTLE - TACOMA CONSOLIDATED AREA	*1,493,696*	*1,453,567*	*227,513*	*168,169*	*459,312*	*213,380*	*262,828*	*113,781*	*149,815*	*88,414*	*135,926*	*57,306*	*222,920*	*166,124*
SPOKANE	224,717	218,120	36,614	29,494	68,401	37,275	41,041	18,662	22,859	14,120	20,234	8,408	34,917	29,693
TACOMA	261,556	256,644	42,318	30,376	85,652	45,977	48,772	17,301	28,692	14,465	28,754	11,995	33,411	21,987
YAKIMA	112,550	109,792	17,921	12,887	26,200	13,210	15,824	7,012	9,232	5,286	10,772	4,730	11,121	8,632
NONMETRO PORTION OF STATE	623,164	609,032	99,946	82,521	111,734	37,698	72,539	38,483	37,815	23,224	45,991	20,401	56,523	45,562
TOTAL STATE	2,874,615	2,793,167	465,962	360,332	755,110	346,730	447,143	198,303	248,292	144,190	244,782	106,170	368,594	281,977
WEST VIRGINIA														
CHARLESTON	200,932	195,470	34,508	28,099	69,922	43,540	37,349	17,898	19,378	9,622	26,640	9,918	24,475	17,533
HUNTINGTON - ASHLAND	224,793	221,212	28,957	21,924	65,531	30,136	33,793	12,952	18,749	11,383	21,997	11,533	25,342	22,368
PARKERSBURG - MARIETTA	134,506	132,282	16,730	11,136	41,899	26,388	20,596	5,974	12,635	7,556	12,388	4,628	12,046	9,621
STEUBENVILLE - WEIRTON	114,178	113,255	14,871	9,652	28,789	16,866	17,783	6,629	9,165	5,221	9,295	3,662	10,337	8,079
WHEELING	139,006	135,392	19,265	11,220	36,982	21,387	19,488	6,531	8,731	4,150	12,237	6,570	16,622	14,633
NONMETRO PORTION OF STATE	802,610	780,724	103,683	81,762	177,779	56,579	102,707	41,510	51,371	25,545	63,454	29,831	79,942	62,396
TOTAL STATE	1,312,021	1,278,451	183,908	140,756	351,714	158,991	194,052	77,766	99,465	51,474	123,474	55,890	143,797	113,734
WISCONSIN														
APPLETON - OSHKOSH	213,717	200,959	21,268	16,969	47,798	29,897	27,480	8,779	13,650	5,218	18,659	8,860	20,256	13,482
DULUTH - SUPERIOR	211,275	200,351	22,013	16,167	86,580	28,267	41,304	14,053	14,242	7,111	19,589	8,426	20,221	15,371
EAU CLAIRE	86,486	75,368	11,188	9,125	18,582	1,247	14,927	4,733	7,678	2,911	9,031	3,484	7,668	5,431
GREEN BAY	144,810	133,522	12,859	10,114	38,488	25,336	22,433	6,262	11,790	4,893	14,976	6,122	18,118	12,986
JANESVILLE - BELOIT	124,422	114,108	12,058	9,699	20,997	2,057	21,795	6,563	10,451	4,038	11,476	4,172	9,660	6,501
KENOSHA	84,556	81,940	7,412	5,039	14,380	9,563	8,933	2,427	3,499	1,509	6,031	2,755	5,442	3,905
LA CROSSE	65,531	62,923	7,785	5,559	25,946	15,769	13,593	5,593	7,260	2,989	8,962	3,838	7,059	5,795
MADISON	253,852	219,391	26,084	20,874	77,703	47,198	46,043	20,469	23,246	12,548	22,204	12,215	29,606	21,038
△ MANITOWOC - TWO RIVERS	56,244	51,597	5,725	4,700	8,043	890	8,479	1,847	3,949	1,136	4,798	1,681	3,894	2,525
MILWAUKEE - RACINE CONSOLIDATED AREA	*1,366,443*	*1,291,902*	*136,463*	*106,448*	*347,957*	*203,520*	*202,357*	*79,552*	*108,889*	*63,149*	*98,445*	*41,595*	*153,015*	*113,881*
MILWAUKEE	1,225,658	1,154,044	122,968	96,952	326,828	190,388	188,507	75,321	101,033	58,341	88,064	37,364	138,772	101,768
RACINE	140,785	137,858	13,495	9,496	21,129	13,132	13,850	4,231	7,856	4,808	10,381	4,231	14,243	12,113
△ SHEBOYGAN	81,990	75,942	8,404	6,998	10,900	1,220	11,525	2,452	5,354	1,508	6,296	1,895	4,845	2,953
△ WAUSAU	83,228	76,268	6,036	4,531	15,320	1,035	13,559	5,495	6,967	3,379	7,309	3,150	6,636	4,907
NONMETRO PORTION OF STATE	1,052,533	963,785	94,065	76,668	188,441	3,405	100,063	55,411	62,351	34,107	66,053	30,148	59,058	46,973
TOTAL STATE	3,670,841	3,401,650	355,359	281,713	826,560	342,277	496,902	201,979	267,114	138,563	277,093	120,657	327,911	242,305
WYOMING														
△ CHEYENNE	40,831	38,065	4,656	2,791	17,004	6,133	10,704	5,491	5,826	3,415	6,242	3,317	5,460	4,121
NONMETRO PORTION OF STATE	312,177	300,297	40,110	28,890	65,898	9,184	43,598	24,683	23,391	15,358	26,525	15,725	23,997	19,546
TOTAL STATE	353,008	338,362	44,766	31,681	82,902	15,317	54,302	30,174	29,217	18,773	32,767	19,042	29,457	23,667

Need to know more? Go deeper? Develop a finer analysis?
The new 1980 *Survey of Buying Power* DATA SERVICE can help.
For more information, see the brochure in this magazine.

HUNTSVILLE

ALABAMA'S THIRD LARGEST...

BANK	METRO AREA	POPULATION	EBI	TOTAL RETAIL SALES
1	BIRMINGHAM	829,100	$5,727,469,000	$3,441,452,000
2	MOBILE	446,100	2,544,572,000	1,655,976,000
3	HUNTSVILLE	297,000	1,937,417,000	1,134,911,000
4	MONTGOMERY	262,300	1,702,353,000	1,057,446,000

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HUNTSVILLE TIMES & NEWS

Represented by Newhouse Newspapers

ALABAMA'S SECOND LARGEST...

MOBILE

After Birmingham...
MOBILE RANKS FIRST
in Alabama in:

POPULATION	446,100
HOUSEHOLDS	145,500
EBI	$2,544,572,000
TOTAL RETAIL SALES	$1,655,976,000

Source: 1980 Sales & Marketing Preliminary Report

Press Register

represented by Newhouse Newspapers

Section C

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's Projections of U.S. Metropolitan Markets to 1984

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/79 Total Pop. (Thous.)	12/31/84 Total Pop. (Thous.)	% Change 1979–1984	12/31/84 Total Households (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
ALABAMA															
ANNISTON	**119.8**	**133.5**	**11.4**	**48.4**	**19.8**	**1,141,528**	**80.8**	**15,628**	**23,585**	**739,279**	**78.6**	**10,246**	**15,274**	**.0443**	**.0475**
Calhoun	119.8	133.5	11.4	48.4	19.8	1,141,528	80.8	15,628	23,585	739,279	78.6	10,246	15,274	.0443	.0475
BIRMINGHAM	**829.1**	**871.3**	**5.1**	**334.9**	**13.5**	**10,820,570**	**88.9**	**19,409**	**32,310**	**6,082,167**	**76.7**	**11,662**	**18,161**	**.3682**	**.3972**
Jefferson	662.6	682.7	3.0	264.1	11.2	8,811,812	83.9	20,177	33,365	5,134,311	73.4	12,470	19,441	.3081	3247
St. Clair	38.0	44.3	16.6	16.8	28.2	365,976	103.3	13,743	21,784	158,062	93.5	6,235	9,408	.0118	.0138
Shelby	60.5	71.8	18.7	25.9	28.9	817,036	125.6	18,019	31,546	344,211	110.2	8,148	13,290	.0221	.0282
Walker	68.0	72.5	6.6	28.1	15.2	825,746	110.0	16,112	29,386	445,583	90.1	9,604	15,857	.0262	0305
FLORENCE	**129.4**	**138.2**	**6.8**	**53.8**	**16.2**	**1,281,299**	**75.0**	**15,817**	**23,816**	**826,606**	**71.1**	**10,435**	**15,364**	**.0508**	**.0523**
Colbert	51.5	52.5	1.9	20.3	10.3	571,539	82.2	17,049	28,155	402,154	73.6	12,590	19,811	.0223	.0233
Lauderdale	77.9	85.7	10.0	33.5	20.1	709,760	69.6	15,004	21,187	424,452	68.8	9,013	12,670	.0285	.0290
GADSDEN	**100.4**	**107.9**	**7.5**	**41.6**	**15.9**	**870,140**	**64.7**	**14,717**	**20,917**	**609,914**	**64.6**	**10,319**	**14,661**	**.0380**	**.0376**
Etowah	100.4	107.9	7.5	41.6	15.9	870,140	64.7	14,717	20,917	609,914	64.6	10,319	14,661	.0380	.0376
HUNTSVILLE	**297.0**	**308.1**	**3.7**	**110.0**	**12.2**	**3,364,024**	**73.6**	**19,770**	**30,582**	**1,907,196**	**68.0**	**11,581**	**17,338**	**.1250**	**.1270**
Limestone	45.4	46.0	1.3	15.6	8.3	474,300	85.0	17,802	30,404	196,321	71.9	7,932	12,585	.0158	.0166
Madison	188.8	193.3	2.4	66.7	10.4	1,940,229	53.4	20,936	29,089	1,159,756	55.0	12,387	17,388	.0815	.0758
Marshall	62.8	68.8	9.6	27.7	19.4	949,495	128.6	17,953	34,278	551,119	102.2	11,747	19,896	.0277	.0346
MOBILE	**446.1**	**499.8**	**12.0**	**176.1**	**21.0**	**5,004,810**	**96.7**	**17,988**	**28,420**	**3,113,269**	**88.0**	**11,381**	**17,679**	**.1749**	**1980**
Baldwin	75.2	85.0	13.0	31.8	22.8	958,410	110.3	17,598	30,139	518,940	95.1	10,268	16,319	.0299	.0355
Mobile	370.9	414.8	11.8	144.3	20.7	4,046,400	93.7	17,465	28,042	2,594,329	86.6	11,622	17,979	.1450	.1625
MONTGOMERY	**262.3**	**281.7**	**7.4**	**100.6**	**15.6**	**3,474,823**	**104.1**	**19,567**	**34,541**	**1,996,241**	**88.8**	**12,155**	**19,843**	**.1119**	**.1285**
Autauga	30.1	32.1	6.6	10.7	13.8	401,040	121.5	19,265	37,480	148,946	98.5	7,981	13,920	.0108	.0131
Elmore	41.1	45.5	10.7	15.9	19.5	444,344	104.8	16,317	27,946	154,492	90.7	6,090	9,716	.0131	.0152
Montgomery	191.1	204.1	6.8	74.0	15.1	2,629,439	101.6	20,284	35,533	1,692,803	87.8	14,019	22,876	.0880	.1002
TUSCALOOSA	**131.8**	**140.1**	**6.3**	**47.0**	**14.4**	**1,627,662**	**106.7**	**19,163**	**34,631**	**904,916**	**87.9**	**11,718**	**19,254**	**.0526**	**.0602**
Tuscaloosa	131.8	140.1	6.3	47.0	14.4	1,627,662	106.7	19,163	34,631	904,916	87.9	11,718	19,254	.0526	.0602
TOTAL METRO COUNTIES	**2,362.5**	**2,527.8**	**7.0**	**928.9**	**15.5**	**28,009,264**	**89.1**	**18,413**	**30,153**	**16,369,364**	**79.0**	**11,369**	**17,622**	**.9802**	**1.0639**
TOTAL STATE	**3,815.4**	**4,054.1**	**6.3**	**1,505.8**	**15.0**	**42,290,299**	**90.4**	**16,962**	**28,085**	**23,529,594**	**79.2**	**10,024**	**15,626**	**1.4744**	**1.6027**

(continued on page 43)

Guide to using S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/79 Total Pop. (Thous.)	12/31/84 Total Pop. (Thous.)	% Change 1979-1984	12/31/84 Total Households (Thous.)	% Change 1979-1984	1984 Total EBI ($000)	% Change 1979-1984	Average Household EBI		1984 Total Retail Sales ($000)	% Change 1979-1984	Retail Sales Per Household			
								1979	1984			1979	1984	1979	1984
	1		2	3	4	5	6	7		8	9	10		11	

1 Updated from the 1970 Census of Population and Housing, and incorporating the annual tabulations of the Federal-State Cooperative Program for Population Estimates, **Total Population** is a head-count estimate of all **persons** living in the metropolitan market at the end of the year. It includes persons living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes tourists and transients. The **projected 1984 population** is based upon expected trends in births, deaths, outmigration, and inmigration. An explanation of the methodology behind S&MM's population projections will be found on page 6.

2 Percent change between 12/31/79 and 12/31/84, with 1979 as the base year. A minus sign indicates a decline.

3 Households are units made up of families or unrelated individuals occupying a house, apartment or other group of rooms, or a room regarded as a housing unit under the rules of the 1970 Census of Population and Housing. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household. The projection is based upon population trends that will affect household size.

4 Percent change between 12/31/79 and 12/31/84, with 1979 as the base year. A minus sign indicates a decline.

5 Effective Buying Income (EBI), a classification developed exclusively by Sales & Marketing Management, is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Compensation paid to military, diplomatic, and business personnel stationed overseas is deducted from this total to arrive at Effective Buying Income. EBI for 1984 is stated in current dollars. An explanation of the methodology behind S&MM's EBI projection will be found on page 6.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying income groups, as reported in the July 28th *Survey of Buying Power*, should be considered.

Effective Buying Income for 1984 is in current dollars.

6 Percent change between 1979 and 1984, with 1979 as the base year, of a market's total EBI. A minus sign indicates a decline in EBI.

7 Average Household Effective Buying Income (EBI) is calculated by dividing the number of households into total EBI. Often used as an indicator of market quality, but can be misleading where there is a disproportionate share of institutional population (for example, students or armed forces) in quarters not considered households. Because their income is included in the total EBI, an average EBI per household could be deceptively higher than the average of the actual household population in the area.

8 Total retail sales are net sales (minus refunds and allowances for returns) of establishments engaged primarily in retail trade. Retail sales by such nonretailers as wholesalers and service establishments are not counted. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas as well as by the purchases by nonhousehold units, such as businesses, and by inhabitants of group quarters. Retail sales for 1984 are stated in current dollars. An explanation of the methodology behind S&MM's retail sales projections will be found on page 6.

9 Percent change between 1979 and 1984, with 1979 as the base year, of a market's total retail sales. A minus sign indicates a decline in retail sales.

10 Retail Sales Per Household is a mathematical average calculated by dividing the market's total households into total retail sales. However, it should be used with caution because retail sales can include purchases by nonhousehold units within the market (such as businesses and residents of group quarters) as well as by households not domiciled within the market.

11 Buying Power Index (BPI) is a weighted index that converts three basic elements—population, EBI, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the U.S. potential. It is calculated by giving a weight of 5 to the market's share of total U.S. EBI, 3 to its share of total U.S. retail sales, and 2 to its share of total U.S. population. The total of those weighted percents is then divided by 10 to arrive at the BPI. However, depending upon what your research has revealed about buyers of your products, you can construct your own customized BPI by using any of the factors contained in the tables and assigning to them what you think are relevant weights.

SUMMARY OF S&MM's PROJECTIONS BY REGION AND STATE

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
REGION State	12/31/79 Total Pop. (Thous.)	12/31/84 Total Pop. (Thous.)	% Change 1979–1984	12/31/84 Total Households (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI		1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household			
								1979	19[illegible]			1979	1984	1979	1984
NEW ENGLAND	**12,349.9**	**12,591.0**	**2.0**	**4,716.9**	**9.2**	**14[illegible]9,438**	**57.0**	**2[illegible],291**	**3[illegible]90**	**72,021,006**	**56.2**	**10,677**	**15,269**	**5.5131**	**5.1929**
Connecticut	3,128.2	3,128.9	.0	1,167.9	6.8	3[illegible],105,760	49.5	23,[illegible]17	33,484	16,917,510	48.3	10,434	14,485	1.4759	1.3300
Maine	1,106.0	1,165.8	5.4	428.2	12.7	11,048,457	65.3	17,587	25,802	6,848,195	62.8	11,066	15,993	.4486	.4422
Massachusetts	5,787.5	5,829.4	.7	2,207.2	8.2	47,115,920	55.5	21,160	30,408	33,963,392	55.5	10,705	15,388	2.5941	2.4225
New Hampshire	897.8	1,012.3	12.8	370.9	20.9	11,717,326	88.6	20,250	31,592	6,784,430	79.0	12,353	18,292	.4010	.4398
Rhode Island	933.1	927.3	–.6	346.6	6.9	10,455,288	58.2	20,377	30,165	4,715,688	54.2	9,430	13,606	.3918	.3674
Vermont	497.3	527.3	6.0	196.1	13.3	4,846,687	56.0	17,945	24,715	2,791,791	55.2	10,392	14,237	.2017	.1910
MIDDLE ATLANTIC	**36,887.3**	**36,289.1**	**–1.6**	**13,789.3**	**4.6**	**422,536,919**	**50.2**	**21,338**	**30,642**	**204,708,271**	**51.9**	**10,2[illegible]1**	**14,845**	**16.5730**	**15.0304**
New Jersey	7,341.8	7,373.7	.4	2,692.3	7.5	102,118,957	66.2	24,534	37,930	48,683,224	62.7	11,949	18,082	3.5720	3.4960
New York	17,776.0	17,250.5	–3.0	6,700.0	2.6	186,458,745	38.3	20,652	27,830	87,693,401	43.9	9,339	13,089	7.8291	6.6856
Pennsylvania	11,769.5	11,664.9	–.9	4,397.0	5.9	133,959,217	57.5	20,489	30,466	68,331,646	55.8	10,563	15,541	5.1719	4.[illegible]488
EAST NORTH CENTRAL	**41,418.9**	**42,479.9**	**2.6**	**15,729.8**	**9.7**	**512,671,229**	**62.3**	**22,020**	**32,592**	**274,146,176**	**60.5**	**11,906**	**17,428**	**19.2691**	**18.6279**
Illinois	11,259.3	11,450.8	1.7	4,317.6	8.6	147,206,842	57.9	23,436	34,095	75,089,463	58.4	11,921	17,391	5.4984	5.2105
Indiana	5,386.4	5,520.8	2.5	2,013.6	9.2	63,850,219	64.7	21,031	31,709	34,133,239	59.1	11,642	16,951	2.4088	2.3397
Michigan	9,223.1	9,528.4	3.3	3,478.6	10.8	115,509,661	63.1	22,558	33,204	65,765,567	62.5	12,886	18,905	4.3879	4.2748
Ohio	10,811.6	11,021.9	1.9	4,093.9	9.1	126,348,966	58.8	21,195	30,863	67,338,283	57.5	11,394	16,448	4.8789	4.6339
Wisconsin	4,738.5	4,958.0	4.6	1,825.9	11.9	59,755,541	78.3	20,547	32,727	31,819,624	70.2	11,459	17,427	2.0951	2.1690
WEST NORTH CENTRAL	**17,246.7**	**17,941.4**	**4.0**	**6,783.2**	**11.0**	**208,311,557**	**67.7**	**20,327**	**30,710**	**116,230,460**	**64.0**	**11,501**	**17,135**	**7.7903**	**7.7259**
Iowa	2,923.8	2,980.5	1.9	1,119.1	8.5	36,839,843	67.8	21,279	32,919	19,394,168	62.0	11,603	17,330	1.3467	1.3261
Kansas	2,390.9	2,538.0	6.2	986.9	13.2	31,029,224	70.2	20,924	31,441	16,148,812	67.3	11,075	16,363	1.1054	1.1155
Minnesota	4,071.8	4,226.0	3.8	1,554.7	10.6	49,162,956	65.8	21,100	31,622	27,973,074	62.0	12,286	17,993	1.8672	1.8337
Missouri	4,899.3	5,109.5	4.3	1,974.9	11.6	58,318,833	71.8	19,187	29,530	33,781,373	67.5	11,396	17,105	2.1726	2.1957
Nebraska	1,590.4	1,649.6	3.7	630.5	10.6	18,182,769	59.5	19,993	28,839	9,749,364	56.4	10,794	15,463	.7037	.6735
North Dakota	668.1	718.4	7.5	253.5	14.5	7,649,983	72.8	19,993	30,177	4,768,658	67.4	12,863	18,811	.2934	.2990
South Dakota	702.4	719.4	2.4	263.6	9.2	7,127,949	55.1	19,043	27,041	4,415,011	55.6	11,751	16,749	.3013	.2824
SOUTH ATLANTIC	**35,339.2**	**37,501.6**	**6.1**	**14,088.0**	**13.4**	**419,996,121**	**74.9**	**19,332**	**29,812**	**238,453,186**	**69.8**	**11,306**	**16,926**	**15.3549**	**15.7759**
Delaware	587.3	590.7	.6	219.6	7.8	6,990,425	56.1	21,982	31,833	3,667,145	53.9	11,700	16,699	.2718	.2535
District of Columbia	661.5	598.5	–9.5	272.8	–2.0	8,429,980	35.9	22,284	30,902	2,973,290	35.5	7,884	10,899	.3256	.2665
Florida	8,956.8	9,829.9	9.7	3,999.7	16.5	115,267,113	80.4	18,613	28,819	73,384,524	75.7	12,170	18,348	4.1940	4.4513
Georgia	5,166.2	5,477.6	6.0	1,972.7	13.7	55,161,856	72.5	18,429	27,963	32,652,444	67.8	11,217	16,552	2.1121	2.1469
Maryland	4,183.2	4,275.0	2.2	1,576.3	9.7	48,969,589	56.3	21,802	31,066	27,562,104	5[illegible]4	12,187	17,485	1.9373	1.8261
North Carolina	5,670.3	5,989.6	5.6	2,189.6	13.2	63,120,899	76.5	18,487	28,828	33,654,921	69.6	10,258	15,370	2.2869	2.3570
South Carolina	2,967.9	3,177.4	7.1	1,106.1	15.4	32,868,278	85.9	18,442	29,715	17,934,166	76.6	10,593	16,214	1.1573	1.2407
Virginia	5,260.9	5,618.2	6.8	2,030.8	13.7	66,195,461	79.3	20,673	32,596	34,881,505	70.3	11,468	17,176	2.3079	2.4063
West Virginia	1,885.1	1,944.7	3.2	720.4	9.8	22,992,520	93.1	18,147	31,916	11,743,087	77.1	10,108	16,301	.7620	.8276
EAST SOUTH CENTRAL	**14,228.6**	**15,106.9**	**6.2**	**5,517.2**	**13.9**	**157,839,428**	**86.8**	**17,448**	**28,609**	**89,074,139**	**76.2**	**10,438**	**16,145**	**5.6041**	**6.0052**
Alabama	3,815.4	4,054.1	6.3	1,505.8	15.0	42,290,299	90.4	16,962	28,085	23,529,594	79.2	10,024	15,626	1.4744	1.6027
Kentucky	3,554.3	3,758.2	5.7	1,358.2	13.1	42,460,006	89.7	18,638	31,262	23,255,673	78.0	10,883	17,122	1.4537	1.5748
Mississippi	2,433.6	2,547.6	4.7	868.3	11.3	23,421,087	85.4	16,189	26,973	13,937,289	74.5	10,240	16,051	.8799	.9321
Tennessee	4,425.3	4,747.0	7.3	1,784.9	14.9	49,668,036	82.0	17,570	27,827	28,351,583	73.1	10,542	15,884	1.7961	1.8956
WEST SOUTH CENTRAL	**22,682.9**	**24,618.3**	**8.5**	**9,104.4**	**16.1**	**301,433,555**	**91.3**	**20,095**	**33,109**	**170,659,445**	**80.5**	**12,058**	**18,745**	**10.1120**	**11.1141**
Arkansas	2,221.8	2,397.7	7.9	914.3	16.0	26,275,349	103.7	16,362	28,738	14,421,736	87.2	9,771	15,774	.8594	.9812
Louisiana	4,028.1	4,248.2	5.5	1,467.8	12.2	46,153,160	82.2	19,363	31,444	25,659,116	72.7	11,352	17,481	1.6483	1.7333
Oklahoma	2,970.7	3,265.4	9.9	1,327.3	18.9	38,344,224	93.3	17,762	28,889	20,046,747	81.1	9,911	15,103	1.2549	1.3915
Texas	13,462.3	14,707.0	9.2	5,395.0	16.5	190,660,822	91.6	21,501	35,340	110,531,846	81.4	13,165	20,488	6.3494	7.0081
MOUNTAIN	**10,772.8**	**12,073.7**	**12.1**	**4,426.6**	**19.2**	**136,204,839**	**83.0**	**20,039**	**30,770**	**80,089,043**	**77.3**	**12,160**	**18,093**	**4.7974**	**5.1644**
Arizona	2,495.5	2,785.2	11.6	1,024.5	19.0	32,052,320	82.5	20,406	31,286	17,979,356	76.7	11,820	17,549	1.1118	1.1928
Colorado	2,783.9	3,058.3	9.9	1,152.4	15.8	36,502,854	77.0	20,730	31,676	20,818,486	72.9	12,100	18,065	1.2953	1.3556
Idaho	914.7	1,044.3	14.2	375.0	21.0	10,881,615	86.9	18,777	29,018	6,624,589	80.1	11,864	17,666	.3867	.4239
Montana	800.9	884.8	10.5	345.5	19.3	8,546,872	71.8	17,177	24,738	5,956,518	70.7	12,051	17,240	.3439	.3540
Nevada	708.3	845.8	19.4	334.6	27.5	11,037,993	90.5	22,080	32,989	7,262,090	86.5	14,841	21,704	.3746	.4229
New Mexico	1,247.9	1,362.8	9.2	492.7	17.2	13,676,326	76.5	18,431	27,758	8,284,006	71.8	11,464	16,813	.5149	.5366
Utah	1,363.4	1,554.9	14.0	498.4	20.7	16,066,140	92.7	20,196	32,235	8,917,797	82.1	11,863	17,893	.5462	.6097
Wyoming	458.2	537.6	17.3	203.5	25.4	7,440,719	110.0	21,836	36,564	4,246,201	96.3	13,327	20,866	.2240	.2689
PACIFIC	**30,656.1**	**33,323.6**	**8.7**	**13,340.2**	**16.3**	**428,805,932**	**72.5**	**21,669**	**32,144**	**227,971,081**	**69.8**	**11,702**	**17,089**	**14.9861**	**15.3633**
Alaska	421.9	443.4	5.1	135.2	11.2	7,451,317	92.1	31,906	55,113	3,764,388	77.7	17,416	27,843	.2295	.2513
California	22,870.7	24,765.1	8.3	10,091.9	15.9	318,140,462	69.0	21,625	31,524	168,533,831	67.8	11,532	16,700	11.2746	11.3897
Hawaii	917.9	969.0	5.6	304.4	12.9	12,293,590	69.8	26,859	40,386	6,360,207	66.0	14,212	20,894	.4360	.4381
Oregon	2,534.5	2,810.2	10.9	1,108.8	18.0	33,934,116	86.9	19,319	30,604	20,541,874	78.5	12,248	18,526	1.1786	1.2816
Washington	3,911.1	4,335.9	10.9	1,699.9	18.3	56,986,447	83.4	21,634	33,523	28,770,781	75.4	11,418	16,925	1.8674	2.0026
TOTAL UNITED STATES	**221,582.4**	**231,925.5**	**4.7**	**87,495.6**	**11.8**	**2,732,089,018**	**68.8**	**20,685**	**31,225**	**1,473,352,807**	**66.0**	**11,342**	**16,839**	**100.0000**	**100.0000**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/79 Total Pop. (Thous.)	12/31/84 Total Pop. (Thous.)	% Change 1979–1984	12/31/84 Total House-holds (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
ALASKA															
ANCHORAGE	**187.7**	**196.9**	**4.9**	**65.0**	**10.5**	**3,326,086**	**81.5**	**31,173**	**51,171**	**1,831,316**	**70.0**	**18,318**	**28,174**	**.1099**	**.1152**
Anchorage	187.7	196.9	4.9	65.0	10.5	3,326,086	81.5	31,173	51,171	1,831,316	70.0	18,318	28,174	.1099	.1152
TOTAL METRO COUNTIES	**187.7**	**196.9**	**4.9**	**65.0**	**10.5**	**3,326,086**	**81.5**	**31,173**	**51,171**	**1,831,316**	**70.0**	**18,318**	**28,174**	**.1099**	**.1152**
TOTAL STATE	**421.9**	**443.4**	**5.1**	**135.2**	**11.2**	**7,451,317**	**92.1**	**31,906**	**55,113**	**3,764,388**	**77.7**	**17,416**	**27,843**	**.2295**	**.2513**
ARIZONA															
PHOENIX	**1,389.6**	**1,571.7**	**13.1**	**589.1**	**20.2**	**19,763,854**	**84.0**	**21,911**	**33,549**	**10,923,436**	**78.6**	**12,477**	**18,543**	**.6640**	**.7197**
Maricopa	1,389.6	1,571.7	13.1	589.1	20.2	19,763,854	84.0	21,911	33,549	10,923,436	78.6	12,477	18,543	.6640	.7197
TUCSON	**485.0**	**529.9**	**9.3**	**200.1**	**16.3**	**6,222,632**	**79.4**	**20,170**	**31,098**	**3,566,577**	**73.6**	**11,946**	**17,824**	**.2205**	**.2322**
Pima	485.0	529.9	9.3	200.1	16.3	6,222,632	79.4	20,170	31,098	3,566,577	73.6	11,946	17,824	.2205	.2322
TOTAL METRO COUNTIES	**1,874.6**	**2,101.6**	**12.1**	**789.2**	**19.2**	**25,986,486**	**82.8**	**21,459**	**32,928**	**14,490,013**	**77.3**	**12,339**	**18,360**	**.8845**	**.9519**
TOTAL STATE	**2,495.5**	**2,785.2**	**11.6**	**1,024.5**	**19.0**	**32,052,320**	**82.5**	**20,406**	**31,286**	**17,979,356**	**76.7**	**11,820**	**17,549**	**1.1118**	**1.1928**
ARKANSAS															
FAYETTEVILLE - SPRINGDALE	**164.8**	**187.2**	**13.6**	**72.0**	**22.2**	**2,294,580**	**120.7**	**17,653**	**31,869**	**1,324,494**	**102.7**	**11,092**	**18,396**	**.0692**	**.0851**
Benton	67.0	78.8	17.6	31.2	26.3	921,084	128.9	16,291	29,522	486,730	110.5	9,359	15,600	.0264	.0336
Washington	97.8	108.4	10.8	40.8	19.3	1,373,496	115.5	18,636	33,664	837,764	98.4	12,344	20,533	.0428	.0515
FORT SMITH	**196.9**	**219.3**	**11.4**	**85.6**	**19.9**	**2,236,371**	**102.6**	**15,463**	**26,126**	**1,435,176**	**88.8**	**10,644**	**16,766**	**.0779**	**.0888**
Crawford	34.8	39.8	14.4	14.9	22.1	446,704	140.5	15,223	29,980	197,674	111.5	7,661	13,267	.0122	.0156
Sebastian	92.9	102.3	10.1	40.2	17.9	1,274,686	99.0	18,786	31,709	968,852	88.0	15,113	24,101	.0457	.0518
Le Flore, Okla.	*39.3*	*43.3*	*10.2*	*17.7*	*20.4*	*334,157*	*98.0*	*11,4[illegible]*	*18,879*	*147,838*	*84.5*	*5,452*	*8,352*	*.0115*	*.0128*
Sequoyah, Okla.	*29.9*	*33.9*	*13.4*	*12.8*	*23.1*	*180,824*	*65.9*	*10,482*	*14,127*	*120,812*	*70.1*	*6,831*	*9,438*	*.0085*	*.0086*
LITTLE ROCK - NORTH LITTLE ROCK	**388.3**	**415.7**	**7.1**	**158.5**	**15.4**	**5,708,610**	**99.4**	**20,837**	**36,016**	**3,175,265**	**84.4**	**12,535**	**20,033**	**.1817**	**.2049**
Pulaski	340.2	357.4	5.1	137.1	13.2	5,194,430	100.4	21,402	37,888	2,941,086	84.2	13,181	21,452	.1647	.1857
Saline	48.1	58.3	21.2	21.4	31.3	514,180	89.6	16,638	24,027	234,179	86.2	7,718	10,943	.0170	.0192
PINE BLUFF	**84.5**	**87.6**	**3.7**	**31.5**	**11.3**	**1,044,698**	**98.9**	**18,556**	**33,165**	**572,248**	**80.8**	**11,184**	**18,167**	**.0345**	**.0383**
Jefferson	84.5	87.6	3.7	31.5	11.3	1,044,698	98.9	18,556	33,165	572,248	80.8	11,184	18,167	.0345	.0383
TEXARKANA	**119.3**	**122.2**	**2.4**	**48.4**	**9.5**	**1,101,444**	**59.6**	**15,610**	**22,757**	**781,175**	**58.1**	**11,180**	**16,140**	**.0489**	**.0466**
Little River	11.4	11.9	4.4	4.5	12.5	121,718	89.6	16,052	27,048	51,460	74.4	7,376	11,436	.0041	.0043
Miller	33.5	32.5	–3.0	12.4	3.3	335,689	70.8	16,377	27,072	222,256	62.7	11,385	17,924	.0137	.0136
Bowie, Tex.	*74.4*	*77.8*	*4.6*	*31.5*	*11.7*	*644,037*	*50.1*	*15,220*	*20,446*	*507,459*	*54.7*	*11,632*	*16,110*	*.0311*	*.0287*
TOTAL METRO COUNTIES	**859.6**	**926.7**	**7.8**	**350.4**	**16.0**	**11,704,879**	**102.9**	**19,099**	**33,404**	**6,840,831**	**87.2**	**12,101**	**19,523**	**.3797**	**.4333**
TOTAL STATE	**2,221.8**	**2,397.7**	**7.9**	**914.3**	**16.0**	**26,275,349**	**103.7**	**16,362**	**28,738**	**14,421,736**	**87.2**	**9,771**	**15,774**	**.8594**	**.9812**
CALIFORNIA															
ANAHEIM - SANTA ANA - GARDEN GROVE	**1,913.2**	**2,133.7**	**11.5**	**861.4**	**20.3**	**29,551,255**	**68.9**	**24,448**	**34,306**	**16,243,109**	**70.1**	**13,342**	**18,857**	**1.0361**	**1.0554**
Orange	1,913.2	2,133.7	11.5	861.4	20.3	29,551,255	68.9	24,448	34,306	16,243,109	70.1	13,342	18,857	1.0361	1.0554
BAKERSFIELD	**376.0**	**408.0**	**8.5**	**147.0**	**16.0**	**4,091,808**	**76.9**	**18,256**	**27,835**	**2,800,164**	**72.0**	**12,850**	**19,049**	**.1604**	**.1672**
Kern	376.0	408.0	8.5	147.0	16.0	4,091,808	76.9	18,256	27,835	2,800,164	72.0	12,850	19,049	.1604	.1672
FRESNO	**491.7**	**531.9**	**8.2**	**191.3**	**15.0**	**5,311,048**	**76.0**	**18,133**	**27,763**	**3,747,974**	**71.2**	**13,156**	**19,592**	**.2115**	**.2194**
Fresno	491.7	531.9	8.2	191.3	15.0	5,311,048	76.0	18,133	27,763	3,747,974	71.2	13,156	19,592	.2115	.2194
LOS ANGELES - LONG BEACH	**7,161.3**	**7,344.2**	**2.6**	**3,101.4**	**10.1**	**96,794,365**	**57.6**	**21,804**	**31,210**	**48,918,855**	**57.4**	**11,035**	**15,773**	**3.5946**	**3.4007**
Los Angeles	7,161.3	7,344.2	2.6	3,101.4	10.1	96,794,365	57.6	21,804	31,210	48,918,855	57.4	11,035	15,773	3.5946	3.4007
LOS ANGELES – LONG BEACH – ANAHEIM CONSOLIDATED AREA	***11,034.6***	***11,847.8***	***7.4***	***4,900.5***	***15.3***	***152,085,546***	***64.1***	***21,796***	***31,035***	***79,877,786***	***64.6***	***11,417***	***16,300***	***5.4990***	***5.4311***
MODESTO	**251.1**	**283.4**	**12.9**	**113.5**	**21.7**	**3,997,399**	**105.1**	**20,893**	**35,219**	**2,148,710**	**91.5**	**12,027**	**18,931**	**.1208**	**.1414**
Stanislaus	251.1	283.4	12.9	113.5	21.7	3,997,399	105.1	20,893	35,219	2,148,710	91.5	12,027	18,931	.1208	.1414
OXNARD - SIMI VALLEY - VENTURA	**505.3**	**590.6**	**16.9**	**215.6**	**25.6**	**5,989,070**	**68.0**	**20,758**	**27,779**	**3,312,297**	**72.8**	**11,163**	**15,363**	**.2205**	**.2279**
Ventura	505.3	590.6	16.9	215.6	25.6	5,989,070	68.0	20,758	27,779	3,312,297	72.8	11,163	15,363	.2205	.2279
RIVERSIDE - SAN BERNARDINO - ONTARIO	**1,454.8**	**1,779.3**	**22.3**	**722.1**	**32.1**	**19,750,856**	**94.1**	**18,610**	**27,352**	**11,403,525**	**90.6**	**10,943**	**15,792**	**.6478**	**.7471**
Riverside	639.9	792.7	23.9	324.3	32.7	8,219,784	86.6	18,036	25,346	5,247,454	87.8	11,439	16,181	.2882	.3256
San Bernardino	814.9	986.6	21.1	397.8	31.5	11,531,072	99.9	19,073	28,987	6,156,071	93.0	10,542	15,475	.3596	.4215
SACRAMENTO	**980.5**	**1,097.8**	**12.0**	**432.0**	**19.6**	**13,759,984**	**80.1**	**21,141**	**31,852**	**8,097,593**	**76.4**	**12,708**	**18,744**	**.4797**	**.5115**
Placer	111.1	140.9	26.8	53.4	33.8	1,794,739	112.8	21,142	33,609	1,070,560	103.3	13,195	20,048	.0539	.0669
Sacramento	760.2	840.3	10.5	335.2	18.4	10,783,008	77.5	21,457	32,169	6,323,923	73.8	12,852	18,866	.3792	.3986
Yolo	109.2	116.6	6.8	43.4	13.3	1,182,237	64.1	18,807	27,240	703,110	64.9	11,730	16,201	.0466	.0460
SALINAS - SEASIDE - MONTEREY	**285.5**	**289.4**	**1.4**	**90.2**	**6.9**	**3,108,959**	**64.8**	**22,355**	**34,467**	**1,880,522**	**51.4**	**13,808**	**20,848**	**.1234**	**.1201**
Monterey	285.5	269.4	1.4	90.2	6.9	3,108,959	64.8	22,355	34,467	1,880,522	61.4	13,808	20,848	.1234	.1201
SAN DIEGO	**1,841.2**	**2,145.6**	**16.5**	**891.0**	**26.5**	**24,396,349**	**72.7**	**20,054**	**27,381**	**13,200,607**	**75.7**	**10,665**	**14,815**	**.8566**	**.9003**
San Diego	1,841.2	2,145.6	16.5	891.0	26.5	24,396,349	72.7	20,054	27,381	13,200,607	75.7	10,665	14,815	.8566	.9003
SAN FRANCISCO - OAKLAND	**3,222.7**	**3,269.4**	**1.4**	**1,394.6**	**6.4**	**49,406,682**	**60.0**	**23,556**	**35,427**	**23,022,218**	**56.8**	**11,199**	**16,508**	**1.7410**	**1.6550**
Alameda	1,114.8	1,129.7	1.3	492.5	9.6	16,491,246	64.9	22,248	33,485	7,562,173	61.2	10,437	15,355	.5680	.5533
Contra Costa	641.8	697.9	8.7	265.3	16.0	9,700,508	71.5	24,732	36,564	4,480,743	68.5	11,630	16,889	.3226	.3289
Marin	226.0	229.8	1.7	96.4	10.0	3,948,297	60.7	28,054	40,957	1,771,315	60.5	12,600	18,375	.1336	.1282
San Francisco	647.0	606.9	–6.2	289.1	–8.4	9,033,293	38.8	20,627	31,246	4,399,392	34.9	10,339	15,218	.3696	.3073
San Mateo	593.1	605.1	2.0	251.3	9.4	10,233,338	63.4	27,249	40,722	4,808,595	62.1	12,908	19,135	.3472	.3373

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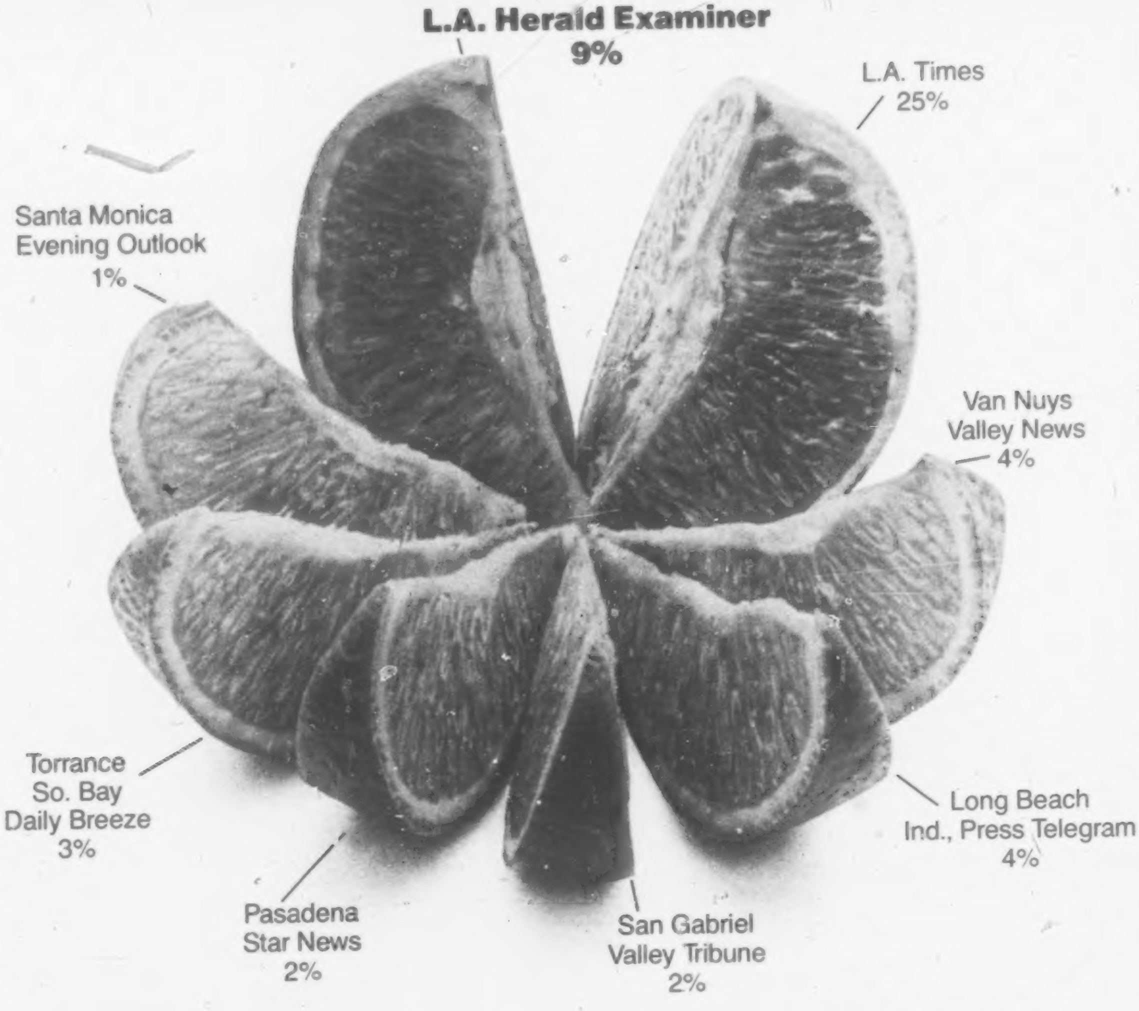

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Sources: Sales Management's Survey of Buying Power, July 1979; SRDS "Newspaper Circulation Analysis," Sept. 1980

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/79 Total Pop. (Thous.)	12/31/84 Total Pop. (Thous.)	% Change 1979–1984	12/31/84 Total House-holds (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
CA (cont.)															
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	*4,797.9*	*4,983.6*	*3.9*	*2,060.1*	*9.7*	*76,027,691*	*67.4*	*24,177*	*36,905*	*35,994,402*	*63.2*	*11,738*	*17,472*	*2.5808*	*2.5541*
SAN JOSE	1,262.7	1,358.0	7.5	527.2	16.0	22,625,557	84.4	27,001	42,916	10,887,351	76.3	13,593	20,651	.7016	.7529
Santa Clara	1,262.7	1,358.0	7.5	527.2	16.0	22,625,557	84.4	27,001	42,916	10,887,351	76.3	13,593	20,651	.7016	.7529
SANTA BARBARA - SANTA MARIA - LOMPOC	297.2	314.0	5.7	120.6	12.1	4,238,459	70.5	23,105	35,145	2,105,634	65.2	11,847	17,460	.1468	.1476
Santa Barbara	297.2	314.0	5.7	120.6	12.1	4,238,459	70.5	23,105	35,145	2,105,634	65.2	11,847	17,460	.1468	.1476
SANTA CRUZ	180.0	205.8	14.3	84.8	19.8	2,261,776	74.7	18,288	26,672	1,419,025	73.0	11,583	16,734	.0841	.0880
Santa Cruz	180.0	205.8	14.3	84.8	19.8	2,261,776	74.7	18,288	26,672	1,419,025	73.0	11,583	16,734	.0841	.0880
SANTA ROSA	282.5	329.5	16.6	136.6	25.7	4,080,029	91.5	19,600	29,868	2,468,912	86.4	12,182	18,074	.1360	.1534
Sonoma	282.5	329.5	16.6	136.6	25.7	4,080,029	91.5	19,600	29,868	2,468,912	86.4	12,182	18,074	.1360	.1534
STOCKTON	322.1	351.3	9.1	128.0	17.2	3,972,905	83.3	19,846	31,038	2,465,377	76.4	12,800	19,261	.1432	.1532
San Joaquin	322.1	351.3	9.1	128.0	17.2	3,972,905	83.3	19,846	31,038	2,465,377	76.4	12,800	19,261	.1432	.1532
VALLEJO - FAIRFIELD - NAPA	312.5	356.2	14.0	138.3	22.5	3,995,452	76.8	20,019	28,890	2,084,833	75.4	10,530	15,075	.1382	.1462
Napa	95.5	100.6	5.3	41.1	13.2	886,724	42.1	17,186	21,575	541,582	50.6	9,908	13,177	.0400	.0359
Solano	217.0	255.6	17.8	97.2	26.9	3,108,728	90.0	21,362	31,983	1,543,251	86.1	10,825	15,877	.0982	.1103
TOTAL METRO COUNTIES	21,140.3	22,788.1	7.8	9,295.6	15.3	297,331,953	67.9	21,964	31,986	156,206,706	66.9	11,611	16,804	10.5423	10.5873
TOTAL STATE	22,870.7	24,765.1	8.3	10,091.9	15.9	318,140,462	69.0	21,625	31,524	168,533,831	67.8	11,532	16,700	11.2746	11.3897
COLORADO															
COLORADO SPRINGS	298.8	309.9	3.7	109.6	10.3	2,830,135	51.7	18,763	25,822	1,861,139	53.8	12,177	16,981	.1254	.1163
El Paso	291.3	300.3	3.1	105.5	9.4	2,755,207	51.0	18,931	26,116	1,827,185	53.2	12,372	17,319	.1229	.1135
Teller	7.5	9.6	28.0	4.1	36.7	74,928	86.5	13,391	18,275	33,954	92.3	5,886	8,281	.0025	.0028
DENVER - BOULDER	1,584.0	1,775.5	12.1	672.3	17.6	23,138,179	77.7	22,783	34,416	12,534,553	74.7	12,555	18,644	.7878	.8319
Adams	244.3	287.8	17.8	94.7	24.4	3,088,043	89.6	21,407	32,609	1,974,497	85.9	13,958	20,850	.1082	.1215
Arapahoe	268.7	346.3	28.9	124.8	36.2	3,841,581	79.0	23,424	30,782	2,859,272	84.8	16,892	22,911	.1429	.1584
Boulder	179.0	196.9	10.0	77.7	17.5	2,999,482	90.9	23,777	38,603	1,497,046	80.9	12,522	19,267	.0926	.1023
Denver	501.1	473.0	–5.6	207.5	.5	7,335,039	63.7	21,703	35,350	3,264,090	53.1	10,331	15,731	.2558	.2416
Douglas	25.0	30.8	23.2	10.8	40.3	201,280	63.9	15,954	18,637	64,839	81.4	4,643	6,004	.0073	.0076
Gilpin	2.3	2.8	21.7	1.2	20.0	18,015	45.4	12,392	15,013	5,772	53.1	3,771	4,810	.0006	.0007
Jefferson	363.6	437.9	20.4	155.6	26.8	5,654,739	84.7	24,952	36,342	2,869,037	83.1	12,773	18,439	.1804	.1998
FORT COLLINS	136.7	164.9	20.6	62.2	27.7	2,159,734	112.1	20,913	34,722	1,259,473	99.2	12,983	20,249	.0652	.0794
Larimer	136.7	164.9	20.6	62.2	27.7	2,159,734	112.1	20,913	34,722	1,259,473	99.2	12,983	20,249	.0652	.0794
GREELEY	115.2	125.6	9.0	45.3	15.9	1,391,599	88.5	18,886	30,720	630,892	77.2	9,104	13,927	.0454	.0491
Weld	115.2	125.6	9.0	45.3	15.9	1,391,599	88.5	18,886	30,720	630,892	77.2	9,104	13,927	.0454	.0491
PUEBLO	123.4	117.1	–5.1	43.9	.5	1,355,440	66.5	18,629	30,876	731,755	56.5	10,699	16,669	.0521	.0498
Pueblo	123.4	117.1	–5.1	43.9	.5	1,355,440	66.5	18,629	30,876	731,755	56.5	10,699	16,669	.0521	.0498
TOTAL METRO COUNTIES	2,258.1	2,493.0	10.4	933.3	16.3	30,875,087	76.8	21,755	33,082	17,017,812	72.9	12,265	18,251	1.0759	1.1265
TOTAL STATE	2,783.9	3,058.3	9.9	1,152.4	15.8	36,502,854	77.0	20,730	31,676	20,818,486	72.9	12,100	18,068	1.2953	1.3556
CONNECTICUT															
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	816.6	815.6	–.1	305.6	6.9	13,492,920	56.9	30,060	44,152	5,009,277	52.5	11,488	16,392	.4504	.4193
Fairfield	816.6	815.6	–.1	305.6	6.9	13,492,920	56.9	30,060	44,152	5,009,277	52.5	11,488	16,392	.4504	.4193
HARTFORD - NEW BRITAIN - BRISTOL	1,053.1	1,043.3	–.9	388.6	5.9	12,148,674	45.2	22,795	31,263	5,667,138	46.2	10,561	14,583	.4844	.4278
Hartford	811.9	792.7	–2.4	301.1	4.5	9,530,060	43.5	23,041	31,651	4,479,895	44.3	10,770	14,878	.3833	.3340
Middlesex	126.9	129.1	1.7	47.7	8.9	1,457,993	51.5	21,978	30,566	693,292	52.0	10,414	14,534	.0566	.0520
Tolland	114.3	121.5	6.3	39.8	13.7	1,160,621	52.2	21,791	29,161	493,951	56.4	9,025	12,411	.0445	.0418
NEW HAVEN - WEST HAVEN - WATERBURY - MERIDEN	759.5	749.0	–1.4	284.5	5.5	8,089,021	43.0	20,987	28,432	3,853,255	43.8	9,937	13,544	.3339	.2911
New Haven	759.5	749.0	–1.4	284.5	5.5	8,089,021	43.0	20,987	28,432	3,853,255	43.8	9,937	13,544	.3339	.2911
NEW LONDON - NORWICH	245.7	251.7	2.4	90.2	9.7	2,502,784	48.0	20,575	27,747	1,201,495	49.2	9,798	13,320	.1017	.0919
New London	245.7	251.7	2.4	90.2	9.7	2,502,784	48.0	20,575	27,747	1,201,495	49.2	9,798	13,320	.1017	.0919
TOTAL METRO COUNTIES	2,874.9	2,859.6	–.5	1,068.9	6.4	36,233,399	49.0	24,196	33,898	15,731,165	47.8	10,595	14,717	1.3704	1.2301
TOTAL STATE	3,128.2	3,128.9	.0	1,167.9	6.8	39,105,760	49.5	23,917	33,484	16,917,510	48.3	10,434	14,485	1.4759	1.3300
DELAWARE															
WILMINGTON	519.9	512.3	–1.5	187.8	5.6	6,487,122	56.1	23,355	34,543	3,084,043	52.6	11,363	16,422	.2436	.2254
New Castle	399.0	389.6	–2.4	144.0	4.6	5,108,611	53.1	24,234	35,476	2,399,330	49.9	11,628	16,662	.1932	.1759
Cecil, Md.	*56.9*	*59.9*	*5.3*	*20.3*	*13.4*	*502,125*	*52.0*	*18,459*	*24,735*	*370,646*	*57.9*	*13,110*	*18,258*	*.0233*	*.0217*
Salem, N. J.	*64.0*	*62.8*	*–1.9*	*23.5*	*5.4*	*876,386*	*79.8*	*21,862*	*37,293*	*314,067*	*69.1*	*8,326*	*13,365*	*.0271*	*.0278*
TOTAL METRO COUNTIES	399.0	389.6	–2.4	144.0	4.6	5,108,611	53.1	24,234	35,476	2,399,330	49.9	11,628	16,662	.1932	.1759
TOTAL STATE	587.3	590.7	.6	219.6	7.8	6,990,425	56.1	21,982	31,833	3,667,145	53.9	11,700	16,699	.2718	.2535
DISTRICT OF COLUMBIA															
WASHINGTON	3,054.6	3,073.0	.6	1,158.9	6.8	47,704,998	61.6	27,200	41,164	21,730,418	59.3	12,562	18,751	1.6486	1.5805
District of Columbia	661.5	598.5	–9.5	272.8	–2.0	8,429,980	35.9	22,284	30,902	2,973,290	35.5	7,884	10,899	.3256	.2665
Charles, Md.	*69.9*	*82.1*	*17.5*	*26.2*	*27.2*	*1,130,285*	*124.8*	*24,413*	*43,141*	*481,311*	*104.7*	*11,414*	*18,371*	*.0297*	*.0376*
Montgomery, Md.	*591.6*	*606.5*	*2.5*	*222.4*	*10.2*	*9,311,714*	*52.1*	*30,333*	*41,869*	*4,590,146*	*56.1*	*14,574*	*20,639*	*.3419*	*.3162*
Prince Georges, Md.	*665.2*	*642.2*	*–3.5*	*231.0*	*3.9*	*8,653,322*	*56.0*	*24,951*	*37,460*	*4,646,106*	*52.7*	*13,690*	*20,113*	*.3342*	*.3084*
Alexandria, Va.	*105.7*	*103.4*	*–2.2*	*46.8*	*3.5*	*2,059,535*	*71.9*	*26,502*	*44,007*	*1,078,407*	*61.5*	*14,774*	*23,043*	*.0690*	*.0686*
Arlington, Va.	*151.2*	*138.4*	*–8.5*	*65.7*	*–4.5*	*3,069,321*	*58.1*	*28,216*	*46,717*	*1,114,981*	*49.5*	*10,842*	*16,971*	*.0987*	*.0908*
Fairfax, Va.	*559.7*	*615.6*	*10.0*	*207.0*	*16.9*	*10,972,016*	*84.5*	*33,578*	*53,005*	*4,357,931*	*78.6*	*13,777*	*21,053*	*.3167*	*.3427*

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979-1984	12/31/84 Total House-holds (Thous.)	% Change 1979-1984	1984 Total EBI ($000)	% Change 1979-1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979-1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
DC (cont.)															
Fairfax city, Va.	*19.9*	*18.4*	*-7.5*	*6.4*	*.0*	*373,944*	*72.3*	*33,912*	*58,429*	*518,754*	*59.5*	*50,812*	*81,055*	*.0195*	*.0189*
Falls Church, Va.	*10.0*	*9.3*	*-7.0*	*4.4*	*2.3*	*184,743*	*56.3*	*27,481*	*41,987*	*244,225*	*53.7*	*36,960*	*55,506*	*.0099*	*.0090*
Loudoun, Va.	*56.1*	*64.7*	*15.3*	*22.2*	*23.3*	*942,712*	*107.8*	*25,203*	*42,465*	*356,442*	*94.1*	*10,204*	*16,056*	*.0253*	*.0302*
Manassas, Va.	*13.6*	*15.3*	*12.5*	*5.1*	*21.4*	*310,749*	*140.0*	*30,822*	*60,931*	*211,171*	*107.8*	*24,201*	*41,406*	*.0088*	*.0113*
Manassas Park, Va.	*9.4*	*9.4*	*.0*	*2.3*	*4.5*	*113,037*	*86.9*	*27,484*	*49,147*	*29,029*	*72.8*	*7,636*	*12,621*	*.0032*	*.0034*
Prince William, Va.	*140.8*	*169.2*	*20.2*	*46.6*	*28.4*	*2,153,640*	*97.7*	*30,016*	*46,215*	*1,128,625*	*93.7*	*16,054*	*24,219*	*.0661*	*.0769*
TOTAL METRO COUNTIES	**661.5**	**598.5**	**-9.5**	**272.8**	**-2.0**	**8,429,980**	**35.9**	**22,284**	**30,902**	**2,973,290**	**35.5**	**7,884**	**10,899**	**.3256**	**.2665**
TOTAL STATE	**661.5**	**598.5**	**-9.5**	**272.8**	**-2.0**	**8,429,980**	**35.9**	**22,284**	**30,902**	**2,973,290**	**35.5**	**7,884**	**10,899**	**.3256**	**.2665**
FLORIDA															
BRADENTON	**136.3**	**153.0**	**12.3**	**71.5**	**19.4**	**2,013,921**	**103.9**	**16,490**	**28,167**	**1,214,272**	**89.4**	**10,703**	**16,983**	**.0645**	**.0747**
Manatee	136.3	153.0	12.3	71.5	19.4	2,013,921	103.9	16,490	28,167	1,214,272	89.4	10,703	16,983	.0645	.0747
DAYTONA BEACH	**224.9**	**249.5**	**10.9**	**110.1**	**18.0**	**2,468,117**	**74.4**	**15,169**	**22,417**	**1,946,124**	**71.8**	**12,142**	**17,676**	**.1023**	**.1063**
Volusia	224.9	249.6	10.9	110.1	18.0	2,468,117	74.4	15,169	22,417	1,946,124	71.8	12,142	17,676	.1023	.1063
FORT LAUDERDALE - HOLLYWOOD	**927.6**	**1,029.9**	**11.0**	**446.4**	**18.4**	**13,572,264**	**72.1**	**20,914**	**30,404**	**9,209,308**	**72.7**	**14,142**	**20,630**	**.5076**	**.5247**
Broward	927.6	1,029.9	11.0	446.4	18.4	13,572,264	72.1	20,914	30,404	9,209,308	72.7	14,142	20,630	.5076	.5247
FORT MYERS - CAPE CORAL	**199.7**	**244.9**	**22.6**	**106.1**	**31.1**	**2,883,692**	**100.3**	**17,800**	**27,179**	**1,957,513**	**94.6**	**12,435**	**18,450**	**.0965**	**.1138**
Lee	199.7	244.9	22.6	106.1	31.1	2,883,692	100.3	17,800	27,179	1,957,513	94.6	12,435	18,450	.0965	.1138
GAINESVILLE	**137.6**	**153.4**	**11.5**	**56.0**	**19.9**	**1,495,596**	**77.4**	**18,056**	**26,707**	**1,095,922**	**74.7**	**13,436**	**19,570**	**.0596**	**.0629**
Alachua	137.6	153.4	11.5	56.0	19.9	1,495,596	77.4	18,056	26,707	1,095,922	74.7	13,436	19,570	.0596	.0629
JACKSONVILLE	**720.2**	**771.5**	**7.1**	**285.4**	**14.2**	**7,853,554**	**71.8**	**18,284**	**27,518**	**5,128,655**	**68.7**	**12,164**	**17,970**	**.3090**	**.3144**
Baker	13.7	15.8	15.3	4.7	23.7	121,417	88.6	16,943	25,833	74,527	85.5	10,572	15,857	.0047	.0050
Clay	59.1	76.6	29.6	26.6	37.8	574,302	86.7	15,936	21,590	554,968	93.1	14,888	20,863	.0245	.0284
Duval	570.4	591.6	3.7	221.4	10.8	6,473,714	70.7	18,974	29,240	4,027,442	65.2	12,195	18,191	.2511	.2514
Nassau	32.8	37.4	14.0	12.8	20.8	278,068	73.3	15,135	21,724	156,901	74.9	8,465	12,258	.0108	.0114
St. Johns	44.2	50.1	13.3	19.9	21.3	406,053	65.3	14,974	20,405	314,817	69.3	11,339	15,820	.0179	.0182
LAKELAND - WINTER HAVEN	**284.4**	**291.6**	**2.5**	**112.8**	**9.2**	**3,515,004**	**88.4**	**18,063**	**31,161**	**2,277,174**	**75.1**	**12,587**	**20,188**	**.1273**	**.1359**
Polk	284.4	291.6	2.5	112.8	9.2	3,515,004	88.4	18,063	31,161	2,277,174	75.1	12,587	20,188	.1273	.1359
MELBOURNE - TITUSVILLE - COCOA	**257.3**	**280.0**	**8.8**	**100.0**	**15.9**	**2,150,293**	**47.7**	**16,867**	**21,503**	**1,669,962**	**57.0**	**12,325**	**16,700**	**.1041**	**.0975**
Brevard	257.3	280.0	8.8	100.0	15.9	2,150,293	47.7	16,867	21,503	1,669,962	57.0	12,325	16,700	.1041	.0975
MIAMI	**1,494.9**	**1,625.5**	**8.7**	**657.3**	**15.6**	**22,201,145**	**82.1**	**21,454**	**33,776**	**12,676,384**	**76.8**	**12,615**	**19,286**	**.7541**	**.8046**
Dade	1,494.9	1,625.5	8.7	657.3	15.6	22,201,145	82.1	21,454	33,776	12,676,384	76.8	12,615	19,286	.7541	.8046
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***2,422.5***	***2,655.4***	***9.6***	***1,103.7***	***16.7***	***35,773,409***	***78.1***	***21,239***	***32,412***	***21,885,692***	***75.0***	***13,224***	***19,829***	***1.2617***	***1.3293***
ORLANDO	**627.0**	**693.3**	**10.6**	**275.2**	**18.9**	**8,576,576**	**88.3**	**19,687**	**31,165**	**5,489,375**	**80.7**	**13,128**	**19,947**	**.3000**	**.3285**
Orange	429.5	459.5	7.0	182.6	15.3	6,352,983	90.4	21,069	34,792	3,798,460	79.2	13,382	20,802	.2136	.2331
Osceola	40.7	45.3	11.3	19.5	18.2	405,161	82.4	13,463	20,777	321,761	78.5	10,922	16,501	.0165	.0179
Seminole	156.8	188.5	20.2	73.1	29.4	1,818,432	82.6	17,627	24,876	1,369,154	85.5	13,061	18,730	.0699	.0775
PANAMA CITY	**96.8**	**103.8**	**7.2**	**38.5**	**14.2**	**937,458**	**74.3**	**15,963**	**24,350**	**754,911**	**71.4**	**13,069**	**19,608**	**.0402**	**.0416**
Bay	96.8	103.8	7.2	38.5	14.2	937,458	74.3	15,963	24,350	754,911	71.4	13,069	19,608	.0402	.0416
PENSACOLA	**281.8**	**289.5**	**2.7**	**102.7**	**9.3**	**2,694,209**	**63.7**	**17,507**	**26,234**	**1,716,771**	**59.8**	**11,428**	**16,716**	**.1125**	**.1092**
Escambia	229.7	231.7	.9	81.9	7.1	2,113,684	58.4	17,448	25,808	1,475,731	56.7	12,307	18,019	.0937	.0887
Santa Rosa	52.1	57.8	10.9	20.8	18.9	580,525	86.8	17,761	27,910	241,040	81.5	7,589	11,588	.0188	.0205
SARASOTA	**179.9**	**209.3**	**16.3**	**99.2**	**22.9**	**2,468,473**	**86.0**	**16,449**	**24,884**	**1,969,516**	**83.5**	**13,298**	**19,854**	**.0936**	**.1033**
Sarasota	179.9	209.3	16.3	99.2	22.9	2,468,473	86.0	16,449	24,884	1,969,516	83.5	13,298	19,854	.0936	.1033
TALLAHASSEE	**146.7**	**161.5**	**10.1**	**59.1**	**17.0**	**2,093,520**	**102.8**	**20,440**	**35,423**	**1,214,060**	**87.8**	**12,801**	**20,542**	**.0669**	**.0768**
Leon	137.4	150.1	9.2	55.0	16.3	2,022,243	103.4	21,017	36,768	1,191,155	87.8	13,406	21,657	.0645	.0741
Wakulla	9.3	11.4	22.6	4.1	28.1	71,277	87.1	11,907	17,385	22,905	85.2	3,864	5,587	.0024	.0027
TAMPA - ST. PETERSBURG	**1,474.6**	**1,609.4**	**9.1**	**705.7**	**13.6**	**18,968,864**	**78.6**	**17,101**	**26,880**	**11,271,774**	**72.8**	**10,499**	**15,972**	**.6817**	**.7153**
Hillsborough	607.2	646.3	6.4	250.0	13.0	8,023,858	90.1	19,076	32,095	5,220,792	79.8	13,122	20,883	.2834	.3088
Pasco	161.0	196.9	22.3	91.7	29.2	1,579,874	92.6	11,555	17,229	931,044	91.2	6,859	10,153	.0564	.0649
Pinellas	706.4	766.2	8.5	364.0	10.7	9,365,132	67.8	16,969	25,728	5,119,938	63.5	9,520	14,066	.3419	.3416
WEST PALM BEACH - BOCA RATON	**517.5**	**588.7**	**13.8**	**241.1**	**20.0**	**8,761,176**	**89.5**	**23,017**	**36,338**	**4,897,482**	**83.7**	**13,271**	**20,313**	**.2797**	**.3109**
Palm Beach	517.5	588.7	13.8	241.1	20.0	8,761,176	89.5	23,017	36,338	4,897,482	83.7	13,271	20,313	.2797	.3109
TOTAL METRO COUNTIES	**7,707.2**	**8,454.8**	**9.7**	**3,467.1**	**16.4**	**102,653,862**	**80.1**	**19,140**	**29,608**	**64,489,203**	**75.4**	**12,348**	**18,600**	**3.6996**	**3.9204**
TOTAL STATE	**8,956.8**	**9,829.9**	**9.7**	**3,999.7**	**16.5**	**115,267,113**	**80.4**	**18,613**	**28,819**	**73,384,524**	**75.7**	**12,170**	**18,348**	**4.1940**	**4.4513**
GEORGIA															
ALBANY	**107.6**	**116.8**	**8.6**	**38.6**	**15.6**	**1,365,752**	**98.0**	**20,654**	**35,382**	**775,074**	**83.7**	**12,634**	**20,080**	**.0453**	**.0509**
Dougherty	97.4	104.1	6.9	34.2	13.6	1,308,493	100.2	21,710	38,260	766,950	83.8	13,863	22,425	.0431	.0486
Lee	10.2	12.7	24.5	4.4	33.3	57,259	57.4	11,022	13,013	8,124	73.4	1,420	1,846	.0022	.0023
△ **ATHENS**	**108.5**	**112.5**	**3.7**	**41.2**	**11.1**	**1,005,989**	**65.5**	**16,383**	**24,417**	**643,168**	**61.0**	**10,770**	**15,611**	**.0421**	**.0411**
Clarke	72.8	72.4	-.5	26.5	6.9	736,568	62.4	18,290	27,795	591,933	60.0	14,921	22,337	.0331	.0317
Madison	16.1	17.3	7.5	6.2	12.7	116,038	63.0	12,940	18,716	18,432	58.8	2,110	2,973	.0040	.0040
Oconee	11.3	14.0	23.9	5.4	31.7	86,206	78.9	11,754	15,964	14,395	84.5	1,903	2,666	.0028	.0031
Oglethorpe	8.3	8.8	6.0	3.1	14.8	67,177	92.7	12,913	21,670	18,408	82.2	3,743	5,938	.0022	.0023
ATLANTA	**1,906.7**	**2,066.0**	**8.4**	**765.0**	**16.1**	**25,347,172**	**73.1**	**22,428**	**33,421**	**14,189,232**	**69.4**	**12,715**	**18,548**	**.9119**	**.9349**
Butts	12.5	13.1	4.8	4.6	12.2	85,880	48.6	14,091	18,670	44,014	51.1	7,103	9,568	.0039	.0035
Cherokee	42.1	45.0	6.9	16.5	14.6	417,960	77.3	16,370	25,331	177,043	73.4	7,091	10,730	.0145	.0153
Clayton	143.6	160.2	11.6	55.4	20.2	1,760,352	71.4	22,283	31,775	1,208,722	73.4	15,124	21,818	.0684	.0707
Cobb	271.3	312.4	15.1	113.1	24.1	3,021,019	61.4	20,552	26,711	2,465,796	70.0	15,922	21,802	.1314	.1325

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Sources: Sales and Marketing Management Survey of Buying Power, 1979, and Market Opinion Research, 1977-78. Member, Million Market Newspapers.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/79 Total Pop. (Thous.)	12/31/84 Total Pop. (Thous.)	% Change 1979–1984	12/31/84 Total House-holds (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
GA (cont.)															
De Kalb	466.1	485.9	4.2	178.0	12.2	6,981,479	69.6	25,954	39,222	3,759,131	67.5	14,154	21,119	.2452	.246
Douglas	51.5	62.3	21.0	22.2	30.6	566,209	86.2	17,885	25,505	275,058	88.4	8,588	12,390	.0191	.021
Fayette	23.7	35.5	49.8	10.7	52.9	264,187	110.7	17,915	24,690	93,567	116.3	6,180	8,745	.0075	.009
Forsyth	22.6	24.6	8.8	9.1	16.7	186,615	70.1	14,067	20,507	97,320	70.3	7,325	10,695	.0073	.007
Fulton	578.0	567.6	−1.8	226.6	5.7	8,827,019	71.8	23,981	38,954	4,409,709	60.3	12,833	19,460	.3039	.300
Gwinnett	144.9	191.5	32.2	69.7	42.5	1,989,169	105.5	19,798	28,539	966,837	106.9	9,556	13,871	.0588	.072
Henry	31.4	36.1	15.0	12.5	23.8	375,767	95.9	18,990	30,061	136,030	88.4	7,150	10,882	.0112	.012
Newton	32.8	34.8	6.1	12.3	13.9	302,429	76.5	15,866	24,588	164,071	72.5	8,808	13,339	.0113	.011
Paulding	23.8	25.7	8.0	9.6	17.1	186,578	56.8	14,508	19,435	65,657	62.7	4,922	6,839	.0072	.006
Rockdale	32.1	39.7	23.7	13.6	32.0	363,701	98.9	17,753	26,743	217,816	96.6	10,754	16,016	.0124	.014
Walton	30.3	31.6	4.3	11.1	11.0	238,808	56.5	15,260	21,514	108,461	56.8	6,917	9,771	.0098	.009
AUGUSTA	**292.9**	**300.4**	**2.6**	**102.0**	**10.2**	**3,074,147**	**71.0**	**19,414**	**30,139**	**1,828,699**	**60.3**	**12,321**	**17,928**	**.1203**	**.119**
Columbia	34.0	40.7	19.7	14.0	28.4	345,800	86.1	17,049	24,700	149,302	87.0	7,325	10,664	.0115	.012
Richmond	158.2	150.4	−4.9	48.2	1.0	1,359,371	48.6	19,174	28,203	1,120,693	48.4	15,831	23,251	.0680	.060
Aiken, S. C.	*100.7*	*109.3*	*8.5*	*39.8*	*17.1*	*1,368,976*	*96.3*	*20,509*	*34,396*	*558,704*	*82.6*	*8,998*	*14,038*	*.0408*	*.045*
COLUMBUS	**227.1**	**222.3**	**−2.1**	**76.4**	**4.[illegible]**	**2,041,211**	**58.7**	**17,597**	**26,717**	**1,287,971**	**55.9**	**11,304**	**16,858**	**.0882**	**.082**
Chattahoochee	16.8	15.8	−6.0	1.5	−6.3	95,560	21.4	49,179	63,707	6,881	28.1	3,356	4,587	.0041	.003
Columbus	163.7	159.3	−2.7	58.4	3.5	1,521,243	54.0	17,511	26,049	1,091,314	52.6	12,678	18,687	.0696	.063
Russell, Ala.	*46.6*	*47.2*	*1.3*	*16.5*	*9.3*	*424,408*	*92.9*	*14,569*	*25,722*	*189,776*	*79.2*	*7,014*	*11,502*	*.0145*	*.015*
MACON	**248.4**	**263.1**	**5.9**	**90.9**	**13.1**	**2,428,501**	**69.8**	**17,871**	**26,716**	**1,599,108**	**65.5**	**12,018**	**17,592**	**.0995**	**.099**
Bibb	145.6	149.3	2.5	52.8	9.3	1,342,424	62.4	17,117	25,425	1,101,819	61.5	14,127	20,868	.0617	.059
Houston	78.3	85.6	9.3	28.1	16.1	885,010	78.0	20,540	31,495	453,862	74.8	10,732	16,152	.0313	.032
Jones	16.7	20.1	20.4	7.2	30.9	135,085	67.4	14,672	18,762	27,642	74.3	2,884	3,839	.0045	.004
Twiggs	7.8	8.1	3.8	2.8	16.7	65,982	104.0	13,480	23,565	15,785	90.1	3,459	5,638	.0020	.002
SAVANNAH	**219.9**	**230.1**	**4.6**	**80.0**	**11.0**	**2,174,567**	**66.7**	**18,091**	**27,182**	**1,442,878**	**62.5**	**12,316**	**18,036**	**.0903**	**.089**
Bryan	8.2	8.5	3.7	3.0	11.1	67,753	81.6	13,819	22,584	32,853	73.7	7,004	10,951	.0025	.002
Chatham	193.5	197.4	2.0	69.2	8.3	1,910,918	62.6	18,390	27,614	1,353,570	60.8	13,175	19,560	.0823	.079
Effingham	18.2	24.2	33.0	7.8	41.8	195,896	113.2	16,705	25,115	56,455	107.6	4,944	7,238	.0055	.006
TOTAL METRO COUNTIES	**3,067.1**	**3,262.1**	**6.4**	**1,177.3**	**13.9**	**36,880,733**	**70.9**	**20,879**	**31,327**	**21,465,961**	**66.8**	**12,454**	**18,233**	**1.3789**	**1.393**
TOTAL STATE	**5,166.2**	**5,477.6**	**6.0**	**1,972.7**	**13.7**	**55,161,856**	**72.5**	**18,429**	**27,963**	**32,652,444**	**67.8**	**11,217**	**16,552**	**2.1121**	**2.146**

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION 12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979-1984	12/31/84 Total House-holds (Thous.)	% Change 1979-1984	EFFECTIVE BUYING INCOME 1984 Total EBI ($000)	% Change 1979-1984	Average Household EBI 1979	1984	RETAIL SALES 1984 Total Retail Sales ($000)	% Change 1979-1984	Retail Sales Per Household 1979	1984	BUYING POWER INDEX 1979	1984
HAWAII															
HONOLULU	740.1	772.6	4.4	239.6	11.6	10,070,863	67.5	28,020	42,032	4,965,976	63.7	14,138	20,726	.3551	.3520
Honolulu	740.1	772.6	4.4	239.6	11.6	10,070,863	67.5	28,020	42,032	4,965,976	63.7	14,138	20,726	.3551	.3520
TOTAL METRO COUNTIES	740.1	772.6	4.4	239.6	11.6	10,070,863	67.5	28,020	42,032	4,965,976	63.7	14,138	20,726	.3551	.3520
TOTAL STATE	917.9	969.0	5.6	334.4	12.9	12,293,590	69.8	26,859	40,386	6,360,207	66.0	14,212	20,894	.4360	.4381
IDAHO															
BOISE	160.1	198.9	24.2	73.4	31.5	1,948,106	81.1	19,275	26,541	1,607,258	86.0	15,484	21,897	.0769	.0854
Ada	160.1	198.9	24.2	73.4	31.5	1,948,106	81.1	19,275	26,541	1,607,258	86.0	15,484	21,897	.0769	.0854
△ **POCATELLO**	70.9	81.6	15.1	27.9	21.8	783,822	82.9	18,717	28,094	565,737	79.3	13,780	20,277	.0304	.0329
Bannock	64.1	74.2	15.8	25.5	22.6	711,954	83.3	18,673	27,920	546,026	79.7	14,610	21,413	.0281	.0306
Power	6.8	7.4	8.8	2.4	14.3	71,868	78.7	19,153	29,945	19,711	68.7	5,565	8,213	.0023	.0023
TOTAL METRO COUNTIES	231.0	280.5	21.4	101.3	28.7	2,731,928	81.6	19,113	26,969	2,172,995	84.2	14,988	21,451	.1073	.1183
TOTAL STATE	914.7	1,044.3	14.2	375.0	21.0	10,881,615	86.9	18,777	29,018	6,624,589	80.1	11,864	17,666	.3867	.4239
ILLINOIS															
BLOOMINGTON - NORMAL	121.2	130.1	7.3	46.2	13.5	1,655,063	72.5	23,572	35,824	940,840	69.9	13,603	20,365	.0593	.0606
McLean	121.2	130.1	7.3	46.2	13.5	1,655,063	72.5	23,572	35,824	940,840	69.9	13,603	20,365	.0593	.0606
CHAMPAIGN - URBANA - RANTOUL	167.3	171.5	2.5	61.9	10.3	1,934,600	54.1	22,385	31,254	1,180,553	57.3	13,381	19,072	.0792	.0741
Champaign	167.3	171.5	2.5	61.9	10.3	1,934,600	54.1	22,385	31,254	1,180,553	57.3	13,381	19,072	.0792	.0741
CHICAGO	6,998.4	7,083.2	1.2	2,639.1	8.0	93,839,695	52.7	25,155	35,557	47,162,491	55.6	12,409	17,871	3.5542	3.2884
Cook	5,200.6	5,023.0	−3.4	1,976.8	4.2	67,055,837	46.5	24,128	33,921	32,278,977	48.3	11,473	16,329	2.6185	2.3177
Du Page	610.7	715.5	17.2	225.8	24.1	10,853,155	81.0	32,970	48,065	6,551,420	81.4	19,857	29,014	.3624	.3937
Kane	281.9	310.1	10.0	104.9	16.4	3,873,192	68.5	25,518	36,923	2,387,660	69.4	15,646	22,761	.1443	.1462
Lake	432.7	481.0	11.2	148.0	17.7	6,216,376	61.4	30,650	42,003	3,216,386	66.1	15,409	21,732	.2236	.2206
McHenry	142.0	170.1	19.8	58.0	26.4	1,943,868	73.8	24,364	33,515	1,115,033	78.6	13,602	19,225	.0685	.0730
Will	330.5	383.5	16.0	125.6	22.8	3,897,267	61.5	23,589	31,029	1,613,015	66.8	9,451	12,842	.1369	.1372
CHICAGO - GARY CONSOLIDATED AREA	*7,646.7*	*7,744.3*	*1.3*	*2,868.1*	*8.1*	*102,747,945*	*54.3*	*25,098*	*35,824*	*51,387,786*	*56.2*	*12,405*	*17,917*	*3.8591*	*3.5946*
△ **DANVILLE**	98.3	99.4	1.1	39.0	7.4	1,559,616	83.5	23,412	39,990	618,273	71.5	9,934	15,853	.0472	.0496
Vermilion	98.3	99.4	1.1	39.0	7.4	1,559,616	83.5	23,412	39,990	618,273	71.5	9,934	15,853	.0472	.0496
DAVENPORT - ROCK ISLAND - MOLINE	378.1	388.4	2.7	146.5	9.1	5,352,304	65.0	24,149	36,524	2,788,851	61.0	12,902	19,037	.1930	.1885
Henry	57.7	61.7	6.9	24.0	13.7	875,500	82.3	22,761	36,479	368,131	73.7	10,046	15,339	.0273	.0290
Rock Island	163.9	160.3	−2.2	61.9	3.7	2,434,770	63.3	24,975	39,334	1,210,063	57.4	12,876	19,549	.0868	.0830
Scott, Iowa	*156.5*	*166.4*	*6.3*	*60.6*	*13.3*	*2,042,034*	*60.5*	*23,776*	*33,697*	*1,210,657*	*61.0*	*14,056*	*19,978*	*.0789*	*.0765*
DECATUR	129.8	134.6	3.7	54.0	10.7	1,788,875	65.1	22,209	33,127	994,679	62.7	12,528	18,420	.0659	.0646
Macon	129.8	134.6	3.7	54.0	10.7	1,788,875	65.1	22,209	33,127	994,679	62.7	12,528	18,420	.0659	.0646
KANKAKEE	98.1	100.4	2.3	34.2	8.6	1,106,319	58.9	22,106	32,349	644,731	57.2	13,024	18,852	.0441	.0420
Kankakee	98.1	100.4	2.3	34.2	8.6	1,106,319	58.9	22,106	32,349	644,731	57.2	13,024	18,852	.0441	.0420
PEORIA	367.6	386.6	5.2	146.2	11.7	5,152,524	67.3	23,524	35,243	2,868,591	64.2	13,349	19,621	.1875	.1861
Peoria	204.0	209.4	2.6	80.9	8.9	2,669,880	56.8	22,917	33,002	1,660,674	57.5	14,193	20,527	.1068	.1008
Tazewell	131.0	139.3	6.3	51.3	13.0	1,851,955	70.3	23,957	36,100	957,046	68.3	12,524	18,656	.0646	.0654
Woodford	32.6	37.9	16.3	14.0	25.0	630,689	118.3	25,794	45,049	250,871	102.0	11,091	17,919	.0161	.0199
△ **QUINCY**	69.9	68.9	−1.4	26.8	5.1	861,713	67.6	20,161	32,153	434,836	60.0	10,656	16,225	.0314	.0307
Adams	69.9	68.9	−1.4	26.8	5.1	861,713	67.6	20,161	32,153	434,836	60.0	10,656	16,225	.0314	.0307
ROCKFORD	271.3	274.1	1.0	107.0	9.1	3,611,209	58.7	23,200	33,750	1,772,447	56.8	11,522	16,565	.1330	.1257
Boone	27.6	28.6	3.6	11.0	12.2	470,301	94.1	24,724	42,755	160,010	81.5	8,995	14,546	.0129	.0143
Winnebago	243.7	245.5	.7	96.0	8.7	3,140,908	54.4	23,031	32,718	1,612,437	54.7	11,802	16,796	.1201	.1114

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$25,000 + Household Income	76	55	46	49
$25,000 + Individual Income	81	62	40	41
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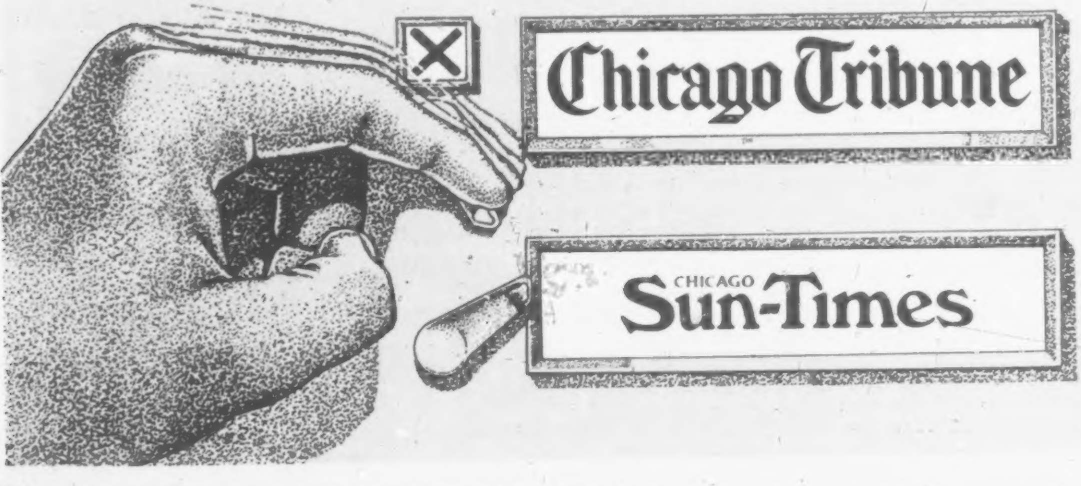
Sources: Three Sigma, 1980; 5 issue Daily cume, 4 issue Sunday cume; Audit Bureau of Circulation six month report ending 3/31/80; Chicago Tribune Media Services



S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/79 Total Pop. (Thous.)	12/31/84 Total Pop. (Thous.)	% Change 1979–1984	12/31/84 Total Households (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
IL (cont.)															
SPRINGFIELD	**186.8**	**192.2**	**2.9**	**79.4**	**9.8**	**2,253,402**	**55.6**	**20,036**	**28,380**	**1,461,618**	**57.0**	**12,876**	**18,408**	**.0931**	**.0875**
Menard	11.4	12.9	13.2	5.3	20.5	164,301	104.3	18,282	31,000	61,411	92.6	7,246	11,587	.0046	.0053
Sangamon	175.4	179.3	2.2	74.1	9.1	2,089,101	52.7	20,149	28,193	1,400,207	55.7	13,241	18,896	.0885	.0822
TOTAL METRO COUNTIES	**9,313.3**	**9,455.9**	**1.5**	**3,533.1**	**8.3**	**123,029,352**	**54.8**	**24,367**	**34,822**	**63,003,619**	**56.6**	**12,333**	**17,832**	**4.6549**	**4.3493**
TOTAL STATE	**11,259.3**	**11,450.8**	**1.7**	**4,317.6**	**8.6**	**147,206,842**	**57.9**	**23,436**	**34,095**	**75,089,463**	**58.4**	**11,921**	**17,391**	**5.4984**	**5.2105**
INDIANA															
ANDERSON	**137.2**	**135.7**	**-1.1**	**51.0**	**5.4**	**1,913,167**	**71.0**	**23,116**	**37,513**	**896,757**	**62.1**	**11,431**	**17,583**	**.0655**	**.0649**
Madison	137.2	135.7	-1.1	51.0	5.4	1,913,167	71.0	23,116	37,513	896,757	62.1	11,431	17,583	.0655	.0649
BLOOMINGTON	**94.5**	**98.0**	**3.7**	**35.0**	**10.4**	**984,912**	**61.8**	**19,206**	**28,140**	**550,861**	**59.3**	**10,909**	**15,739**	**.0390**	**.0376**
Monroe	94.5	98.0	[illegible]	35.0	10.4	984,912	61.8	19,206	28,140	550,861	59.3	10,909	15,739	.0390	.0376
ELKHART	**136.2**	**144.4**	**6.0**	**52.6**	**13.1**	**1,615,012**	**55.7**	**22,310**	**30,704**	**1,008,618**	**58.0**	**13,732**	**19,175**	**.0658**	**.0624**
Elkhart	136.2	144.4	6.0	52.6	13.1	1,615,012	55.7	22,310	30,704	1,008,618	58.0	13,732	19,175	.0658	.0624
EVANSVILLE	**294.3**	**310.7**	**5.6**	**116.4**	**12.2**	**3,484,992**	**78.6**	**18,812**	**29,940**	**2,085,121**	**65.8**	**12,130**	**17,913**	**.1291**	**.1330**
Gibson	31.8	33.7	6.0	13.0	12.1	377,055	79.3	18,129	29,004	183,164	72.3	9,165	14,090	.0129	.0135
Posey	23.7	26.4	11.4	9.5	18.8	287,574	94.4	18,493	30,271	110,662	82.8	7,569	11,649	.0087	.0098
Vanderburgh	160.2	158.2	-1.2	60.3	5.4	1,573,923	51.2	18,193	26,102	1,241,568	50.9	14,386	20,590	.0743	.0677
Warrick	39.0	48.2	23.6	17.4	31.8	605,280	120.4	20,808	34,786	203,578	106.3	7,476	11,700	.0153	.0194
Henderson, Ky.	*39.6*	*44.2*	*11.6*	*16.2*	*18.2*	*641,160*	*131.3*	*20,236*	*39,578*	*346,149*	*104.3*	*12,367*	*21,367*	*.0179*	*.0226*
FORT WAYNE	**374.6**	**383.2**	**2.3**	**138.1**	**9.0**	**4,731,010**	**63.7**	**22,812**	**34,258**	**2,582,303**	**60.3**	**12,715**	**18,699**	**.1776**	**.1722**
Adams	27.1	27.9	3.0	9.6	9.1	310,851	68.5	20,963	32,380	169,232	63.0	11,801	17,628	.0116	.0115
Allen	292.1	300.6	2.9	109.1	10.0	3,789,210	63.5	23,358	34,732	2,131,689	60.6	13,384	19,539	.1429	.1387
De Kalb	31.3	30.5	-2.6	10.5	1.9	327,501	58.5	20,060	31,191	167,068	54.7	10,486	15,911	.0129	.0119
Wells	24.1	24.2	.4	8.9	6.0	303,448	66.6	21,679	34,095	114,314	60.0	8,508	12,844	.0102	.0101
GARY - HAMMOND - EAST CHICAGO	**648.3**	**661.1**	**2.0**	**229.0**	**9.0**	**8,908,250**	**73.6**	**24,427**	**38,901**	**4,225,295**	**62.8**	**12,356**	**18,451**	**.3049**	**.3062**
Lake	536.2	522.2	-2.6	182.0	4.2	6,707,300	62.1	23,683	36,853	3,524,458	56.4	12,901	19,365	.2524	.2396
Porter	112.1	138.9	23.9	47.0	32.8	2,200,950	121.3	28,100	46,829	700,837	104.8	9,665	14,911	.0525	.0666
INDIANAPOLIS	**1,168.1**	**1,203.6**	**3.0**	**444.4**	**9.9**	**14,671,726**	**60.9**	**22,552**	**33,015**	**8,097,739**	**56.4**	**12,810**	**18,222**	**.5622**	**.5371**
Boone	35.0	39.2	12.0	15.2	20.6	481,919	84.1	20,778	31,705	237,994	78.9	10,557	15,658	.0157	.0171
Hamilton	83.6	104.6	25.1	37.1	33.5	1,112,096	79.8	22,243	29,976	394,683	82.6	7,773	10,638	.0339	.0373
Hancock	43.4	47.9	10.4	17.3	17.7	564,437	73.8	22,097	32,626	170,011	68.0	6,886	9,827	.0174	.0180
Hendricks	67.1	76.0	13.3	27.2	21.4	1,010,384	90.2	23,717	37,146	334,894	80.6	8,277	12,312	.0288	.0319
Johnson	77.2	89.9	16.5	30.6	24.9	915,868	75.1	21,348	29,930	472,588	73.5	11,119	15,444	.0324	.0340
Marion	770.8	749.9	-2.7	282.7	4.0	9,618,991	53.4	23,067	34,025	6,040,296	51.2	14,693	21,366	.3984	.3637
Morgan	51.1	55.7	9.0	19.1	16.5	586,104	73.4	20,609	30,686	225,505	68.9	8,140	11,807	.0195	.0201
Shelby	39.9	40.4	1.3	15.2	8.6	381,927	53.7	17,752	25,127	221,768	56.0	10,157	14,590	.0161	.0150
KOKOMO	**104.8**	**105.9**	**1.0**	**39.4**	**7.7**	**1,767,226**	**93.4**	**24,960**	**44,853**	**806,139**	**76.8**	**12,459**	**20,460**	**.0531**	**.0577**
Howard	89.4	91.6	2.5	34.0	9.3	1,572,322	97.4	25,610	46,245	739,126	79.1	13,273	21,739	.0467	.0517
Tipton	15.4	14.3	-7.1	5.4	-1.8	[illegible]	66.5	21,283	36,093	67,013	55.1	7,855	12,410	.0064	.0060
LAFAYETTE - WEST LAFAYETTE	**115.8**	**119.2**	**2.9**	**41.1**	**9.6**	**1,241,657**	**57.9**	**20,967**	**30,211**	**763,681**	**56.9**	**12,978**	**18,581**	**.0512**	**.0487**
Tippecanoe	115.8	119.2	2.9	41.1	9.6	1,241,657	57.9	20,967	30,211	763,681	56.9	12,978	18,581	.0512	.0487
△ **MARION**	**83.9**	**82.6**	**-1.5**	**29.6**	**5.0**	**1,025,670**	**66.6**	**21,830**	**34,651**	**464,102**	**59.3**	**10,329**	**15,679**	**.0364**	**.0353**
Grant	83.9	82.6	-1.5	29.6	5.0	1,025,670	66.6	21,830	34,651	464,102	59.3	10,329	15,679	.0364	.0353

The Central Illinois Unit Market

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IN THE ENTIRE STATE OF ILLINOIS

138,387 DAILY CIRCULATION

- POPULATION 26% GREATER THAN PEORIA
- E.B.I. 22% GREATER THAN PEORIA
- FOOD SALES 28% GREATER THAN PEORIA
- EATING & DRINKING 35% GREATER THAN PEORIA

Sources: Sales & Marketing Management — 1979 Survey of Buying Power; and includes only counties with at least 20% coverage, 9-30-79 ABC Audit Report.

Central Illinois Unit
- Springfield State Journal-Register
- Decatur Herald and Review

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SPRINGFIELD
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10% SAVINGS
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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/79 Total Pop. (Thous.)	12/31/84 Total Pop. (Thous.)	% Change 1979-1984	12/31/84 Total Households (Thous.)	% Change 1979-1984	1984 Total EBI ($000)	% Change 1979-1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979-1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
IN (cont.)															
△ MICHIGAN CITY - LA PORTE	**106.0**	**106.4**	**.4**	**37.4**	**6.9**	**1,177,292**	**55.6**	**21,613**	**31,478**	**685,831**	**54.3**	**12,703**	**18,338**	**.0478**	**.0446**
La Porte	106.0	106.4	.4	37.4	6.9	1,177,292	55.6	21,613	31,478	685,831	54.3	12,703	18,338	.0478	.0446
MUNCIE	**126.0**	**122.2**	**-3.0**	**43.6**	**3.3**	**1,491,130**	**62.0**	**21,818**	**34,200**	**806,829**	**55.7**	**12,281**	**18,505**	**.0573**	**.0544**
Delaware	126.0	122.2	-3.0	43.6	3.3	1,491,130	62.0	21,818	34,200	806,829	55.7	12,281	18,505	.0573	.0544
SOUTH BEND	**278.9**	**286.5**	**2.7**	**102.5**	**9.0**	**2,996,537**	**54.4**	**20,646**	**29,235**	**1,728,677**	**54.5**	**11,901**	**16,865**	**.1230**	**.1148**
Marshall	38.7	42.0	8.5	15.5	15.7	509,817	82.9	20,798	32,891	281,265	75.8	11,943	18,146	.0175	.0187
St. Joseph	240.2	244.5	1.8	87.0	7.9	2,486,720	49.6	20,621	28,583	1,447,412	51.0	11,894	16,637	.1055	.0961
TERRE HAUTE	**172.0**	**172.5**	**.3**	**67.3**	**7.2**	**1,844,355**	**62.6**	**18,064**	**27,405**	**1,322,888**	**58.7**	**13,270**	**19,657**	**.0788**	**.0756**
Clay	24.6	25.3	2.8	10.5	10.5	336,381	84.5	19,189	32,036	160,669	73.0	9,779	15,302	.0109	.0116
Sullivan	19.6	19.0	-3.1	7.9	2.6	251,240	71.1	19,072	31,803	84,604	60.4	6,849	10,709	.0081	.0079
Vermillion	16.8	16.6	-1.2	6.9	6.2	156,008	50.5	15,944	22,610	72,096	50.9	7,349	10,449	.0064	.0058
Vigo	111.0	111.6	.5	42.0	7.4	1,100,726	56.9	17,944	26,208	1,005,519	57.1	16,368	23,941	.0534	.0503
TOTAL METRO COUNTIES	**3,981.9**	**4,086.0**	**2.6**	**1,484.4**	**9.4**	**48,977,534**	**64.5**	**21,950**	**32,995**	**26,729,067**	**58.9**	**12,399**	**18,007**	**1.8473**	**1.7926**
TOTAL STATE	**5,386.4**	**5,520.8**	**2.5**	**2,013.6**	**9.2**	**63,850,219**	**64.7**	**21,031**	**31,709**	**34,133,239**	**59.1**	**11,642**	**16,951**	**2.4088**	**2.3397**
IOWA															
CEDAR RAPIDS	**170.2**	**173.9**	**2.2**	**63.9**	**8.7**	**2,042,044**	**54.8**	**22,429**	**31,957**	**1,167,348**	**54.9**	**12,815**	**18,268**	**.0817**	**.0761**
Linn	170.2	173.9	2.2	63.9	8.7	2,042,044	54.8	22,429	31,957	1,167,348	54.9	12,815	18,268	.0817	.0761
DAVENPORT - ROCK ISLAND - MOLINE	**378.1**	**388.4**	**2.7**	**146.5**	**9.1**	**5,352,304**	**65.0**	**24,149**	**36,534**	**2,788,851**	**61.0**	**12,902**	**19,037**	**.1930**	**.1885**
Scott	156.5	166.4	6.3	60.6	13.3	2,042,034	60.5	23,776	33,697	1,210,657	61.0	14,056	19,978	.0789	.0765
Henry, Ill.	*57.7*	*61.7*	*6.9*	*24.0*	*13.7*	*875,500*	*82.3*	*22,761*	*36,479*	*368,131*	*73.7*	*10,046*	*15,339*	*.0273*	*.0290*
Rock Island, Ill.	*163.9*	*160.3*	*-2.2*	*61.9*	*3.7*	*2,434,770*	*63.3*	*24,975*	*39,334*	*1,210,063*	*57.4*	*12,876*	*19,549*	*.0868*	*.0830*
DES MOINES	**337.6**	**352.3**	**4.4**	**133.3**	**10.7**	**4,523,894**	**63.3**	**23,014**	**33,938**	**2,844,401**	**61.3**	**14,648**	**21,338**	**.1755**	**.1711**
Polk	303.2	312.6	3.1	119.6	9.4	4,131,379	62.6	23,253	34,543	2,688,144	60.6	15,310	22,476	.1623	.1572
Warren	34.4	39.7	15.4	13.7	23.4	392,515	71.2	20,659	28,651	156,257	73.3	8,124	11,406	.0132	.0139
DUBUQUE	**96.1**	**98.6**	**2.6**	**31.1**	**9.1**	**1,183,397**	**73.0**	**24,002**	**38,051**	**717,743**	**65.5**	**15,214**	**23,079**	**.0445**	**.0448**
Dubuque	96.1	98.6	2.6	31.1	9.1	1,183,397	73.0	24,002	38,051	717,743	65.5	15,214	23,079	.0445	.0448
IOWA CITY	**81.1**	**86.3**	**6.4**	**31.7**	**13.2**	**808,456**	**50.9**	**19,130**	**25,503**	**552,560**	**57.2**	**12,552**	**17,431**	**.0358**	**.0335**
Johnson	81.1	86.3	6.4	31.7	13.2	808,456	50.9	19,130	25,503	552,560	57.2	12,552	17,431	.0358	.0335
SIOUX CITY	**120.7**	**118.6**	**-1.7**	**43.9**	**4.3**	**1,421,740**	**57.1**	**21,502**	**32,386**	**772,280**	**53.0**	**11,988**	**17,592**	**.0561**	**.0520**

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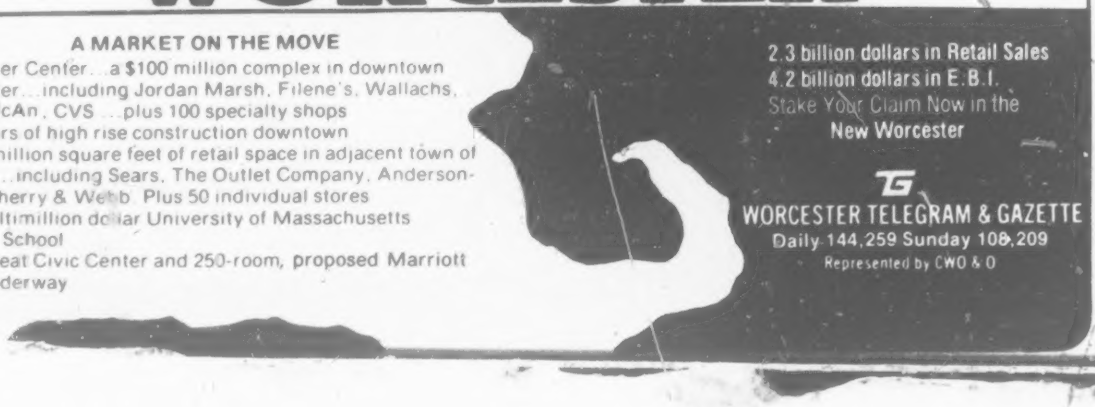
S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979-1984	12/31/84 Total Households (Thous.)	% Change 1979-1984	1984 Total EBI ($000)	% Change 1979-1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979-1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
IA (cont.)															
Woodbury	103.6	99.6	-3.9	37.3	2.2	1,228,365	55.4	21,650	32,932	666,936	50.9	12,111	17,880	.0487	.0447
Dakota, Neb.	*17.1*	*19.0*	*11.1*	*6.6*	*17.9*	*193,375*	*68.1*	*20,537*	*29,299*	*105,344*	*68.1*	*11,188*	*15,961*	*.0074*	*.0073*
WATERLOO - CEDAR FALLS	**139.1**	**148.3**	**6.6**	**52.0**	**13.3**	**1,904,814**	**78.5**	**23,247**	**36,631**	**1,143,078**	**71.2**	**14,544**	**21,982**	**.0680**	**.0710**
Black Hawk	139.1	148.3	6.6	52.0	13.3	1,904,814	78.5	23,247	36,631	1,143,078	71.2	14,544	21,982	.0680	.0710
TOTAL METRO COUNTIES	**1,170.7**	**1,209.4**	**3.3**	**439.9**	**9.8**	**14,718,630**	**62.7**	**22,577**	**33,459**	**8,807,434**	**60.6**	**13,686**	**20,021**	**.5707**	**.5534**
TOTAL STATE	**2,923.8**	**2,980.5**	**1.9**	**1,119.1**	**8.5**	**36,839,843**	**67.8**	**21,279**	**32,919**	**19,394,168**	**62.0**	**11,603**	**17,330**	**1.3467**	**1.3261**
KANSAS															
LAWRENCE	**67.9**	**75.1**	**10.6**	**27.1**	**18.3**	**705,893**	**62.6**	**18,962**	**26,048**	**419,785**	**67.1**	**10,968**	**15,490**	**.0279**	**.0280**
Douglas	67.9	75.1	10.6	27.1	18.3	705,893	62.6	18,962	26,048	419,785	67.1	10,968	15,490	.0279	.0280
TOPEKA	**190.5**	**208.7**	**9.6**	**80.6**	**17.2**	**2,323,746**	**62.8**	**20,747**	**28,831**	**1,314,431**	**63.7**	**11,669**	**16,308**	**.0883**	**.0873**
Jefferson	14.8	17.5	18.2	6.4	25.5	135,683	69.8	15,670	21,200	37,504	74.5	4,213	5,860	.0046	.0046
Osage	14.8	16.8	13.5	7.2	24.1	163,389	77.9	15,839	22,693	60,073	74.7	5,927	8,343	.0052	.0058
Shawnee	160.9	174.4	8.4	67.0	15.7	2,024,674	61.3	21,686	30,219	1,216,854	62.9	12,901	18,162	.0785	.0769
WICHITA	**402.0**	**424.0**	**5.5**	**160.7**	**12.0**	**5,566,313**	**67.3**	**23,179**	**34,638**	**3,122,648**	**63.1**	**13,346**	**19,432**	**.2037**	**.2021**
Butler	45.1	53.2	18.0	21.2	26.2	695,468	101.3	20,560	32,805	277,481	92.2	8,595	13,089	.0197	.0230
Sedgwick	356.9	370.8	3.9	139.5	10.1	4,870,845	63.4	23,526	34,916	2,845,167	60.7	13,976	20,395	.1840	.1791
TOTAL METRO COUNTIES	**1,104.9**	**1,199.1**	**8.5**	**447.7**	**15.4**	**15,567,645**	**67.2**	**23,995**	**34,772**	**8,737,887**	**67.2**	**13,469**	**19,517**	**.5638**	**.5662**
TOTAL STATE	**2,390.9**	**2,538.0**	**6.2**	**986.9**	**13.2**	**31,029,224**	**70.2**	**20,924**	**31,441**	**16,148,812**	**67.3**	**11,075**	**16,363**	**1.1054**	**1.1155**
KENTUCKY															
CLARKSVILLE - HOPKINSVILLE	**159.6**	**181.2**	**13.5**	**56.6**	**21.2**	**1,691,163**	**89.9**	**19,067**	**29,879**	**964,189**	**81.3**	**11,388**	**17,035**	**.0599**	**.0660**
Christian	75.0	83.3	11.1	25.2	17.8	784,496	91.5	19,138	31,131	405,683	81.4	10,451	16,099	.0271	.0297
Montgomery, Tenn.	*84.6*	*97.9*	*15.7*	*31.4*	*24.1*	*906,667*	*88.6*	*19,006*	*28,875*	*558,506*	*81.2*	*12,180*	*17,787*	*.0328*	*.0363*
HUNTINGTON - ASHLAND	**302.0**	**317.6**	**5.2**	**119.4**	**11.9**	**3,721,121**	**86.6**	**18,694**	**31,165**	**1,933,801**	**72.0**	**10,538**	**16,196**	**.1269**	**.1349**
Boyd	54.9	61.2	11.5	22.8	19.4	833,102	103.2	21,469	36,540	498,434	88.5	13,845	21,861	.0265	.0307
Greenup	36.9	41.8	13.3	14.4	21.0	582,006	137.0	20,640	40,417	152,355	109.1	6,122	10,580	.0135	.0174
Lawrence, Ohio	*63.6*	*68.0*	*6.9*	*25.2*	*14.0*	*512,395*	*56.5*	*14,815*	*20,333*	*313,978*	*59.5*	*8,909*	*12,459*	*.0224*	*.0216*
Cabell, W. Va.	*104.4*	*100.5*	*-3.7*	*40.1*	*2.6*	*1,326,668*	*70.8*	*19,860*	*33,084*	*796,261*	*60.3*	*12,707*	*19,857*	*.0502*	*.0491*
Wayne, W. Va.	*42.2*	*46.1*	*9.2*	*16.9*	*16.6*	*466,950*	*98.7*	*16,206*	*27,630*	*172,773*	*84.9*	*6,443*	*10,223*	*.0143*	*.0161*
LEXINGTON-FAYETTE	**309.0**	**331.8**	**7.4**	**121.4**	**14.7**	**4,061,161**	**83.7**	**20,899**	**33,453**	**2,567,124**	**73.6**	**13,977**	**21,146**	**.1462**	**.1552**
Bourbon	20.3	23.5	15.8	8.9	23.6	320,429	124.1	19,860	36,003	102,440	103.5	6,991	11,510	.0080	.0100
Clark	28.1	29.7	5.7	10.7	11.5	318,750	79.7	18,473	29,790	212,030	72.9	12,777	19,816	.0122	.0127
Fayette	197.0	204.9	4.0	74.5	10.9	2,582,383	74.7	22,000	34,663	1,968,512	69.6	17,276	26,423	.1026	.1050
Jessamine	25.5	31.6	23.9	11.8	35.6	409,839	142.0	19,469	34,732	148,307	123.8	7,615	12,568	.0098	.0132
Scott	20.6	23.6	14.6	8.7	22.5	244,897	90.6	18,097	28,149	77,236	81.7	5,986	8,878	.0073	.0081
Woodford	17.5	18.5	5.7	6.8	13.3	184,863	61.4	19,091	27,186	58,599	62.1	6,023	8,618	.0063	.0062
LOUISVILLE	**893.4**	**919.9**	**3.0**	**341.9**	**10.3**	**12,371,633**	**74.8**	**22,822**	**36,185**	**6,128,050**	**65.7**	**11,927**	**17,924**	**.4245**	**.4305**
Bullitt	41.2	51.8	25.7	16.9	35.2	394,189	95.4	16,143	23,325	89,326	90.4	3,753	5,286	.0116	.0135
Jefferson	679.1	669.6	-1.4	253.3	6.0	10,255,365	76.8	24,281	40,487	5,002,729	65.8	12,631	19,750	.3424	.3474
Oldham	25.6	37.2	45.3	11.9	56.6	272,797	107.0	17,343	22,924	138,495	111.6	8,613	11,638	.0088	.0110
Clark, Ind.	*88.5*	*96.7*	*9.3*	*35.3*	*16.9*	*833,173*	*51.6*	*18,195*	*23,603*	*609,752*	*56.8*	*12,876*	*17,273*	*.0382*	*.0360*
Floyd, Ind.	*59.0*	*64.6*	*9.5*	*24.5*	*17.2*	*616,109*	*56.7*	*18,809*	*25,147*	*287,748*	*60.1*	*8,598*	*11,745*	*.0235*	*.0226*
OWENSBORO	**84.0**	**84.4**	**.5**	**29.5**	**6.9**	**1,018,359**	**78.0**	**20,734**	**34,521**	**661,727**	**69.0**	**14,185**	**22,431**	**.0385**	**.0392**
Daviess	84.0	84.4	.5	29.5	6.9	1,018,359	78.0	20,734	34,521	661,727	69.0	14,185	22,431	.0385	.0392
TOTAL METRO COUNTIES	**1,603.9**	**1,672.0**	**4.2**	**603.5**	**11.2**	**21,990,773**	**82.5**	**22,197**	**36,439**	**11,635,914**	**72.4**	**12,439**	**19,281**	**.7455**	**.7833**
TOTAL STATE	**3,554.3**	**3,758.2**	**5.7**	**1,358.2**	**13.1**	**42,460,006**	**89.7**	**18,638**	**31,262**	**23,255,673**	**78.0**	**10,883**	**17,122**	**1.4537**	**1.5748**
LOUISIANA															
ALEXANDRIA	**140.7**	**143.8**	**2.2**	**47.5**	**8.4**	**1,260,443**	**71.1**	**16,817**	**26,536**	**812,296**	**63.4**	**11,348**	**17,101**	**.0523**	**.0519**
Grant	14.9	15.5	4.0	5.7	9.6	131,705	88.4	13,442	23,106	38,111	74.6	4,197	6,686	.0043	.0046
Rapides	125.8	128.3	2.0	41.8	8.3	1,128,738	69.3	17,271	27,003	774,185	62.9	12,311	18,521	.0480	.0473
BATON ROUGE	**457.2**	**504.4**	**10.3**	**177.6**	**17.5**	**6,358,950**	**88.8**	**22,293**	**35,805**	**3,558,531**	**79.1**	**13,150**	**20,037**	**.2126**	**.2324**
Ascension	45.0	50.5	12.2	17.0	22.3	541,327	103.9	19,098	31,843	374,330	91.2	14,083	22,019	.0189	.0219
East Baton Rouge	342.1	371.6	8.6	133.7	15.7	5,043,924	85.3	23,546	37,726	2,912,330	76.6	14,269	21,783	.1707	.1836
Livingston	51.7	62.9	21.7	20.6	28.8	602,614	111.2	17,829	29,253	221,574	97.5	7,013	10,756	.0173	.0210
West Baton Rouge	18.4	19.4	5.4	6.3	12.5	171,085	78.4	17,124	27,156	50,297	70.7	5,262	7,984	.0057	.0059
LAFAYETTE	**139.0**	**153.5**	**10.4**	**51.9**	**18.8**	**1,942,868**	**101.5**	**22,068**	**37,435**	**1,351,431**	**87.7**	**16,480**	**26,039**	**.0666**	**.0762**
Lafayette	139.0	153.5	10.4	51.9	18.8	1,942,868	101.5	22,068	37,435	1,351,431	87.7	16,480	26,039	.0666	.0762
LAKE CHARLES	**158.9**	**168.4**	**6.0**	**60.7**	**13.7**	**1,874,861**	**76.5**	**19,888**	**30,887**	**1,144,045**	**70.2**	**12,591**	**18,848**	**.0700**	**.0722**
Calcasieu	158.9	168.4	6.0	60.7	13.7	1,874,861	76.5	19,888	30,887	1,144,045	70.2	12,591	18,848	.0700	.0722
MONROE	**134.3**	**136.6**	**1.7**	**49.6**	**8.3**	**1,585,131**	**80.9**	**19,132**	**31,958**	**956,071**	**68.8**	**12,366**	**19,276**	**.0583**	**.0602**
Ouachita	134.3	136.6	1.7	49.6	8.3	1,585,131	80.9	19,132	31,958	956,071	68.8	12,366	19,276	.0583	.0602
NEW ORLEANS	**1,163.8**	**1,225.5**	**5.3**	**451.1**	**12.0**	**15,658,544**	**78.7**	**21,769**	**34,712**	**7,988,004**	**70.8**	**11,615**	**17,708**	**.5339**	**.5551**
Jefferson	438.6	477.8	8.9	164.1	15.6	6,546,873	83.0	25,214	39,996	3,724,926	75.2	14,981	22,699	.2220	.2368
Orleans	564.5	553.8	-1.9	218.6	4.9	7,145,024	72.5	19,875	32,685	3,315,659	62.3	9,801	15,168	.2479	.2461
St. Bernard	63.5	68.7	8.2	23.7	17.3	769,706	80.2	21,142	32,477	296,323	71.6	8,550	12,503	.0248	.0261
St. Tammany	97.2	125.2	28.8	44.7	39.3	1,196,941	93.8	19,237	26,77[illegible]	651,096	94.3	10,437	14,566	.0392	.0461
SHREVEPORT	**363.6**	**373.4**	**2.7**	**133.8**	**9.0**	**3,971,686**	**71.6**	**18,863**	**29,684**	**2,419,094**	**64.7**	**11,971**	**18,080**	**.1538**	**.1541**
Bossier	74.9	78.9	5.3	25.8	11.2	704,186	68.4	18,019	27,294	344,089	64.2	9,032	13,337	.0268	.0267
Caddo	246.7	251.3	1.9	91.9	8.4	2,885,222	72.9	19,677	31,395	1,847,132	65.0	13,200	20,099	.1115	.1120
Webster	42.0	43.2	2.9	16.1	9.5	382,278	67.8	15,500	23,744	227,873	62.8	9,521	14,154	.0155	.0154
TOTAL METRO COUNTIES	**2,557.5**	**2,705.6**	**5.8**	**972.2**	**12.6**	**32,652,483**	**80.5**	**20,955**	**33,586**	**18,229,472**	**72.2**	**12,267**	**18,751**	**1.1475**	**1.2021**
TOTAL STATE	**4,028.1**	**4,248.2**	**5.5**	**1,467.8**	**12.2**	**46,153,160**	**82.2**	**19,363**	**31,444**	**25,659,116**	**72.7**	**11,352**	**17,481**	**1.6483**	**1.7333**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979–1984	12/31/84 Total House-holds (Thous.)	% Change 1979–1984	EFFECTIVE BUYING INCOME 1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	1984	RETAIL SALES 1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	1984	BUYING POWER INDEX 1979	1984
MAINE															
△ **BANGOR**	141.1	148.9	5.5	51.7	12.9	1,387,841	65.3	18,327	26,844	918,472	62.7	12,329	17,765	.0578	.0570
Penobscot	141.1	148.9	5.5	51.7	12.9	1,387,841	65.3	18,327	26,844	918,472	62.7	12,329	17,765	.0578	.0570
LEWISTON - AUBURN	94.8	96.8	2.1	37.0	9.5	805,357	49.1	15,981	21,766	571,110	51.2	11,173	15,435	.0381	.0347
Androscoggin	94.8	96.8	2.1	37.0	9.5	805,357	49.1	15,981	21,766	571,110	51.2	11,173	15,435	.0381	.0347
PORTLAND	234.1	242.7	3.7	91.6	10.9	2,579,789	61.6	19,328	28,164	1,852,532	61.5	13,890	20,224	.1092	.1058
Cumberland	206.8	213.9	3.4	80.7	10.7	2,325,124	62.1	19,673	28,812	1,764,507	61.7	14,967	21,865	.0998	.0969
Sagadahoc	27.3	28.8	5.5	10.9	12.4	254,665	56.8	16,742	23,364	88,025	56.4	5,802	8,076	.0094	.0089
TOTAL METRO COUNTIES	470.0	488.4	3.9	180.3	11.2	4,772,987	60.4	18,348	26,472	3,342,114	59.9	12,883	18,536	.2051	.1975
TOTAL STATE	1,106.0	1,165.8	5.4	428.2	12.7	11,048,457	65.3	17,587	25,802	6,848,195	62.8	11,066	15,993	.4486	.4422
MARYLAND															
BALTIMORE	2,158.2	2,202.1	2.0	817.9	9.4	22,917,663	52.2	20,128	28,020	13,048,012	55.0	11,252	15,953	.9443	.8752
Anne Arundel	365.3	395.6	8.3	140.7	17.8	3,710,894	52.7	20,351	26,375	2,422,411	60.2	12,664	17,217	.1591	.1514
Baltimore	645.7	646.5	.1	245.5	8.1	8,343,663	52.1	24,139	33,986	5,405,513	54.8	15,374	22,018	.3458	.3185
Baltimore city	778.3	728.9	-6.3	281.1	.1	6,578,033	42.5	16,436	23,401	3,225,176	42.3	8,069	11,473	.2895	.2489
Carroll	95.7	114.0	19.1	40.2	26.8	978,305	71.8	17,962	24,336	522,057	76.0	9,358	12,986	.0362	.0385
Harford	150.0	167.3	11.5	59.1	19.9	1 642,775	64.7	20,235	27,797	764,952	68.0	9,236	12,943	.0597	.0601
Howard	123.2	149.8	21.6	51.3	30.2	1,663,993	74.2	24,250	32,437	707,903	80.7	9,941	13,799	.0540	.0578
△ **HAGERSTOWN**	109.8	111.0	1.1	43.3	9.1	1,174,594	65.4	17,893	27,127	861,052	62.1	13,377	19,886	.0498	.0486
Washington	109.8	111.0	1.1	43.3	9.1	1,174,594	65.4	17,893	27,127	861,052	62.1	13,377	19,886	.0498	.0486
TOTAL METRO COUNTIES	3,651.6	3,703.8	1.4	1,361.1	8.9	43,689,703	54.6	22,608	32,099	23,997,273	55.8	12,319	17,631	1.7232	1.6077
TOTAL STATE	4,183.2	4,275.0	2.2	1,576.3	9.7	48,969,589	56.3	21,802	31,066	27,562,104	57.4	12,187	17,485	1.9373	1.8261
MASSACHUSETTS															
BOSTON - LOWELL - BROCKTON - LAWRENCE - HAVERHILL	3,901.6	3,931.1	.8	1,477.0	8.1	47,121,777	55.7	22,143	31,904	22,747,933	55.1	10,732	15,401	1.7825	1.6648
Essex	624.6	626.3	.3	244.9	8.0	7,743,911	57.1	21,740	31,621	4,010,383	55.7	11,359	16,376	.2958	.2774
Middlesex	1,382.7	1,369.0	-1.0	500.9	6.3	15,876,821	47.2	22,888	31,697	7,695,658	49.2	10,952	15,364	.6323	.5654
Norfolk	621.2	627.6	1.0	227.1	8.8	9,423,045	61.9	27,892	41,493	3,506,384	56.9	10,707	15,440	.3114	.2981
Plymouth	405.9	446.8	10.1	160.5	18.5	4,717,817	66.7	20,907	29,394	2,444,877	67.7	10,766	15,233	.1735	.1746
Suffolk	680.2	640.6	-5.8	267.1	1.4	6,747,247	46.9	17,441	25,261	3,380,676	44.9	8,863	12,657	.2820	.2476
Rockingham, N. H.	*187.0*	*220.8*	*18.1*	*76.5*	*25.2*	*2,612,936*	*101.1*	*21,270*	*34,156*	*1,709,955*	*89.4*	*14,773*	*22,352*	*.0875*	*.1017*
NEW BEDFORD - FALL RIVER	470.7	483.5	2.7	187.2	10.0	4,825,543	60.2	17,698	25,777	2,714,862	60.6	9,931	14,502	.1926	.1852
Bristol	470.7	483.5	2.7	187.2	10.0	4,825,543	60.2	17,698	25,777	2,714,862	60.6	9,931	14,502	.1926	.1852
PITTSFIELD	141.6	139.4	-1.6	53.7	5.9	1,725,027	65.0	20,621	32,123	942,859	60.9	11,558	17,558	.0649	.0629
Berkshire	141.6	139.4	-1.6	53.7	5.9	1,725,027	65.0	20,621	32,123	942,859	60.9	11,558	17,558	.0649	.0629
SPRINGFIELD - CHICOPEE - HOLYOKE	588.3	584.6	-.6	217.7	6.7	6,083,166	50.5	19,814	27,943	3,367,394	52.9	10,797	15,468	.2524	.2302
Hampden	453.0	448.5	-1.0	173.7	6.6	4,959,793	52.0	19,903	28,554	2,749,010	54.2	10,945	15,826	.2013	.1853
Hampshire	135.3	136.1	.6	44.0	7.1	1,123,373	40.5	19,458	25,531	618,384	47.4	10,210	14,054	.0511	.0449
WORCESTER - FITCHBURG - LEOMINSTER	646.7	659.3	1.9	242.5	9.1	7,563,676	63.3	20,840	31,190	3,986,164	61.9	11,079	16,438	.2847	.2764
Worcester	646.7	659.3	1.9	242.5	9.1	7,563,676	63.3	20,840	31,190	3,986,164	61.9	11,079	16,438	.2847	.2764
TOTAL METRO COUNTIES	5,561.9	5,577.1	.3	2,101.6	7.6	64,706,253	55.2	21,352	30,789	32,049,257	54.8	10,603	15,250	2.4896	2.3178
TOTAL STATE	5,787.5	5,829.4	.7	2,207.2	8.2	67,115,920	55.5	21,160	30,408	33,963,392	55.5	10,705	15,388	2.5941	2.4225
MICHIGAN															
ANN ARBOR	258.6	272.5	5.4	98.6	13.7	4,007,130	71.9	26,879	40,640	2,068,996	69.7	14,059	20,984	.1365	.1390
Washtenaw	258.6	272.5	5.4	98.6	13.7	4,007,130	71.9	26,879	40,640	2,068,996	69.7	14,059	20,984	.1365	.1390
BATTLE CREEK	183.6	187.1	1.9	71.8	10.0	1,967,359	53.1	19,685	27,401	985,844	55.8	9,692	13,730	.0778	.0723
Barry	43.1	45.7	6.0	16.8	14.3	379,252	54.6	16,685	22,575	134,474	59.7	5,720	8,004	.0144	.0137
Calhoun	140.5	141.4	.6	55.0	8.7	1,588,107	52.7	20,557	28,875	851,370	55.2	10,944	15,479	.0634	.0586
BAY CITY	120.7	124.2	2.9	43.4	9.6	1,335,953	62.0	20,828	30,782	834,801	61.4	13,060	19,235	.0538	.0521
Bay	120.7	124.2	2.9	43.4	9.6	1,335,953	62.0	20,828	30,782	834,801	61.4	13,060	19,235	.0538	.0521
△ **BENTON HARBOR - ST. JOSEPH**	213.7	208.9	-2.2	80.6	5.5	1,681,865	36.7	16,107	20,867	1,196,014	44.5	10,831	14,839	.0851	.0731
Berrien	169.1	166.1	-1.8	64.1	6.0	1,342,099	37.6	16,124	20.938	1,053,804	45.0	12,012	16,440	.0698	.0603
Cass	44.6	42.8	-4.0	16.5	3.8	339,766	33.2	16,042	20,592	142,210	41.1	6,337	8,619	.0153	.0128



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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION 12/31/79 Total Pop (Thous.)	12/31/84 Total Pop. (Thous.)	% Change 1979–1984	12/31/84 Total Households (Thous.)	% Change 1979–1984	EFFECTIVE BUYING INCOME 1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	RETAIL SALES 1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	BUYING POWER INDEX 1979	BUYING POWER INDEX 1984
MI (cont.)															
DETROIT	**4,371.9**	**4,438.9**	**1.5**	**1,609.2**	**8.4**	**62,414,426**	**63.6**	**25,685**	**38,786**	**33,573,106**	**62.6**	**13,903**	**20,863**	**2.2710**	**2.2085**
Lapeer	70.6	82.4	16.7	26.5	24.4	587,953	55.6	17,735	22,187	364,397	66.9	10,253	13,751	.0255	.0253
Livingston	94.7	121.2	28.0	41.1	36.1	874,597	61.5	17,932	21,280	591,532	77.4	11,040	14,393	.0366	.0384
Macomb	702.4	757.8	7.9	259.6	16.5	10,652,329	76.5	27,090	41,034	6,379,957	74.1	16,448	24,576	.3738	.3901
Oakland	1,010.5	1,105.4	9.4	385.6	16.5	17,447,850	69.2	31,157	45,249	10,010,518	69.8	17,807	25,961	.6091	.6185
St. Clair	134.6	143.7	6.8	53.9	15.2	1,556,579	66.3	19,997	28,879	882,483	67.4	11,267	16,373	.0588	.0588
Wayne	2,359.1	2,228.4	–5.5	842.5	1.1	31,295,118	56.9	23,938	37,146	15,344,219	53.3	12,017	18,213	1.1672	1.0774
DETROIT - ANN ARBOR CONSOLIDATED AREA	***4,630.5***	***4,711.4***	***1.7***	***1,707.8***	***8.7***	***66,421,556***	***64.1***	***25,750***	***38,893***	***35,642,102***	***63.0***	***13,912***	***20,870***	***2.4075***	***2.3475***
FLINT	**522.5**	**531.1**	**1.6**	**198.7**	**10.6**	**8,247,962**	**81.8**	**25,266**	**41,510**	**4,441,704**	**73.5**	**14,257**	**22,354**	**.2739**	**.2871**
Genesee	450.7	455.7	1.1	171.3	10.2	7,589,433	85.7	26,299	44,305	4,047,913	75.6	14,836	23,631	.2449	.2606
Shiawassee	71.8	75.4	5.0	27.4	13.2	658,529	46.0	18,635	24,034	393,791	54.4	10,540	14,372	.0290	.0265
GRAND RAPIDS	**587.7**	**626.6**	**6.6**	**224.9**	**14.3**	**5,808,327**	**50.3**	**19,636**	**25,826**	**4,127,441**	**57.3**	**13,333**	**18,352**	**.2611**	**.2445**
Kent	435.8	457.0	4.9	168.3	12.7	4,453,488	50.0	19,886	26,462	3,306,567	55.4	14,162	19,647	.2025	.1883
Ottawa	151.9	169.6	11.7	56.6	19.2	1,354,839	51.3	18,849	23,937	820,874	61.1	10,726	14,503	.0586	.0562
JACKSON	**152.5**	**162.1**	**6.3**	**59.5**	**14.9**	**1,437,794**	**45.1**	**19,130**	**24,165**	**877,272**	**52.9**	**11,077**	**14,744**	**.0638**	**.0581**
Jackson	152.5	162.1	6.3	59.5	14.9	1,437,794	45.1	19,130	24,165	877,272	52.9	11,077	14,744	.0638	.0581
KALAMAZOO - PORTAGE	**275.1**	**290.2**	**5.5**	**107.0**	**13.8**	**2,635,769**	**46.5**	**19,137**	**24,633**	**1,835,416**	**55.3**	**12,575**	**17,153**	**.1203**	**.1106**
Kalamazoo	212.3	226.8	6.8	82.4	15.2	2,100,928	46.1	20,115	25,497	1,541,436	55.7	13,850	18,707	.0970	.0894
Van Buren	62.8	63.4	1.0	24.6	9.3	534,841	48.3	16,032	21,742	293,980	53.3	8,523	11,950	.0233	.0212
LANSING - EAST LANSING	**464.2**	**497.4**	**7.2**	**181.9**	**15.1**	**6,748,600**	**77.0**	**24,127**	**37,101**	**3,426,158**	**72.9**	**12,539**	**18,835**	**.2265**	**.2361**
Clinton	55.9	63.1	12.9	22.1	20.8	713,082	76.5	22,080	32,266	246,428	76.3	7,639	11,151	.0222	.0234
Eaton	84.4	97.9	16.0	36.0	24.6	976,015	64.0	20,593	27,112	742,983	71.8	14,965	20,638	.0406	.0415
Ingham	274.2	283.7	3.5	105.3	11.2	4,525,316	81.0	26,399	42,975	2,117,845	73.4	12,894	20,112	.1432	.1504
Ionia	49.7	52.7	6.0	18.5	14.9	534,187	70.7	19,438	28,875	318,902	69.7	11,670	17,238	.0205	.0208
MUSKEGON - NORTON SHORES - MUSKEGON HEIGHTS	**179.4**	**180.9**	**.8**	**66.8**	**9.0**	**1,383,513**	**37.6**	**16,400**	**20,711**	**923,358**	**46.8**	**10,264**	**13,823**	**.0684**	**.0598**
Muskegon	157.4	157.9	.3	58.3	8.4	1,239,013	37.3	16,775	21,252	840,009	46.3	10,671	14,408	.0615	.0535
Oceana	22.0	23.0	4.5	8.5	13.3	144,500	40.5	13,713	17,000	83,349	51.2	7,348	9,806	.0069	.0063
SAGINAW	**227.7**	**231.0**	**1.4**	**81.1**	**9.0**	**3,398,328**	**81.7**	**25,134**	**41,903**	**1,823,232**	**72.5**	**14,205**	**22,481**	**.1142**	**.1192**
Saginaw	227.7	231.0	1.4	81.1	9.0	3,398,328	81.7	25,134	41,903	1,823,232	72.5	14,205	22,481	.1142	.1192
TOTAL METRO COUNTIES	**7,690.3**	**7,893.5**	**2.6**	**2,873.2**	**10.0**	**102,926,987**	**64.1**	**24,008**	**35,823**	**56,860,072**	**63.1**	**13,351**	**19,790**	**3.8099**	**3.7220**
TOTAL STATE	**9,223.1**	**9,528.4**	**3.3**	**3,478.8**	**10.8**	**115,509,661**	**63.1**	**22,558**	**33,204**	**65,765,567**	**62.5**	**12,886**	**18,905**	**4.3879**	**4.2748**

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▲ WKZO is Kalamazoo's top-ranked adult station.

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WKZO is the undisputed adult leader, reaching and selling the mature, affluent radio listener in Kalamazoo.

* 1980 S&MM Survey of Buying Power

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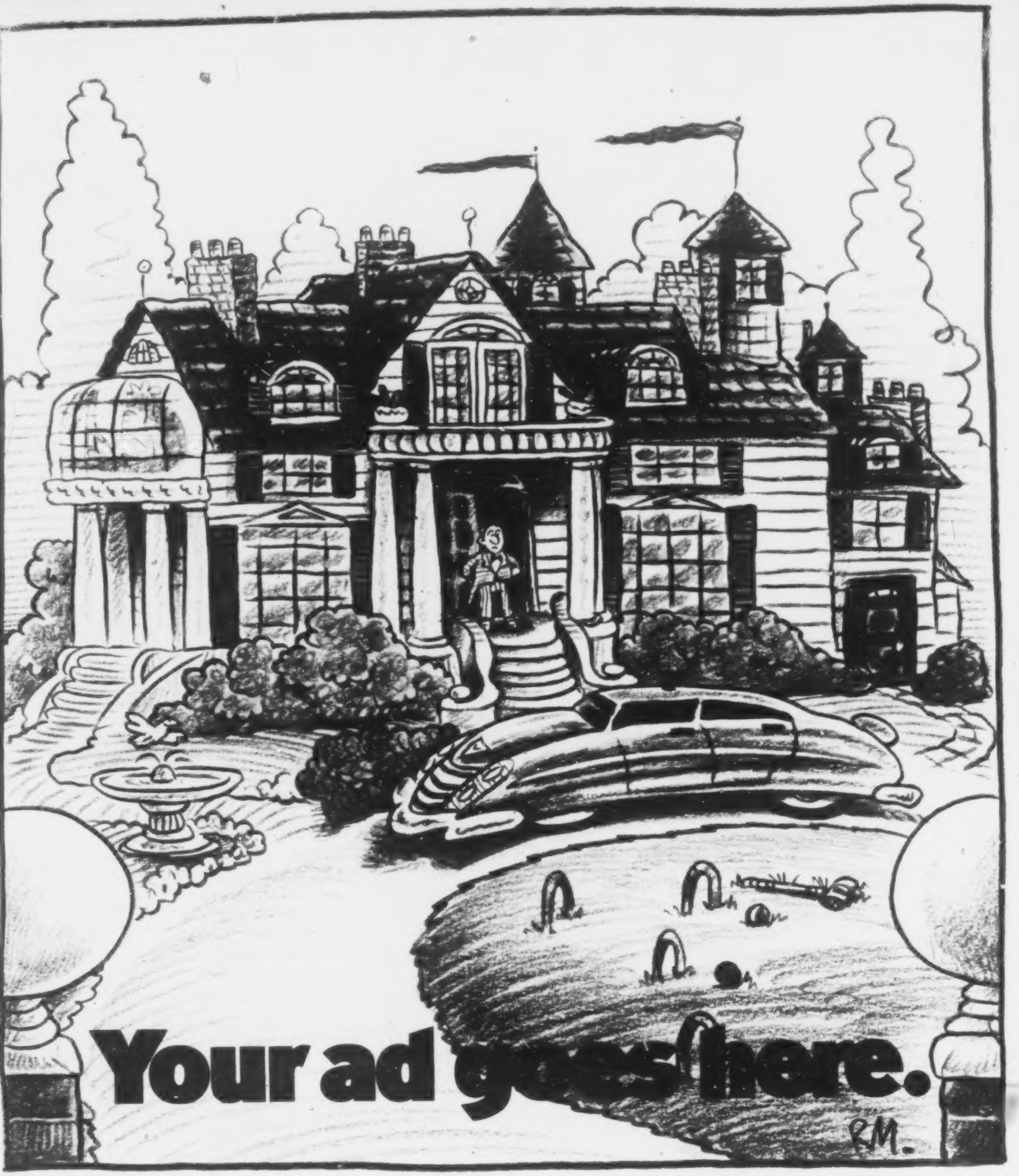

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979–1984	12/31/84 Total House-holds (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
MINNESOTA															
DULUTH - SUPERIOR	**266.1**	**271.4**	**2.0**	**107.1**	**9.4**	**3,397,180**	**77.7**	**19,524**	**31,720**	**1,863,052**	**68.0**	**11,324**	**17,395**	**.1207**	**.1236**
St. Louis	220.4	223.2	1.3	87.9	8.7	2,829,653	75.9	19,881	32,192	1,594,805	66.9	11,811	18,143	.1019	.1036
Douglas, Wisc.	*45.7*	*48.2*	*5.5*	*19.2*	*12.9*	*567,527*	*87.3*	*17,825*	*29,559*	*268,247*	*75.2*	*9,009*	*13,971*	*.0188*	*.0200*
FARGO - MOORHEAD	**138.5**	**152.6**	**10.2**	**53.4**	**16.8**	**1,834,894**	**77.6**	**22,602**	**34,361**	**1,286,829**	**71.0**	**16,465**	**24,098**	**.0699**	**.0731**
Clay	50.3	52.8	5.0	17.8	11.9	770,742	95.5	24,795	43,300	316,739	80.1	11,063	17,794	.0227	.0252
Cass, N.D.	*88.2*	*99.8*	*13.2*	*35.6*	*19.5*	*1,064,152*	*66.6*	*21,432*	*29,892*	*970,090*	*68.3*	*19,347*	*27,250*	*.0472*	*.0479*
MINNEAPOLIS - ST. PAUL	**2,074.6**	**2,151.0**	**3.7**	**796.4**	**10.4**	**26,797,431**	**57.4**	**23,616**	**33,648**	**15,476,446**	**57.1**	**13,663**	**19,433**	**1.0461**	**.9911**
Anoka	206.1	237.5	15.2	76.0	24.0	2,165,913	60.3	22,043	28,499	1,184,952	67.4	11,545	15,591	.0842	.0843
Carver	36.9	41.2	11.7	14.3	19.2	523,355	83.1	23,823	36,598	172,484	77.4	8,101	12,062	.0154	.0167
Chisago	25.2	31.0	23.0	11.7	33.0	310,444	92.0	18,371	26,534	165,312	91.4	9,813	14,129	.0102	.0118
Dakota	196.9	231.3	17.5	77.4	26.1	2,199,529	58.4	22,614	28,418	1,499,622	69.5	14,412	19,375	.0905	.0906
Hennepin	902.1	876.3	-2.9	352.2	4.3	12,384,837	50.1	24,441	35,164	7,676,437	50.5	15,108	21,796	.5087	.4586
Ramsey	446.9	429.9	-3.8	165.0	3.1	6,140,946	58.2	24,241	37,218	3,342,753	53.5	13,598	20,259	.2338	.2175
Scott	45.8	53.5	16.8	17.1	24.8	530,165	75.2	22,093	31,004	237,209	76.4	9,815	13,872	.0180	.0191
Washington	117.9	138.2	17.2	44.6	26.0	1,532,733	80.1	24,046	34,366	604,688	81.5	9,412	13,558	.0482	.0522
Wright	53.7	63.1	17.5	21.6	25.6	421,760	60.0	15,370	19,526	330,078	70.1	11,284	15,281	.0195	.0199
St. Croix, Wisc.	*43.1*	*49.0*	*13.7*	*16.5*	*21.3*	*587,749*	*101.0*	*21,503*	*35,621*	*262,911*	*91.3*	*10,107*	*15,934*	*.0176*	*.0204*
ROCHESTER	**94.0**	**99.1**	**5.4**	**35.5**	**12.0**	**1,228,375**	**70.2**	**22,770**	**34,602**	**833,630**	**66.4**	**15,803**	**23,483**	**.0476**	**.0480**
Olmsted	94.0	99.1	5.4	35.5	12.0	1,228,375	70.2	22,770	34,602	833,630	66.4	15,803	23,483	.0476	.0480
ST. CLOUD	**165.3**	**184.3**	**11.5**	**57.2**	**20.2**	**1,616,286**	**78.9**	**18,981**	**28,257**	**1,346,490**	**72.6**	**16,386**	**23,540**	**.0692**	**.0727**
Benton	23.3	24.6	5.6	8.1	12.5	216,852	63.5	18,424	26,772	130,242	62.2	11,153	16,079	.0089	.0087
Sherburne	34.0	44.5	30.9	14.2	37.9	363,600	89.1	18,666	25,606	115,494	91.6	5,854	8,133	.0111	.0128
Stearns	108.0	115.2	6.7	34.9	15.9	1,035,834	79.0	19,222	29,680	1,100,754	72.2	21,241	31,540	.0492	.0512
TOTAL METRO COUNTIES	**2,597.7**	**2,697.3**	**3.8**	**991.7**	**10.7**	**33,101,000**	**60.7**	**22,987**	**33,378**	**19,520,934**	**59.3**	**13,671**	**19,684**	**1.2846**	**1.2358**
TOTAL STATE	**4,071.8**	**4,226.0**	**3.8**	**1,554.7**	**10.6**	**49,162,956**	**65.8**	**21,100**	**31,622**	**27,973,074**	**62.0**	**12,286**	**17,993**	**1.8672**	**1.8337**
MISSISSIPPI															
BILOXI - GULFPORT	**180.5**	**187.3**	**3.8**	**62.3**	**10.1**	**1,648,577**	**63.5**	**17,814**	**26,462**	**1,081,176**	**62.5**	**11,752**	**17,354**	**.0696**	**.0682**
Hancock	19.9	21.4	7.5	7.4	13.8	148,365	61.7	14,113	20,049	99,313	63.9	9,323	13,421	.0066	.0065
Harrison	152.3	157.7	3.5	52.4	10.1	1,436,699	63.5	18,458	27,418	938,752	62.6	12,128	17,915	.0604	.0590
Stone	8.3	8.2	-1.2	2.5	0	63,513	67.3	15,188	25,405	43,111	58.2	10,898	17,244	.0028	.0027
△ HATTIESBURG	**83.8**	**88.9**	**6.1**	**32.0**	**12.7**	**829,283**	**82.9**	**15,962**	**25,915**	**640,876**	**73.9**	**12,979**	**20,027**	**.0339**	**.0359**
Forrest	64.1	67.0	4.5	24.2	11.0	612,642	73.6	16,192	25,316	518,653	69.0	14,077	21,432	.0270	.0276
Lamar	19.7	21.9	11.2	7.8	18.2	216,641	115.9	15,203	27,774	122,223	98.0	9,353	15,670	.0069	.0083
JACKSON	**308.3**	**337.5**	**9.5**	**113.7**	**16.3**	**3,748,777**	**85.3**	**20,687**	**32,971**	**2,456,813**	**78.5**	**14,075**	**21,608**	**.1369**	**.1478**
Hinds	242.0	260.5	7.6	90.5	14.6	3,105,252	84.3	21,327	34,312	2,150,540	77.4	15,343	23,763	.1149	.1231
Rankin	66.3	77.0	16.1	23.2	23.4	643,525	90.2	18,000	27,738	306,273	86.3	8,746	13,201	.0220	.0247
△ MERIDIAN	**72.3**	**68.9**	**-4.7**	**25.5**	**1.2**	**684,578**	**61.1**	**16,858**	**26,846**	**590,411**	**55.8**	**15,042**	**23,153**	**.0325**	**.0306**
Lauderdale	72.3	68.9	-4.7	25.5	1.2	684,578	61.1	16,858	26,846	590,411	55.8	15,042	23,153	.0325	.0306
PASCAGOULA - MOSS POINT	**117.7**	**134.3**	**14.1**	**44.4**	**21.3**	**2,074,762**	**133.0**	**24,331**	**46,729**	**730,794**	**107.2**	**9,639**	**16,459**	**.0501**	**.0645**
Jackson	117.7	134.3	14.1	44.4	21.3	2,074,762	133.0	24,331	46,729	730,794	107.2	9,639	16,459	.0501	.0645
TOTAL METRO COUNTIES	**816.6**	**876.2**	**7.3**	**296.2**	**13.8**	**9,514,845**	**87.3**	**19,513**	**32,123**	**5,708,006**	**75.3**	**12,511**	**19,271**	**.3405**	**.3660**
TOTAL STATE	**2,433.6**	**2,547.6**	**4.7**	**868.3**	**11.3**	**23,421,087**	**85.4**	**16,189**	**26,973**	**13,937,289**	**74.5**	**10,240**	**16,051**	**.8799**	**.9321**
MISSOURI															
COLUMBIA	**93.8**	**101.9**	**8.6**	**36.5**	**17.0**	**998,917**	**65.9**	**19,302**	**27,368**	**718,065**	**68.2**	**13,685**	**19,673**	**.0416**	**.0418**
Boone	93.8	101.9	8.6	36.5	17.0	998,917	65.9	19,302	27,368	718,065	68.2	13,685	19,673	.0416	.0418
△ JOPLIN	**121.6**	**126.5**	**4.0**	**53.0**	**12.1**	**1,082,359**	**62.6**	**14,076**	**20,422**	**916,488**	**58.4**	**12,232**	**17,292**	**.0512**	**.0494**
Jasper	83.7	85.9	2.6	36.5	10.3	667,000	50.4	13,399	18,274	750,177	55.1	14,612	20,553	.0376	.0349
Newton	37.9	40.6	7.1	16.5	16.2	415,359	86.9	15,655	25,173	166,311	75.2	6,685	10,079	.0136	.0145
KANSAS CITY	**1,333.5**	**1,420.0**	**6.5**	**565.1**	**13.6**	**20,130,495**	**73.9**	**23,273**	**35,623**	**10,905,409**	**70.8**	**12,839**	**19,298**	**.6936**	**.7127**
Cass	49.9	52.6	5.4	19.1	13.0	435,191	60.3	16,062	22,785	227,495	62.6	8,281	11,911	.0176	.0171
Clay	139.9	151.3	8.1	55.8	16.3	2,347,521	97.6	24,755	42,070	1,427,101	86.2	15,971	25,575	.0752	.0852
Jackson	635.7	649.3	2.1	283.2	9.9	9,579,929	72.9	21,489	33,827	5,063,213	65.9	11,836	17,879	.3317	.3343
Platte	44.0	54.2	23.2	19.1	31.7	595,248	76.1	23,314	31,165	206,498	82.9	7,786	10,811	.0181	.0198
Ray	19.5	21.3	9.2	8.6	17.8	200,913	76.6	15,588	23,362	100,079	74.9	7,837	11,637	.0071	.0075
Johnson, Kans.	*264.6*	*316.6*	*19.7*	*111.6*	*27.5*	*4,860,993*	*76.2*	*31,528*	*43,557*	*2,764,294*	*80.7*	*17,482*	*24,770*	*.1608*	*.1724*
Wyandotte, Kans.	*179.9*	*174.7*	*-2.9*	*67.7*	*3.7*	*2,110,700*	*54.8*	*20,881*	*31,177*	*1,116,729*	*53.6*	*11,133*	*16,495*	*.0831*	*.0764*
ST. JOSEPH	**101.7**	**101.7**	**.0**	**41.4**	**7.5**	**1,118,803**	**70.5**	**17,039**	**27,024**	**703,958**	**64.4**	**11,125**	**17,004**	**.0438**	**.0434**
Andrew	14.6	16.3	11.6	6.8	21.4	131,451	67.4	14,026	19,331	52,131	70.0	5,474	7,666	.0047	.0048
Buchanan	87.1	85.4	-2.0	34.6	5.2	987,352	71.0	17,552	28,536	651,827	63.9	12,087	18,839	.0391	.0386
ST. LOUIS	**2,390.3**	**2,454.2**	**2.7**	**887.8**	**9.4**	**29,479,202**	**63.8**	**22,185**	**33,205**	**16,130,351**	**62.1**	**12,269**	**18,169**	**1.1082**	**1.0793**
Franklin	67.3	74.9	11.3	27.5	19.6	905,562	102.8	19,411	32,930	526,853	90.3	12,036	19,158	.0292	.0338
Jefferson	133.6	153.3	14.7	52.2	23.7	1,544,406	85.6	19,715	29,586	691,841	83.8	8,919	13,254	.0504	.0556
St. Charles	132.8	169.0	27.3	56.5	36.8	1,196,287	64.6	17,602	21,173	920,210	77.8	12,535	16,287	.0520	.0552
St. Louis	986.0	1,008.8	2.3	349.4	9.3	14,485,211	64.5	27,546	41,457	8,131,879	62.7	15,636	23,274	.5298	.5177
St. Louis city	487.6	455.3	-6.6	188.8	.7	5,391,670	63.4	17,596	28,558	2,513,202	54.9	8,653	13,311	.2009	.1890
Clinton, Ill.	*31.6*	*34.6*	*9.5*	*11.6*	*16.0*	*362,209*	*86.4*	*19,437*	*31,225*	*155,248*	*79.5*	*8,649*	*13,383*	*.0117*	*.0127*
Madison, Ill.	*246.0*	*244.7*	*-.5*	*90.0*	*5.6*	*2,555,892*	*48.0*	*20,266*	*28,399*	*1,528,465*	*50.9*	*11,890*	*16,983*	*.1098*	*.0989*
Monroe, Ill.	*19.0*	*19.6*	*3.2*	*7.2*	*10.8*	*224,382*	*79.6*	*19,221*	*31,164*	*81,529*	*72.4*	*7,277*	*11,323*	*.0072*	*.0075*
St. Clair, Ill.	*286.4*	*294.0*	*2.7*	*104.6*	*9.0*	*2,813,583*	*52.6*	*19,212*	*26,898*	*1,581,124*	*55.6*	*10,588*	*15,116*	*.1172*	*.1089*

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

ESTIMATES TATE METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979-1984	12/31/84 Total Households (Thous.)	% Change 1979-1984	1984 Total EBI ($000)	% Change 1979-1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979-1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
O (cont.)															
PRINGFIELD	210.1	241.3	14.9	93.6	22.4	2,574,420	87.7	17,933	27,504	1,857,694	81.9	13,347	19,847	.0958	.1057
Christian	22.1	25.7	16.3	10.2	24.4	215,491	86.9	14,064	21,127	87,348	82.8	5,827	8,564	.0071	.0080
Greene	188.0	215.6	14.7	83.4	22.1	2,358,929	87.7	18,397	28,285	1,770,346	81.9	14,250	21,227	.0887	.0977
OTAL METRO COUNTIES	3,223.5	3,361.4	4.3	1,284.7	11.6	42,456,437	70.8	21,584	33,048	24,004,576	67.0	12,481	18,685	1.5444	1.5555
OTAL STATE	4,899.3	5,109.5	4.3	1,974.9	11.6	58,318,833	71.8	19,187	29,530	33,781,373	67.5	11,396	17,105	2.1726	2.1957
MONTANA															
BILLINGS	107.8	119.8	11.1	47.3	20.4	1,205,223	69.8	18,057	25,480	1,148,435	72.6	16,932	24,280	.0541	.0557
Yellowstone	107.8	119.8	11.1	47.3	20.4	1,205,223	69.8	18,057	25,480	1,148,435	72.6	16,932	24,280	.0541	.0557
GREAT FALLS	86.6	91.7	5.9	35.3	14.2	881,829	58.1	18,047	24,981	704,163	60.2	14,223	19,948	.0399	.0384
Cascade	86.6	91.7	5.9	35.3	14.2	881,829	58.1	18,047	24,981	704,163	60.2	14,223	19,948	.0399	.0384
MISSOULA	71.1	80.3	12.9	30.8	22.2	880,137	79.0	19,508	28,576	705,722	77.5	15,776	22,913	.0351	.0374
Missoula	71.1	80.3	12.9	30.8	22.2	880,137	79.0	19,508	28,576	705,722	77.5	15,776	22,913	.0351	.0374
OTAL METRO COUNTIES	265.5	291.8	9.9	113.4	18.9	2,967,189	68.7	18,437	26,166	2,558,320	70.3	15,749	22,560	.1291	.1315
OTAL STATE	800.9	884.8	10.5	345.5	19.3	8,546,872	71.8	17,177	24,738	5,956,518	70.7	12,051	17,240	.3439	.3540

How To Reach Kansas City's Prime Consumers

Kansas City, the nation's 29th largest metro area, is a key location for marketing your products and services. Ranking number 5 among the nation's top 30 markets, in retail sales per household, Kansas City is a young, affluent and active buying market.

With a median age of 29 and nearly 60% of the population under 35, the majority of Kansas Citians live in households with effective buying incomes above $15,000. In fact, a third maintain yearly incomes over $25,000. Kansas City's Effective Buying Income of $18,500 is more than $2,000 higher than the national average.

The Kansas City Times and Star cover the area's prime consumers like no other medium can. They reach 558,000 daily and 658,000 Sunday readers.

Every day, 70% of Kansas City adults living in households with incomes of $25,000 and above read the Times/Star. On Sunday, that figure rises to 78%. Coverage of the prime 18-49 consumer group is 56% daily and 70% on Sunday. In addition, 74% of area college graduates are daily readers and 84% are Sunday Star readers.

When you need to reach Kansas City, do it through the Times and Star. Kansas City's dominant medium.

DAILY INSERTIONS	REACH	FREQUENCY	% OF MARKET
1	558,000	1.7	61
3	623,000	4.5	68
5	653,000	7.2	71

SUNDAY INSERTIONS	REACH	FREQUENCY	% OF MARKET
1	658,000	1.0	72
2	707,000	1.9	77
3	728,000	2.7	80
4	740,000	3.6	81

***Base: 915,000 Kansas City Adults**

Sources: Sales & Marketing Management "Survey of Buying Power" 1979
Belden Associates "Continuing Market Study" 1979

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979-1984	12/31/84 Total House-holds (Thous.)	% Change 1979-1984	1984 Total EBI ($000)	% Change 1979-1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979-1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
NEBRASKA															
LINCOLN	**189.4**	**201.4**	**6.3**	**78.4**	**14.3**	**2,115,209**	**49.6**	**20,610**	**26,980**	**1,258,421**	**55.4**	**11,805**	**16,051**	**.0882**	**.0817**
Lancaster	189.4	201.4	6.3	78.4	14.3	2,115,209	49.6	20,610	26,980	1,258,421	55.4	11,805	16,051	.0882	.0817
OMAHA	**593.3**	**608.2**	**2.5**	**217.1**	**8.4**	**6,643,772**	**48.8**	**22,297**	**30,602**	**3,548,697**	**50.6**	**11,769**	**16,346**	**.2715**	**.2464**
Douglas	417.8	418.3	.1	156.5	6.6	4,749,520	44.2	22,443	30,348	2,728,327	47.6	12,594	17,433	.2020	.1786
Sarpy	89.0	105.9	19.0	30.6	25.9	908,626	61.9	23,100	29,694	315,659	68.8	7,697	10,316	.0319	.0321
Pottawattamie, Iowa	*86.5*	*84.0*	*-2.9*	*30.0*	*3.1*	*985,626*	*62.1*	*20,889*	*32,854*	*504,711*	*57.5*	*11,011*	*16,824*	*.0376*	*.0357*
TOTAL METRO COUNTIES	**713.3**	**744.6**	**4.4**	**272.1**	**10.9**	**7,966,730**	**47.9**	**21,952**	**29,279**	**4,407,751**	**51.6**	**11,856**	**16,199**	**.3295**	**.2997**
TOTAL STATE	**1,590.4**	**1,649.6**	**3.7**	**630.5**	**10.6**	**18,182,769**	**59.5**	**19,993**	**28,839**	**9,749,364**	**58.4**	**10,794**	**15,463**	**.7037**	**.6735**
NEVADA															
LAS VEGAS	**400.3**	**484.4**	**21.0**	**189.1**	**29.6**	**5,983,496**	**90.0**	**21,583**	**31,642**	**4,049,447**	**86.8**	**14,859**	**21,414**	**.2066**	**.2337**
Clark	400.3	484.4	21.0	189.1	29.6	5,983,496	90.0	21,583	31,642	4,049,447	86.8	14,859	21,414	.2066	.2337
RENO	**175.9**	**206.0**	**17.1**	**86.5**	**25.4**	**3,246,793**	**95.0**	**24,130**	**37,535**	**2,234,214**	**88.0**	**17,220**	**25,829**	**.1075**	**.1227**
Washoe	175.9	206.0	17.1	86.5	25.4	3,246,793	95.0	24,130	37,535	2,234,214	88.0	17,220	25,829	.1075	.1227
TOTAL METRO COUNTIES	**576.2**	**690.4**	**19.8**	**275.6**	**28.2**	**9,230,289**	**91.7**	**22,401**	**33,492**	**6,283,661**	**87.2**	**15,617**	**22,800**	**.3141**	**.3564**
TOTAL STATE	**708.3**	**845.8**	**19.4**	**334.6**	**27.5**	**11,037,993**	**90.5**	**22,080**	**32,989**	**7,262,090**	**86.5**	**14,841**	**21,704**	**.3746**	**.4229**
NEW HAMPSHIRE															
MANCHESTER - NASHUA	**268.8**	**298.6**	**11.1**	**109.5**	**19.2**	**3,625,353**	**87.6**	**21,023**	**33,108**	**1,947,354**	**76.6**	**11,998**	**17,784**	**.1212**	**.1317**
Hillsborough	268.8	298.6	11.1	109.5	19.2	3,625,353	87.6	21,023	33,108	1,947,354	76.6	11,998	17,784	.1212	.1317
TOTAL METRO COUNTIES	**455.8**	**519.4**	**14.0**	**186.0**	**21.6**	**6,238,289**	**93.0**	**21,121**	**33,539**	**3,657,309**	**82.4**	**13,107**	**19,663**	**.2087**	**.2334**
TOTAL STATE	**897.8**	**1,012.3**	**12.8**	**370.9**	**20.9**	**11,717,326**	**88.6**	**20,250**	**31,592**	**6,784,430**	**79.0**	**12,353**	**18,292**	**.4010**	**.4398**

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979–1984	12/31/84 Total House-holds (Thous.)	% Change 1979–1984	EFFECTIVE BUYING INCOME 1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	RETAIL SALES 1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	BUYING POWER INDEX 1979	BUYING POWER INDEX 1984
NEW JERSEY															
ATLANTIC CITY	**191.5**	**194.6**	**1.6**	**81.6**	**8.9**	**2,249,249**	**62.6**	**18,470**	**27,564**	**1,459,825**	**59.5**	**12,220**	**17,890**	**.0909**	**.0878**
Atlantic	191.5	194.6	1.6	81.6	8.9	2,249,249	62.6	18,470	27,564	1,459,825	59.5	12,220	17,890	.0909	.0878
JERSEY CITY	**550.4**	**504.5**	**–8.3**	**207.4**	**–1.5**	**6,403,925**	**54.6**	**19,668**	**30,877**	**2,350,402**	**49.4**	**7,470**	**11,333**	**.2308**	**.2085**
Hudson	550.4	504.5	–8.3	207.4	–1.5	6,403,925	54.6	19,668	30,877	2,350,402	49.4	7,470	11,333	.2308	.2085
LONG BRANCH - ASBURY PARK	**502.3**	**522.3**	**4.0**	**175.7**	**11.3**	**6,718,697**	**68.4**	**25,269**	**38,240**	**3,369,414**	**64.5**	**12,970**	**19,177**	**.2379**	**.2367**
Monmouth	502.3	522.3	4.0	175.7	11.3	6,718,697	68.4	25,269	38,240	3,369,414	64.5	12,970	19,177	.2379	.2367
NEWARK	**1,938.7**	**1,908.8**	**–1.5**	**695.5**	**5.3**	**29,522,057**	**66.4**	**26,862**	**42,447**	**12,424,612**	**61.9**	**11,619**	**17,864**	**.9825**	**.9577**
Essex	823.5	785.8	–4.6	300.8	2.3	11,414,173	61.8	23,995	37,946	4,481,776	56.8	9,720	14,900	.3889	.3680
Morris	399.1	418.2	4.8	140.9	12.5	6,526,651	74.3	29,892	46,321	3,035,536	70.3	14,226	21,544	.2120	.2172
Somerset	211.3	220.3	4.3	72.3	11.4	3,656,069	81.1	31,102	50,568	1,562,624	73.6	13,866	21,613	.1118	.1177
Union	504.8	484.5	–4.0	181.5	2.9	7,925,164	61.0	27,929	43,665	3,344,676	56.7	12,104	18,428	.2698	.2548
NEW BRUNSWICK - PERTH AMBOY - SAYREVILLE	**589.8**	**593.7**	**.7**	**195.6**	**7.8**	**8,422,711**	**75.8**	**26,399**	**43,061**	**4,017,858**	**68.3**	**13,153**	**20,541**	**.2819**	**.2871**
Middlesex	589.8	593.7	.7	195.6	7.8	8,422,711	75.8	26,399	43,061	4,017,858	68.3	13,153	20,541	.2819	.2871
PATERSON - CLIFTON - PASSAIC	**449.4**	**427.3**	**–4.9**	**166.2**	**2.3**	**5,848,849**	**57.1**	**22,921**	**35,192**	**2,781,633**	**52.3**	**11,244**	**16,737**	**.2173**	**.2005**
Passaic	449.4	427.3	–4.9	166.2	2.3	5,848,849	57.1	22,921	35,192	2,781,633	52.3	11,244	16,737	.2173	.2005
TRENTON	**320.5**	**318.8**	**–.5**	**118.2**	**6.9**	**4,701,322**	**70.4**	**24,940**	**39,774**	**2,130,196**	**64.7**	**11,698**	**18,022**	**.1578**	**.1570**
Mercer	320.5	318.8	–.5	118.2	6.9	4,701,322	70.4	24,940	39,774	2,130,196	64.7	11,698	18,022	.1578	.1570
VINELAND - MILLVILLE - BRIDGETON	**132.1**	**129.1**	**–2.3**	**47.1**	**4.7**	**1,419,726**	**63.3**	**19,314**	**30,143**	**865,638**	**59.2**	**12,085**	**18,379**	**.0570**	**.0547**
Cumberland	132.1	129.1	–2.3	47.1	4.7	1,419,726	63.3	19,314	30,143	865,638	59.2	12,085	18,379	.0570	.0547
TOTAL METRO COUNTIES	**6,728.6**	**6,658.6**	**–1.0**	**2,430.5**	**6.0**	**94,737,610**	**65.1**	**25,013**	**38,979**	**43,883,069**	**60.9**	**11,890**	**18,055**	**3.3016**	**3.2015**
TOTAL STATE	**7,341.8**	**7,373.7**	**.4**	**2,692.3**	**7.5**	**102,118,957**	**66.2**	**24,534**	**37,930**	**48,683,224**	**62.7**	**11,949**	**18,082**	**3.5720**	**3.4960**
NEW MEXICO															
ALBUQUERQUE	**421.0**	**468.8**	**11.4**	**179.6**	**19.3**	**4,838,549**	**67.4**	**19,193**	**26,941**	**3,159,839**	**68.3**	**12,465**	**17,594**	**.1906**	**.1935**
Bernalillo	397.1	443.5	11.7	172.2	19.5	4,692,788	67.1	19,484	27,252	3,113,966	68.3	12,840	18,083	.1850	.1876
Sandoval	23.9	25.3	5.9	7.4	13.8	145,761	75.9	12,751	19,697	45,873	70.1	4,150	6,199	.0056	.0059
LAS CRUCES	**91.0**	**96.8**	**6.4**	**31.6**	**14.1**	**841,929**	**68.9**	**17,995**	**26,643**	**477,245**	**64.3**	**10,484**	**15,103**	**.0334**	**.0335**
Dona Ana	91.0	96.8	6.4	31.6	14.1	841,929	68.9	17,995	26,643	477,245	64.3	10,484	15,103	.0334	.0335
△ SANTA FE	**66.3**	**69.1**	**4.2**	**24.7**	**11.3**	**728,756**	**68.3**	**19,505**	**29,504**	**530,577**	**64.2**	**14,558**	**21,481**	**.0302**	**.0302**
Santa Fe	66.3	69.1	4.2	24.7	11.3	728,756	68.3	19,505	29,504	530,577	64.2	14,558	21,481	.0302	.0302
TOTAL METRO COUNTIES	**578.3**	**634.7**	**9.8**	**235.9**	**17.7**	**6,409,234**	**67.7**	**19,062**	**27,169**	**4,167,661**	**67.3**	**12,423**	**17,667**	**.2542**	**.2572**
TOTAL STATE	**1,247.9**	**1,362.8**	**9.2**	**492.7**	**17.2**	**13,676,326**	**76.5**	**18,431**	**27,758**	**8,284,006**	**71.8**	**11,464**	**16,813**	**.5149**	**.5366**

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National representatives: Sawyer-Ferguson-Walker Co.

Source: The Scarborough Report, 1980

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979–1984	12/31/84 Total Households (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
NEW YORK															
ALBANY - SCHENECTADY - TROY	**787.1**	**771.3**	**-2.0**	**292.1**	**4.3**	**8,337,903**	**47.6**	**20,166**	**28,545**	**4,668,028**	**50.1**	**11,102**	**15,981**	**.3506**	**.3143**
Albany	283.1	280.1	-1.1	109.0	5.4	3,561,760	52.2	22,625	32,677	2,065,441	53.2	13,039	18,949	.1434	.1314
Montgomery	55.7	52.9	-5.0	21.5	1.4	432,547	33.2	15,316	20,118	235,451	39.7	7,951	10,951	.0207	.0173
Rensselaer	148.3	141.8	-4.4	52.0	1.8	1,384,859	44.5	18,755	26,632	571,694	46.5	7,639	10,994	.0562	.0492
Saratoga	146.4	150.5	2.8	52.3	9.4	1,224,681	43.9	17,802	23,416	870,426	50.8	12,074	16,643	.0591	.0533
Schenectady	153.6	146.0	-4.9	57.3	1.2	1,734,056	47.6	20,761	30,263	925,016	47.9	11,049	16,143	.0712	.0631
BINGHAMTON	**302.7**	**295.8**	**-2.3**	**115.5**	**6.0**	**2,539,306**	**38.3**	**16,711**	**21,797**	**1,600,598**	**44.6**	**10,073**	**13,739**	**.1215**	**.1045**
Broome	215.3	210.0	-2.5	84.6	6.1	1,818,546	36.3	16,740	21,496	1,302,490	44.4	11,318	15,396	.0911	.0779
Tioga	49.6	51.1	3.0	19.1	11.7	461,042	50.3	17,935	24,138	177,367	51.7	6,837	9,286	.0179	.0164
Susquehanna, Pa.	*37.8*	*34.7*	*-8.2*	*12.8*	*-2.3*	*259,718*	*32.7*	*14,939*	*20,290*	*120,741*	*37.1*	*8,722*	*9,433*	*.0125*	*.0102*
BUFFALO	**1,278.8**	**1,214.9**	**-5.0**	**477.4**	**2.7**	**12,581,763**	**36.8**	**19,785**	**26,355**	**6,953,912**	**42.5**	**10,496**	**14,566**	**.5644**	**.4766**
Erie	1,044.9	985.8	-5.7	388.4	2.0	10,670,542	37.0	20,452	27,473	5,710,280	42.2	10,542	14,702	.4706	.3966
Niagara	233.9	229.1	-2.1	89.0	6.0	1,911,221	35.7	16,764	21,474	1,243,632	43.9	10,286	13,973	.0938	.0800
ELMIRA	**96.2**	**92.3**	**-4.1**	**36.3**	**4.0**	**859,820**	**43.1**	**17,218**	**23,687**	**501,896**	**43.8**	**10,000**	**13,826**	**.0390**	**.0339**
Chemung	96.2	92.3	-4.1	36.3	4.0	859,820	43.1	17,218	23,687	501,896	43.8	10,000	13,826	.0390	.0339
△ JAMESTOWN	**141.2**	**132.6**	**-6.1**	**55.0**	**1.9**	**1,172,169**	**34.8**	**16,100**	**21,312**	**759,396**	**40.9**	**9,981**	**13,807**	**.0579**	**.0483**
Chautauqua	141.2	132.6	-6.1	55.0	1.9	1,172,169	34.8	16,100	21,312	759,396	40.9	9,981	13,807	.0579	.0483
NASSAU - SUFFOLK	**2,699.9**	**2,730.7**	**1.1**	**896.4**	**7.7**	**34,062,149**	**45.9**	**28,045**	**37,999**	**16,769,867**	**50.5**	**13,390**	**18,708**	**1.3416**	**1.2003**
Nassau	1,376.4	1,342.8	-2.4	461.9	4.4	19,761,929	41.2	31,622	42,784	9,792,435	46.1	15,140	21,200	.7832	.6769
Suffolk	1,323.5	1,387.9	4.9	434.5	11.5	14,300,220	53.0	23,983	32,912	6,977,432	57.0	11,402	16,059	.5584	.5234
△ NEWBURGH - MIDDLETOWN	**255.6**	**275.1**	**7.6**	**100.3**	**15.2**	**2,547,866**	**53.3**	**19,082**	**25,402**	**1,560,800**	**59.4**	**11,245**	**15,561**	**.1076**	**.1021**
Orange	255.6	275.1	7.6	100.3	15.2	2,547,866	53.3	19,082	25,402	1,560,800	59.4	11,245	15,561	.1076	.1021
NEW YORK	**9,266.3**	**8,824.7**	**-4.8**	**3,620.5**	**-.2**	**101,853,831**	**35.6**	**20,700**	**28,133**	**40,628,479**	**40.0**	**7,999**	**11,222**	**4.1378**	**3.4524**
Bronx	1,222.3	1,094.6	-10.4	453.8	-3.8	8,539,274	22.1	14,824	18,817	2,817,009	30.0	4,592	6,208	.3996	.3081
Kings	2,267.3	2,062.1	-9.1	850.7	-2.3	17,741,744	27.2	16,015	20,855	5,596,319	33.9	4,802	6,578	.7768	.6165
New York (Manhattan)	1,376.2	1,329.9	-3.4	634.2	-8.6	19,997,134	27.9	22,521	31,531	10,883,007	30.5	12,020	17,160	.8890	.7022
Putnam	74.0	77.6	4.9	28.1	13.8	674,525	41.4	19,315	24,004	344,484	52.0	9,174	12,259	.0291	.0261
Queens	1,985.2	1,952.9	-1.6	830.7	5.7	21,860,910	36.5	20,385	26,316	6,067,669	41.9	5,442	7,304	.8186	.6920
Richmond	343.9	363.6	5.7	130.4	13.5	3,198,437	43.1	19,452	24,528	1,334,651	52.9	7,599	10,235	.1296	.1171
Rockland	262.6	271.8	3.5	82.8	11.1	3,147,995	56.9	26,929	38,019	1,463,370	59.4	12,321	17,674	.1167	.1109
Westchester	869.1	838.0	-3.6	295.4	2.2	12,177,195	40.0	30,112	41,223	5,294,854	44.1	12,716	17,924	.4713	.4029
Bergen, N. J.	*865.7*	*834.2*	*-3.6*	*314.4*	*3.7*	*14,516,617*	*59.4*	*30,032*	*46,172*	*6,827,116*	*56.3*	*14,406*	*21,715*	*.5071*	*.4766*
NEW YORK - NEWARK - JERSEY CITY - BRIDGEPORT CONSOLIDATED AREA	***16,813.4***	***16,327.6***	***-2.9***	***6,262.9***	***2.3***	***206,325,139***	***45.9***	***23,112***	***32,944***	***87,351,542***	***48.1***	***9,635***	***13,947***	***7.8802***	***6.9625***
POUGHKEEPSIE	**236.3**	**231.7**	**-1.9**	**83.1**	**6.3**	**2,261,099**	**35.5**	**21,332**	**27,209**	**1,337,892**	**42.8**	**11,978**	**16,100**	**.1045**	**.0887**
Dutchess	236.3	231.7	-1.9	83.1	6.3	2,261,099	35.5	21,332	27,209	1,337,892	42.8	11,978	16,100	.1045	.0887

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STATE S&MM METRO AREA County	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979–1984	12/31/84 Total House-holds (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
NY (cont.)															
ROCHESTER	**967.1**	**946.1**	**–2.2**	**369.0**	**5.9**	**11,289,466**	**46.1**	**22,183**	**30,595**	**5,916,157**	**49.5**	**11,360**	**16,033**	**.4596**	**.4085**
Livingston	56.1	52.4	–6.6	18.8	1.1	384,142	26.2	16,369	20,433	230,103	35.4	9,138	12,240	.0202	.0161
Monroe	699.8	677.6	–3.2	269.7	5.2	9,139,674	48.5	24,012	33,888	4,314,371	50.9	11,155	15,997	.3501	.3135
Ontario	90.0	95.1	5.7	34.6	12.7	694,206	41.7	15,960	20,064	634,270	51.5	13,633	18,332	.0373	.0338
Orleans	38.9	39.3	1.0	14.5	7.4	308,013	35.5	16,841	21,242	143,081	44.7	7,325	9,868	.0138	.0120
Wayne	82.3	81.7	–.7	31.4	7.9	763,431	39.4	18,823	24,313	594,332	45.3	14,058	18,928	.0382	.0331
SYRACUSE	**645.4**	**635.8**	**–1.5**	**232.0**	**5.4**	**6,863,219**	**47.9**	**21,075**	**29,583**	**3,781,024**	**50.5**	**11,409**	**16,298**	**.2866**	**.2577**
Madison	65.8	66.4	.9	22.4	7.2	608,787	49.1	19,542	27,178	304,740	52.4	9,566	13,604	.0253	.0232
Onondaga	470.1	462.3	–1.7	172.1	5.3	5,320,650	48.3	21,939	30,916	2,987,086	50.8	12,113	17,357	.2202	.1982
Oswego	109.5	107.1	–2.2	37.5	4.7	933,782	44.7	18,024	24,901	489,198	47.4	9,269	13,045	.0411	.0363
UTICA - ROME	**322.5**	**305.4**	**–5.3**	**119.7**	**2.9**	**2,703,888**	**35.1**	**17,165**	**22,589**	**1,610,420**	**41.8**	**9,766**	**13,454**	**.1291**	**.1085**
Herkimer	64.7	62.6	–3.2	25.8	5.3	491,310	37.5	14,582	19,043	267,316	44.6	7,547	10,361	.0231	.0198
Oneida	257.8	242.8	–5.8	93.9	2.3	2,212,578	35.0	17,855	23,563	1,343,104	41.3	10,358	14,304	.1060	.0887
TOTAL METRO COUNTIES	**16,095.6**	**15,387.5**	**–3.2**	**6,071.1**	**2.2**	**172,296,144**	**37.8**	**21,049**	**28,380**	**79,140,612**	**43.3**	**9,299**	**13,036**	**7.1806**	**6.1090**
TOTAL STATE	**17,776.0**	**17,250.5**	**–3.0**	**6,700.0**	**2.6**	**186,458,745**	**38.3**	**20,652**	**27,830**	**87,693,401**	**43.9**	**9,339**	**13,089**	**7.8291**	**6.6856**
NORTH CAROLINA															
ASHEVILLE	**172.0**	**182.7**	**6.2**	**73.2**	**13.1**	**2,094,717**	**80.3**	**17,956**	**28,616**	**1,171,093**	**72.0**	**10,522**	**15,999**	**.0746**	**.0779**
Buncombe	155.0	164.3	6.0	66.6	12.9	1,965,739	79.9	18,517	29,516	1,124,888	71.8	11,099	16,890	.0699	.0730
Madison	17.0	18.4	8.2	6.6	15.8	128,978	86.4	12,142	19,542	46,205	77.9	4,556	7,001	.0047	.0049
BURLINGTON	**101.4**	**100.2**	**–1.2**	**37.6**	**5.6**	**955,879**	**47.1**	**18,247**	**25,422**	**552,746**	**49.3**	**10,402**	**14,701**	**.0417**	**.0373**
Alamance	101.4	100.2	–1.2	37.6	5.6	955,879	47.1	18,247	25,422	552,746	49.3	10,402	14,701	.0417	.0373
CHARLOTTE - GASTONIA	**619.9**	**660.8**	**6.6**	**241.1**	**13.8**	**8,458,983**	**78.3**	**22,402**	**35,085**	**4,461,415**	**71.7**	**12,268**	**18,504**	**.2901**	**.3025**
Gaston	159.2	166.5	4.6	60.8	11.6	1,867,236	74.7	19,615	30,711	945,931	68.6	10,294	15,558	.0662	.0678
Mecklenburg	393.4	418.8	6.5	154.8	14.0	5,883,747	78.7	24,245	38,009	3,177,852	71.8	13,623	20,529	.1998	.2084
Union	67.3	75.5	12.2	25.5	18.6	708,000	84.8	17,824	27.765	337,632	80.2	8,716	13,240	.0241	.0263
FAYETTEVILLE	**236.8**	**246.7**	**4.2**	**80.3**	**12.8**	**2,340,059**	**64.5**	**19,980**	**29,141**	**1,238,964**	**61.7**	**10,758**	**15,429**	**.0913**	**.0893**
Cumberland	236.8	246.7	4.2	80.3	12.8	2,340,059	64.5	19,980	29,141	1,238,964	61.7	10,758	15,429	.0913	.0893
GREENSBORO - WINSTON-SALEM - HIGH POINT	**791.1**	**826.6**	**4.5**	**316.0**	**12.3**	**9,949,343**	**70.0**	**20,792**	**31,485**	**5,332,261**	**65.4**	**11,453**	**16,874**	**.3615**	**.3618**
Davidson	104.7	110.5	5.5	41.2	12.9	1,204,632	72.0	19,186	29,239	506,236	67.3	8,291	12,287	.0414	.0418
Forsyth	233.5	241.8	3.6	94.3	11.2	3,131,302	70.9	21,608	33,206	1,734,648	64.6	12,429	18,395	.1133	.1136
Guilford	308.5	318.4	3.2	120.2	11.1	3,961,689	65.6	22,106	32,959	2,499,608	64.5	14,048	20,795	.1532	.1509
Randolph	85.4	91.1	6.7	35.7	14.8	952,152	69.9	18,015	26,671	375,427	66.3	7,261	10,516	.0327	.0329
Stokes	31.2	35.9	15.1	13.2	23.4	365,356	94.0	17,599	27,678	76,588	84.8	3,873	5,802	.0100	.0112
Yadkin	27.8	28.9	4.0	11.4	11.8	334,212	85.7	17,641	29,317	139,754	74.1	7,871	12,259	.0109	.0114
△ KANNAPOLIS - CONCORD - SALISBURY	**176.0**	**184.2**	**4.7**	**71.4**	**12.3**	**1,803,340**	**60.6**	**17,652**	**25,257**	**894,429**	**57.1**	**8,950**	**12,527**	**.0697**	**.0671**
Cabarrus	80.6	84.5	4.8	32.6	12.4	650,746	41.3	15,885	19,962	433,040	47.3	10,140	13,283	.0314	.0280
Rowan	95.4	99.7	4.5	38.8	12.1	1,152,594	74.1	19,133	29,706	461,389	67.7	7,953	11,891	.0383	.0391

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NC (cont.)															
RALEIGH - DURHAM	**508.8**	**562.7**	**10.6**	**213.2**	**16.2**	**6,848,712**	**76.9**	**21,461**	**32,123**	**3,527,017**	**72.8**	**11,316**	**16,543**	**.2345**	**.2457**
Durham	149.7	161.8	8.1	61.7	14.9	1,967,376	76.5	20,760	31,886	988,300	70.0	10,824	16,018	.0677	.0701
Orange	72.1	77.9	8.0	27.6	14.5	977,700	76.1	23,031	35,424	349,693	72.7	8,403	12,670	.0304	.0317
Wake	287.0	323.0	12.5	123.9	20.8	3,903,636	77.3	21,459	31,506	2,189,024	74.1	12,257	17,668	.1364	.1439
WILMINGTON	**133.8**	**141.1**	**5.5**	**56.8**	**12.7**	**1,606,185**	**75.2**	**18,194**	**28,278**	**873,566**	**69.0**	**10,256**	**15,380**	**.0579**	**.0593**
Brunswick	34.3	36.0	5.0	13.2	11.9	341,308	76.5	16,389	25,857	127,678	69.2	6,395	9,673	.0116	.0119
New Hanover	99.5	105.1	5.6	43.6	13.0	1,264,877	74.8	18,746	29,011	745,888	69.0	11,437	17,108	.0463	.0474
TOTAL METRO COUNTIES	**2,750.1**	**2,916.8**	**6.1**	**1,094.5**	**13.6**	**34,153,107**	**72.5**	**20,552**	**31,204**	**18,084,755**	**67.7**	**11,198**	**16,523**	**1.2243**	**1.2444**
TOTAL STATE	**5,670.3**	**5,989.6**	**5.6**	**2,189.6**	**13.2**	**63,120,899**	**76.5**	**18,487**	**28,828**	**33,654,921**	**69.6**	**10,258**	**15,370**	**2.2869**	**2.3570**
NORTH DAKOTA															
BISMARCK	**79.1**	**93.1**	**17.7**	**33.3**	**25.7**	**970,138**	**82.7**	**20,037**	**29,133**	**751,798**	**81.4**	**15,640**	**22,577**	**.0373**	**.0409**
Burleigh	54.2	64.7	19.4	23.3	27.3	705,110	82.0	21,172	30,262	567,377	81.8	17,050	24,351	.0273	.0299
Morton	24.9	28.4	14.1	10.0	22.0	265,028	84.6	17,506	26,503	184,421	80.0	12,492	18,442	.0100	.0110
FARGO - MOORHEAD	**138.5**	**152.6**	**10.2**	**53.4**	**16.8**	**1,834,894**	**77.6**	**22,602**	**34,361**	**1,286,829**	**71.0**	**16,465**	**24,098**	**.0699**	**.0731**
Cass	88.2	99.8	13.2	35.6	19.5	1,064,152	66.6	21,432	29,892	970,090	68.3	19,347	27,250	.0472	.0479
Clay, Minn	*50.3*	*52.8*	*5.0*	*17.8*	*11.9*	*770,742*	*95.5*	*24,795*	*43,300*	*316,739*	*80.1*	*11,063*	*17,794*	*.0227*	*.0252*
GRAND FORKS	**103.3**	**105.8**	**2.4**	**37.0**	**9.5**	**1,157,141**	**68.9**	**20,268**	**31,274**	**742,700**	**62.5**	**13,525**	**20,073**	**.0459**	**.0455**
Grand Forks	67.1	69.9	4.2	23.6	11.3	710,879	58.3	21,183	30,122	526,965	58.5	15,681	22,329	.0312	.0299
Polk, Minn	*36.2*	*35.9*	*-.8*	*13.4*	*6.3*	*446,262*	*89.1*	*18,727*	*33,303*	*215,735*	*73.0*	*9,897*	*16,100*	*.0147*	*.0156*
TOTAL METRO COUNTIES	**234.4**	**262.8**	**12.1**	**92.5**	**19.4**	**2,745,169**	**69.6**	**20,887**	**29,678**	**2,248,853**	**69.9**	**17,077**	**24,312**	**.1157**	**.1187**
TOTAL STATE	**668.1**	**718.4**	**7.5**	**253.5**	**14.5**	**7,649,983**	**72.8**	**19,993**	**30,177**	**4,768,658**	**67.4**	**12,863**	**18,811**	**.2934**	**.2990**

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Raleigh-Durham

The growth market with a steady economy.

UNEMPLOYMENT

RALEIGH/DURHAM 4.9%
NORTH CAROLINA 8.1%
UNITED STATES 7.9%

July '80 Employment Security Commission

POPULATION '80 VS. '70

RALEIGH/DURHAM 21.6% GAIN
NORTH CAROLINA 11.8% GAIN
UNITED STATES 8.7% GAIN

Estimated 1/1/80 Consumer Market Data, Standard Rate & Data Service

RANKINGS

77TH METRO
55TH NEWSPAPER MARKET
40TH ADI

Circulation Source: '80/'81 All rankings are based on population.

The News and Observer • THE RALEIGH TIMES
Durham Morning Herald • The DURHAM SUN

With one rate/one bill via Branham/NEWSPAPER SALES

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979–1984	12/31/84 Total House-holds (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
OHIO															
AKRON	659.5	645.1	–2.2	239.9	5.2	6,922,612	43.2	21,190	28,856	3,985,138	47.0	11,883	16,612	.3004	.2635
Portage	134.3	138.1	2.8	45.3	10.8	1,322,188	49.0	21,697	29,187	597,191	52.7	9,560	13,183	.0527	.0483
Summit	525.2	507.0	-3.5	194.6	4.0	5,600,424	41.9	21,079	28,779	3,387,947	46.1	12,391	17,410	.2477	.2152
CANTON	407.8	415.4	1.9	155.1	9.2	4,720,462	59.4	20,857	30,435	2,742,002	58.8	12,164	17,679	.1868	.1780
Carroll	26.9	30.0	11.5	10.6	17.8	265,277	71.7	17,166	25,026	137,256	70.4	8,949	12,949	.0100	.0103
Stark	380.9	385.4	1.2	144.5	8.6	4,455,185	58.7	21,107	30,832	2,604,746	58.2	12,381	18,026	.1768	.1677
CINCINNATI	1,385.8	1,416.5	2.2	530.1	9.3	17,500,635	65.8	21,764	33,014	9,255,751	61.8	11,793	17,460	.6447	.6307
Clermont	122.4	147.6	20.6	50.6	29.7	1,982,880	114.5	23,699	39,187	776,233	103.4	9,787	15,341	.0525	.0648
Hamilton	878.1	862.5	-1.8	339.4	5.7	10,871,574	55.3	21,808	32,032	6,022,489	53.2	12,239	17,745	.4284	.3959
Warren	93.3	102.8	10.2	34.8	18.4	1,181,567	79.3	22,415	33,953	530,262	76.9	10,198	15,237	.0390	.0413
Dearborn, Ind.	*33.4*	*36.9*	*10.5*	*13.4*	*17.5*	*316,476*	*70.5*	*16,282*	*23,618*	*152,875*	*71.1*	*7,840*	*11,409*	*.0118*	*.0121*
Boone, Ky.	*41.9*	*50.0*	*19.3*	*16.1*	*26.8*	*613,788*	*106.6*	*23,394*	*38,123*	*676,285*	*97.9*	*26,912*	*42,005*	*.0245*	*.0292*
Campbell, Ky.	*84.2*	*82.5*	*–2.0*	*28.5*	*4.0*	*923,343*	*66.0*	*20,306*	*32,398*	*379,099*	*57.8*	*8,766*	*13,302*	*.0329*	*.0317*
Kenton, Ky.	*132.5*	*134.2*	*1.3*	*47.3*	*7.3*	*1,611,007*	*72.7*	*21,152*	*34,059*	*718,508*	*64.1*	*9,931*	*15,190*	*.0556*	*.0557*
CINCINNATI - HAMILTON CONSOLIDATED AREA	*1,647.7*	*1,711.0*	*3.8*	*633.9*	*10.9*	*20,935,496*	*68.0*	*21,803*	*33,026*	*10,772,993*	*63.9*	*11,505*	*16,995*	*.7559*	*.7498*
CLEVELAND	1,934.4	1,893.8	–2.1	715.6	4.5	24,148,216	50.2	23,474	33,745	12,637,006	51.8	12,155	17,659	.9528	.8625
Cuyahoga	1,531.3	1,440.3	-5.9	564.6	1.0	18,801,922	45.1	23,177	33,301	9,677,994	46.3	11,830	17,141	.7621	.6653
Geauga	74.0	85.3	15.3	27.6	23.2	962,012	71.0	25,112	34,856	433,619	75.0	11,059	15,711	.0325	.0337
Lake	214.7	226.4	5.4	76.2	12.4	2,999,677	68.9	26,194	39,366	1,640,248	66.9	14,498	21,526	.1076	.1078
Medina	114.4	141.8	24.0	47.2	32.2	1,384,605	76.8	21,932	29,335	885,145	83.9	13,479	18,753	.0506	.0557
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	*2,868.8*	*2,826.5*	*–1.5*	*1,055.8*	*5.3*	*34,564,034*	*50.3*	*22,945*	*32,737*	*18,247,875*	*51.7*	*12,002*	*17,283*	*1.3758*	*1.2479*
COLUMBUS	1,110.2	1,167.6	5.2	444.1	13.3	14,265,420	66.7	21,827	32,122	7,641,078	63.1	11,949	17,206	.5227	.5174
Delaware	54.3	61.2	12.7	22.5	21.6	600,327	67.9	19,324	26,681	228,544	68.8	7,317	10,158	.0206	.0210
Fairfield	91.1	100.4	10.2	36.5	17.7	897,638	67.6	17,278	24,593	483,541	69.7	9,193	13,248	.0344	.0349
Franklin	885.3	922.8	4.2	356.7	12.5	11,962,696	66.3	22,674	33,537	6,559,449	62.2	12,749	18,389	.4387	.4322
Madison	33.0	33.8	2.4	11.4	9.6	324,417	67.7	18,596	28,458	154,249	64.8	9,001	13,531	.0121	.0119
Pickaway	46.5	49.4	6.2	17.0	14.1	480,342	73.2	18,608	28,255	215,295	70.7	8,464	12,664	.0169	.0174
DAYTON	838.1	846.6	1.0	316.5	8.3	9,794,823	51.5	22,115	30,947	5,078,054	51.9	11,440	16,044	.3881	.3555
Greene	133.9	137.7	2.8	44.0	9.5	1,628,384	63.1	24,833	37,009	681,929	62.0	10,472	15,498	.0571	.0556
Miami	88.4	90.9	2.8	34.8	10.1	859,956	45.6	18,696	24,711	487,112	52.0	10,139	13,997	.0369	.0334
Montgomery	578.3	578.4	.0	223.1	7.5	6,880,543	48.8	22,272	30,841	3,730,458	49.5	12,020	16,721	.2793	.2517
Preble	37.5	39.6	5.6	14.6	13.2	425,940	69.4	19,495	29,174	178,555	66.6	8,307	12,230	.0148	.0148
HAMILTON - MIDDLETOWN	261.9	294.5	12.4	103.8	20.1	3,434,861	80.6	22,018	33,091	1,517,242	77.6	9,886	14,617	.1112	.1191
Butler	261.9	294.5	12.4	103.8	20.1	3,434,861	80.6	22,018	33,091	1,517,242	77.6	9,886	14,617	.1112	.1191
LIMA	210.4	212.1	.8	76.8	8.0	2,347,013	62.0	20,375	30,560	1,358,599	58.2	12,077	17,690	.0927	.0890
Allen	106.8	106.0	–.7	38.7	6.0	1,226,866	55.7	21,583	31,702	822,942	54.7	14,574	21,265	.0519	.0483
Auglaize	42.4	44.4	4.7	15.9	12.0	483,450	71.7	19,833	30,406	234,603	66.5	9,921	14,755	.0173	.0174
Putnam	31.3	29.1	–7.0	9.4	.0	246,735	47.1	17,843	26,248	126,739	46.9	9,179	13,483	.0109	.0097
Van Wert	29.9	32.6	9.0	12.8	16.4	389,962	84.4	19,226	30,466	174,315	75.2	9,047	13,618	.0126	.0136
LORAIN - ELYRIA	274.9	287.6	4.6	100.3	12.6	3,493,206	67.8	23,370	34,828	1,625,731	64.0	11,124	16,209	.1226	.1219
Lorain	274.9	287.6	4.6	100.3	12.6	3,493,206	67.8	23,370	34,828	1,625,731	64.0	11,124	16,209	.1226	.1219
MANSFIELD	130.0	130.0	.0	47.2	6.5	1,374,676	53.2	20,253	29,124	905,946	52.7	13,393	19,194	.0596	.0547
Richland	130.0	130.0	.0	47.2	6.5	1,374,676	53.2	20,253	29,124	905,946	52.7	13,393	19,194	.0596	.0547
△ **NEWARK**	119.7	129.5	8.2	46.9	15.5	1,119,715	55.9	17,689	23,875	641,972	58.1	10,001	13,688	.0467	.0448
Licking	119.7	129.5	8.2	46.9	15.5	1,119,715	55.9	17,689	23,875	641,972	58.1	10,001	13,688	.0467	.0448
PARKERSBURG - MARIETTA	159.0	173.3	9.0	63.7	15.8	2,037,018	88.9	19,609	31,978	1,252,228	79.4	12,692	19,658	.0713	.0777
Washington	61.1	65.9	7.9	23.9	14.9	632,825	72.6	17,626	26,478	412,360	70.9	11,604	17,254	.0249	.0256
Wirt, W. Va.	*5.1*	*5.4*	*5.9*	*1.9*	*11.8*	*40,927*	*89.8*	*12,684*	*21,541*	*10,362*	*78.9*	*3,407*	*5,454*	*.0013*	*.0014*
Wood, W. Va.	*92.8*	*102.0*	*9.9*	*37.9*	*16.6*	*1,363,266*	*97.5*	*21,241*	*35,970*	*829,506*	*84.0*	*13,874*	*21,887*	*.0451*	*.0507*
SPRINGFIELD	182.5	181.6	–.5	66.7	6.2	1,854,604	49.8	19,720	27,805	980,222	50.4	10,376	14,696	.0767	.0695
Champaign	33.3	34.7	4.2	12.8	11.3	297,048	49.4	17,285	23,207	139,891	54.0	7,900	10,929	.0121	.0112
Clark	149.2	146.9	–1.5	53.9	5.1	1,557,556	49.8	20,266	28,897	840,331	49.8	10,932	15,591	.0646	.0583
STEUBENVILLE - WEIRTON	161.4	154.7	–4.2	57.3	2.3	2,095,327	69.2	22,114	36,568	869,032	58.2	9,812	15,166	.0713	.0694
Jefferson	91.8	90.1	–1.9	33.7	5.0	1,089,413	66.9	20,340	32,327	557,268	59.2	10,908	16,536	.0403	.0391
Brooke, W. Va.	*30.3*	*28.6*	*–5.6*	*10.6*	*1.0*	*471,181*	*81.7*	*24,691*	*44,451*	*111,556*	*63.1*	*6,514*	*10,524*	*.0130*	*.0134*
Hancock, W. Va.	*39.3*	*36.0*	*–8.4*	*13.0*	*–3.0*	*534,733*	*63.9*	*24,346*	*41,133*	*200,208*	*52.9*	*9,771*	*15,401*	*.0180*	*.0169*
TOLEDO	784.9	797.9	1.7	304.4	8.7	10,742,615	65.6	23,154	35,291	5,268,883	61.2	11,670	17,309	.3817	.3726
Fulton	37.3	38.2	2.4	13.6	10.6	414,011	62.7	20,687	30,442	211,457	59.0	10,810	15,548	.0157	.0151
Lucas	468.5	459.0	–2.0	184.0	4.9	6,514,163	58.6	23,424	35,403	3,341,841	55.2	12,278	18,162	.2420	.2268
Ottawa	39.6	40.3	1.8	14.6	8.1	452,087	66.1	20,166	30,965	224,771	62.9	10,221	15,395	.0166	.0162
Wood	106.8	117.8	10.3	42.5	18.1	1,502,393	79.1	23,303	35,350	744,084	75.2	11,799	17,508	.0499	.0529
Monroe, Mich.	*132.7*	*142.6*	*7.5*	*49.7*	*15.9*	*1,859,961*	*83.9*	*23,576*	*37,424*	*746,730*	*78.0*	*9,780*	*15,025*	*.0575*	*.0616*
YOUNGSTOWN - WARREN	547.1	558.5	2.1	193.6	8.8	6,438,019	63.7	22,098	33,254	3,436,938	60.3	12,047	17,753	.2433	.2361
Mahoning	295.6	292.3	–1.1	104.1	6.0	3,260,160	58.6	20,936	31,318	1,755,842	55.4	11,508	16,867	.1283	.1207
Trumbull	251.5	266.2	5.8	89.5	12.2	3,177,859	69.3	23,528	35,507	1,681,096	65.7	12,710	18,783	.1150	.1154
TOTAL METRO COUNTIES	8,722.3	8,838.0	1.3	3,301.3	8.5	105,951,948	58.6	22,035	32,094	56,107,593	56.7	11,764	16,996	4.0687	3.8434
TOTAL STATE	10,811.6	11,021.9	1.9	4,093.9	9.1	126,348,966	58.8	21,195	30,863	67,338,283	57.5	11,394	16,448	4.8789	4.6339

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979–1984	12/31/84 Total Households (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
OKLAHOMA															
ENID	**66.2**	**76.4**	**15.4**	**31.8**	**24.2**	**850,192**	**90.3**	**17,452**	**26,736**	**507,855**	**83.0**	**10,842**	**15,970**	**.0290**	**.0326**
Garfield	66.2	76.4	15.4	31.8	24.2	850,192	90.3	17,452	26,736	507,855	83.0	10,842	15,970	.0290	.0326
LAWTON	**123.9**	**137.1**	**10.7**	**45.4**	**19.5**	**1,473,019**	**82.0**	**21,298**	**32,445**	**583,432**	**73.6**	**8,845**	**12,851**	**.0475**	**.0508**
Comanche	123.9	137.1	10.7	45.4	19.5	1,473,019	82.0	21,298	32,445	583,432	73.6	8,845	12,851	.0475	.0508
OKLAHOMA CITY	**809.1**	**882.2**	**9.0**	**355.9**	**17.8**	**12,042,068**	**91.7**	**20,804**	**33,836**	**6,600,119**	**79.7**	**12,165**	**18,545**	**.3912**	**.4307**
Canadian	54.4	71.9	32.2	27.0	43.6	832,038	133.8	18,928	30,816	442,224	117.2	10,829	16,379	.0228	.0304
Cleveland	113.9	133.3	17.0	50.2	26.8	1,819,590	111.8	21,691	36,247	687,121	95.9	8,859	13,688	.0486	.0588
McClain	23.0	28.3	23.0	11.3	32.9	222,719	92.9	13,583	19,710	104,013	90.7	6,418	9,205	.0075	.0086
Oklahoma	564.4	590.3	4.6	243.4	13.4	8,613,426	85.3	21,648	35,388	5,057,371	75.1	13,455	20,778	.2921	.3115
Pottawatomie	53.4	58.4	9.4	24.0	17.6	554,295	81.9	14,938	23,096	309,390	75.8	8,625	12,891	.0202	.0214
TULSA	**642.1**	**714.7**	**11.3**	**295.8**	**20.8**	**9,116,676**	**90.1**	**19,587**	**30,820**	**5,028,470**	**79.4**	**11,447**	**17,000**	**.3005**	**.3310**
Creek	55.8	67.9	21.7	28.7	32.9	776,187	118.5	16,445	27,045	288,301	102.2	6,601	10,045	.0207	.0259
Mayes	31.7	34.5	8.8	14.4	18.0	343,639	97.2	14,282	23,864	166,833	84.8	7,400	11,586	.0113	.0127
Osage	37.0	44.2	19.5	18.6	29.2	493,124	107.0	16,540	26,512	110,421	93.5	3,[illegible]63	5,937	.0126	.0152
Rogers	38.4	44.7	16.4	17.6	25.7	379,869	79.2	15,142	21,583	211,056	79.3	8,410	11,992	.0139	.0151
Tulsa	447.2	485.2	8.5	202.1	18.0	6,780,629	85.9	21,295	33,551	4,172,794	77.3	13,742	20,647	.2325	.2510
Wagoner	32.0	38.2	19.4	14.4	27.4	343,228	104.9	14,823	23,835	79,065	94.8	3,591	5,491	.0095	.0111
TOTAL METRO COUNTIES	**1,710.5**	**1,887.6**	**10.4**	**759.4**	**19.5**	**23,996,936**	**90.3**	**19,845**	**31,600**	**12,988,526**	**79.4**	**11,394**	**17,104**	**.7882**	**.8665**
TOTAL STATE	**2,970.7**	**3,265.4**	**9.9**	**1,327.3**	**18.9**	**38,344,224**	**93.3**	**17,762**	**28,889**	**20,046,747**	**81.1**	**9,911**	**15,103**	**1.2549**	**1.3915**
OREGON															
EUGENE - SPRINGFIELD	**267.9**	**306.4**	**14.4**	**118.9**	**22.1**	**3,654,587**	**95.6**	**19,185**	**30,737**	**2,361,416**	**86.3**	**13,011**	**19,861**	**.1246**	**.1413**
Lane	267.9	306.4	14.4	118.9	22.1	3,654,587	95.6	19,185	30,737	2,361,416	86.3	13,011	19,861	.1246	.1413
PORTLAND	**1,188.4**	**1,295.7**	**9.0**	**516.0**	**15.7**	**17,368,267**	**82.2**	**21,375**	**33,659**	**9,487,601**	**72.6**	**12,324**	**18,387**	**.5872**	**.6228**
Clackamas	231.6	272.7	17.7	103.0	25.8	3,831,849	104.2	22,915	37,202	1,536,390	92.2	9,758	14,916	.1059	.1250
Multnomah	553.5	544.9	-1.6	232.5	5.1	7,286,053	65.3	19,925	31,338	4,551,992	58.7	12,968	19,578	.2829	.2730
Washington	224.0	264.5	18.1	99.3	25.9	3,524,854	88.0	23,764	35,497	2,372,597	84.4	16,312	23,893	.1216	.1356
Clark, Wash.	*179.3*	*213.6*	*19.1*	*81.2*	*26.9*	*2,725,511*	*98.4*	*21,469*	*33,565*	*1,026,622*	*89.5*	*8,466*	*12,643*	*.0768*	*.0892*
SALEM	**237.1**	**270.3**	**14.0**	**104.1**	**21.8**	**2,998,218**	**94.2**	**18,062**	**28,801**	**1,809,069**	**87.0**	**11,315**	**17,378**	**.1019**	**.1151**
Marion	192.5	222.0	15.3	85.6	23.2	2,552,426	99.6	18,400	29,818	1,645,005	89.3	12,504	19,217	.0862	.0994
Polk	44.6	48.3	8.3	18.5	15.6	445,792	67.9	16,591	24,097	164,064	66.7	6,153	8,868	.0157	.0157
TOTAL METRO COUNTIES	**1,514.1**	**1,658.8**	**9.6**	**657.8**	**16.4**	**21,295,561**	**84.0**	**20,485**	**32,374**	**12,631,464**	**75.7**	**12,727**	**19,203**	**.7369**	**.7900**
TOTAL STATE	**2,534.5**	**2,810.2**	**10.9**	**1,108.8**	**18.0**	**33,934,116**	**86.9**	**19,319**	**30,604**	**20,541,874**	**78.5**	**12,248**	**18,526**	**1.1786**	**1.2816**
PENNSYLVANIA															
ALLENTOWN - BETHLEHEM - EASTON	**627.1**	**639.5**	**2.0**	**246.5**	**8.9**	**8,074,481**	**64.7**	**21,651**	**32,757**	**4,097,115**	**61.5**	**11,208**	**16,621**	**.2939**	**.2863**
Carbon	51.5	52.0	1.0	20.5	7.3	483,279	60.5	15,767	23,575	231,686	56.1	7,771	11,302	.0190	.0180
Lehigh	265.4	265.0	−.2	104.0	6.7	3,639,330	62.3	22,994	34,994	2,169,440	59.8	13,922	20,860	.1390	.1336
Northampton	225.3	229.7	2.0	86.9	8.8	2,743,116	59.9	21,469	31,566	1,126,372	57.9	8,930	12,962	.0975	.0930
Warren, N. J.	*84.9*	*92.8*	*9.3*	*35.1*	*17.4*	*1,208,756*	*87.9*	*21,515*	*34,437*	*569,617*	*79.1*	*10,637*	*16,228*	*.0384*	*.0417*
ALTOONA	**134.4**	**136.0**	**1.2**	**53.1**	**8.6**	**1,367,299**	**61.2**	**17,342**	**25,750**	**885,344**	**58.9**	**11,396**	**16,673**	**.0571**	**.0547**
Blair	134.4	136.0	1.2	53.1	8.6	1,367,299	61.2	17,342	25,750	885,344	58.9	11,396	16,673	.0571	.0547
ERIE	**268.3**	**255.9**	**−4.6**	**90.5**	**1.5**	**2,580,634**	**49.2**	**19,397**	**28,515**	**1,534,070**	**49.0**	**11,545**	**16,951**	**.1125**	**.1007**
Erie	268.3	255.9	−4.6	90.5	1.5	2,580,634	49.2	19,397	28,515	1,534,070	49.0	11,545	16,951	.1125	.1007
HARRISBURG	**435.6**	**450.3**	**3.4**	**177.1**	**10.9**	**6,670,304**	**81.9**	**22,966**	**37,664**	**3,450,461**	**73.1**	**12,479**	**19,483**	**.2199**	**.2310**
Cumberland	176.2	188.4	6.9	71.1	14.9	3,027,938	87.6	26,075	42,587	1,652,211	79.3	14,884	23,238	.0968	.1053
Dauphin	224.3	223.0	−.6	91.4	6.9	3,282,791	77.2	21,669	35,917	1,640,839	67.0	11,491	17,952	.1106	.1127
Perry	35.1	38.9	10.8	14.6	18.7	359,575	78.9	16,342	24,628	157,411	76.8	7,237	10,782	.0125	.0130
JOHNSTOWN	**267.3**	**261.1**	**−2.3**	**99.6**	**5.3**	**3,324,465**	**77.1**	**19,848**	**33,378**	**1,587,252**	**64.7**	**10,186**	**15,936**	**.1146**	**.1157**
Cambria	186.8	177.9	−4.8	66.8	2.6	2,287,288	72.2	20,407	34,241	1,177,064	61.2	11,219	17,621	.0824	.0812
Somerset	80.5	83.2	3.4	32.8	11.2	1,037,177	88.9	18,615	31,621	410,188	75.8	7,908	12,506	.0322	.0345
LANCASTER	**354.1**	**376.4**	**6.3**	**142.3**	**14.4**	**4,559,652**	**71.2**	**21,409**	**32,043**	**2,349,663**	**67.7**	**11,260**	**16,512**	**.1616**	**.1638**
Lancaster	354.1	376.4	6.3	142.3	14.4	4,559,652	71.2	21,409	32,043	2,349,663	67.7	11,260	16,512	.1616	.1638
NORTHEAST PENNSYLVANIA	**634.5**	**638.0**	**.6**	**247.8**	**7.3**	**6,514,472**	**61.5**	**17,466**	**26,289**	**3,687,817**	**59.2**	**10,027**	**14,882**	**.2603**	**.2493**
Lackawanna	236.1	239.3	1.4	94.2	8.7	2,435,929	61.8	17,367	25,859	1,315,371	59.0	9,541	13,964	.0959	.0919
Luzerne	337.0	328.4	−2.6	127.2	3.8	3,355,256	57.5	17,371	26,378	1,798,980	53.7	9,546	14,143	.1358	.1264
Monroe	61.4	70.3	14.5	26.4	21.7	723,287	81.2	18,393	27,397	573,466	80.0	14,682	21,722	.0286	.0310
PHILADELPHIA	**4,771.5**	**4,706.5**	**−1.4**	**1,729.9**	**5.3**	**58,274,749**	**55.0**	**22,879**	**33,687**	**26,864,291**	**54.6**	**10,577**	**15,529**	**2.1791**	**2.0193**
Bucks	475.9	501.3	5.3	172.1	12.9	6,281,775	65.1	24,945	36,501	3,534,242	63.8	14,144	20,536	.2334	.2300
Chester	307.6	325.4	5.8	111.1	13.3	4,057,813	60.8	25,721	36,524	1,780,056	63.0	11,133	16,022	.1427	.1385
Delaware	567.2	535.6	−5.6	195.2	1.1	6,923,260	45.7	24,628	35,468	3,169,231	46.7	11,191	16,236	.2711	.2375
Montgomery	627.6	620.5	−1.1	228.1	6.0	9,154,253	48.0	28,746	40,133	4,562,189	50.0	14,129	20,001	.3505	.3139
Philadelphia	1,753.9	1,654.0	−5.7	653.2	.7	19,008,333	51.1	19,381	29,100	7,045,882	47.3	7,373	10,787	.7085	.6340
Burlington, N. J.	*361.3*	*374.8*	*3.7*	*117.2*	*10.9*	*4,213,746*	*61.1*	*24,741*	*35,953*	*2,229,941*	*60.9*	*13,109*	*19,027*	*.1602*	*.1548*
Camden, N. J.	*474.1*	*469.3*	*−1.0*	*173.3*	*6.6*	*6,141,603*	*64.3*	*22,987*	*35,439*	*3,017,142*	*59.0*	*11,668*	*17,410*	*.2223*	*.2143*
Gloucester, N. J.	*203.9*	*225.6*	*10.6*	*79.7*	*19.3*	*2,493,966*	*79.5*	*20,802*	*31,292*	*1,525,608*	*77.5*	*12,864*	*19,142*	*.0904*	*.0963*
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***5,611.9***	***5,537.6***	***−1.3***	***2,035.9***	***5.4***	***69,463,193***	***56.1***	***23,041***	***34,119***	***32,078,530***	***55.0***	***10,714***	***15,756***	***2.5805***	***2.4017***
PITTSBURGH	**2,249.7**	**2,169.9**	**−3.5**	**834.6**	**3.5**	**25,382,649**	**51.8**	**20,724**	**30,413**	**13,195,929**	**50.5**	**10,869**	**15,811**	**1.0156**	**.9205**
Allegheny	1,454.9	1,384.2	−4.9	537.8	2.0	16,973,486	49.4	21,561	31,561	8,718,402	48.4	11,144	16,211	.6808	.6075
Beaver	204.2	199.7	−2.2	74.7	4.9	2,394,637	64.6	20,429	32,057	1,120,371	59.0	9,899	14,998	.0871	.0839

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979–1984	12/31/84 Total Households (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
PA (cont.)															
Washington	215.1	214.0	–.5	82.0	6.9	2,164,934	56.6	18,025	26,402	1,271,521	54.8	10,707	15,506	.0898	.0841
Westmoreland	375.5	372.0	–.9	140.1	6.4	3,849,592	53.0	19,107	27,477	2,085,625	52.5	10,388	14,887	.1579	.1450
READING	**306.5**	**312.6**	**2.0**	**128.7**	**-10.1**	**4,135,786**	**66.8**	**21,215**	**32,135**	**1,978,677**	**62.6**	**10,411**	**15,374**	**.1455**	**.1430**
Berks	306.5	312.6	2.0	128.7	10.1	4,135,786	66.8	21,215	32,135	1,978,677	62.6	10,411	15,374	.1455	.1430
WILLIAMSPORT	**113.6**	**110.0**	**–3.2**	**40.8**	**2.8**	**1,027,322**	**49.5**	**17,304**	**25,179**	**679,066**	**50.0**	**11,405**	**16,644**	**.0468**	**.0421**
Lycoming	113.6	110.0	-3.2	40.8	2.8	1,027,322	49.5	17,304	25,179	679,066	50.0	11,405	16,644	.0468	.0421
YORK	**359.9**	**379.2**	**5.4**	**142.6**	**12.1**	**4,156,210**	**60.3**	**20,389**	**29,146**	**2,150,628**	**60.7**	**10,524**	**15,082**	**.1578**	**.1525**
Adams	63.8	68.7	7.7	23.6	14.0	749,463	61.4	22,429	31,757	302,095	63.8	8,909	12,801	.0264	.0258
York	296.1	310.5	4.9	119.0	11.7	3,406,747	60.0	19,992	28,628	1,848,533	60.2	10,838	15,534	.1314	.1267
TOTAL METRO COUNTIES	**9,436.1**	**9,307.6**	**-1.4**	**3,541.0**	**5.5**	**112,269,670**	**56.8**	**21,337**	**31,706**	**55,238,746**	**55.3**	**10,603**	**15,600**	**4.2659**	**3.9820**
TOTAL STATE	**11,769.5**	**11,664.9**	**–.9**	**4,397.0**	**5.9**	**133,959,217**	**57.5**	**20,489**	**30,466**	**68,331,646**	**55.8**	**10,563**	**15,541**	**5.1719**	**4.8488**
RHODE ISLAND															
PROVIDENCE - WARWICK - PAWTUCKET	**849.2**	**845.0**	**–.5**	**318.7**	**7.1**	**9,647,916**	**59.9**	**20,263**	**30,273**	**4,373,802**	**55.2**	**9,466**	**13,724**	**.3584**	**.3385**
Bristol	46.5	45.2	–2.8	16.0	5.3	459,908	41.3	21,410	28,744	143,592	42.1	6,648	8,975	.0177	.0153
Kent	152.3	154.2	1.2	55.5	9.0	1,811,106	61.1	22,082	32,633	1,067,065	56.9	13,361	19,226	.0715	.0681
Providence	561.5	548.8	–2.3	215.0	5.4	6,212,389	57.5	19,332	28,895	2,640,117	52.4	8,495	12,280	.2311	.2149
Washington	88.9	96.8	8.9	32.2	16.7	1,164,513	82.2	23,154	36,165	523,028	72.1	11,013	16,243	.0381	.0402
TOTAL METRO COUNTIES	**849.2**	**845.0**	**–.5**	**318.7**	**7.1**	**9,647,916**	**59.9**	**20,263**	**30,273**	**4,373,802**	**55.2**	**9,466**	**13,724**	**.3584**	**.3385**
TOTAL STATE	**933.1**	**927.3**	**–.6**	**346.6**	**6.9**	**10,455,288**	**58.2**	**20,377**	**30,165**	**4,715,688**	**54.2**	**9,430**	**13,606**	**.3918**	**.3674**
SOUTH CAROLINA															
△ **ANDERSON**	**122.8**	**135.6**	**10.4**	**53.0**	**19.1**	**1,448,948**	**82.7**	**17,822**	**27,339**	**894,840**	**77.2**	**11,349**	**16,884**	**.0527**	**.0566**
Anderson	122.8	135.6	10.4	53.0	19.1	1,448,948	82.7	17,822	27,339	894,840	77.2	11,349	16,884	.0527	.0566
CHARLESTON - NORTH CHARLESTON	**398.2**	**423.3**	**6.3**	**141.8**	**14.4**	**3,944,474**	**71.3**	**18,568**	**27,817**	**2,224,971**	**64.2**	**10,925**	**15,691**	**.1529**	**.1538**
Berkeley	82.8	98.3	18.7	30.0	26.1	799,939	105.0	16,395	26,665	232,611	96.5	4,974	7,754	.0236	.0277
Charleston	262.4	260.5	–.7	90.4	7.7	2,688,935	61.8	19,812	29,745	1,734,807	58.2	13,072	19,190	.1121	.1070
Dorchester	53.0	64.5	21.7	21.4	31.3	455,600	82.2	15,338	21,290	257,553	84.4	8,568	12,035	.0172	.0191
COLUMBIA	**388.2**	**423.4**	**9.1**	**138.6**	**17.6**	**4,698,504**	**84.6**	**21,593**	**33,900**	**2,601,345**	**75.2**	**12,594**	**18,769**	**.1639**	**.1752**
Lexington	135.5	160.3	18.3	56.6	26.3	1,712,080	97.2	19,375	30,249	741,089	89.0	8,754	13,093	.0524	.0601
Richland	252.7	263.1	4.1	82.0	12.2	2,986,424	78.0	22,952	36,420	1,860,256	70.3	14,947	22,686	.1115	.1151
GREENVILLE - SPARTANBURG	**546.8**	**583.2**	**6.7**	**216.5**	**14.7**	**6,670,619**	**82.3**	**19,382**	**30,811**	**3,760,870**	**74.5**	**11,416**	**17,371**	**.2351**	**.2488**
Greenville	275.7	292.4	6.1	108.7	13.8	3,633,265	84.4	20,634	33,425	2,022,159	74.9	12,107	18,603	.1248	.1328
Pickens	72.6	81.3	12.0	28.5	20.3	678,930	70.4	16,816	23,822	401,700	72.8	9,807	14,095	.0267	.0276
Spartanburg	198.5	209.5	5.5	79.3	13.9	2,358,424	82.8	18,537	29,741	1,337,011	74.4	11,017	16,860	.0836	.0884
TOTAL METRO COUNTIES	**1,556.7**	**1,674.8**	**7.6**	**589.7**	**15.8**	**18,131,521**	**81.4**	**19,635**	**30,747**	**10,040,730**	**72.9**	**11,402**	**17,027**	**.6454**	**.6801**
TOTAL STATE	**2,967.9**	**3,177.4**	**7.1**	**1,106.1**	**15.4**	**32,868,278**	**85.9**	**18,442**	**29,715**	**17,934,166**	**76.6**	**10,593**	**16,214**	**1.1573**	**1.2407**

In South Carolina, Metro Greenville is the No. 1:

☐ Food Market
☐ Automotive Market
☐ Home Furnishings Market
☐ Building Supply Market
☐ Drugstore Market
☐ Market for Effective Buying Income

☐ Apparel/Accessories Market
☐ White-collar Employment Market
☐ Market for Population
☐ Market for Households
☐ Market for Total Retail Sales
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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979–1984	12/31/84 Total House-holds (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI		1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household			
								1979	1984			1979	1984	1979	1984
SOUTH DAKOTA															
RAPID CITY	96.0	105.7	10.1	37.2	17.0	1,032,419	61.3	20,122	27,753	796,217	61.9	15,468	21,404	.0452	.0442
Meade	21.4	23.8	11.2	7.1	18.3	258,381	78.8	24,090	36,392	83,158	73.1	8,005	11,712	.0082	.0085
Pennington	74.6	81.9	9.8	30.1	16.7	774,038	56.3	19,199	25,716	713,059	60.6	17,204	23,690	.0370	.0357
SIOUX FALLS	105.5	112.6	6.7	40.6	13.4	1,405,269	70.2	23,065	34,613	1,128,209	66.6	18,920	27,788	.0579	.0584
Minnehaha	105.5	112.6	6.7	40.6	13.4	1,405,269	70.2	23,065	34,613	1,128,209	66.6	18,920	27,788	.0579	.0584
TOTAL METRO COUNTIES	201.5	218.3	8.3	77.8	15.1	2,437,688	66.3	21,681	31,333	1,924,426	64.6	17,296	24,736	.1031	.1026
TOTAL STATE	702.4	719.4	2.4	263.6	9.2	7,127,949	55.1	19,043	27,041	4,415,011	55.6	11,751	16,749	.3013	.2824
TENNESSEE															
CHATTANOOGA	409.0	434.8	6.3	177.7	13.8	4,490,101	67.1	17,200	25,268	2,599,688	63.8	10,160	14,630	.1736	.1727
Hamilton	275.1	293.2	6.6	126.2	13.8	3,079,574	60.3	17,325	24,402	1,990,898	60.0	11,220	15,776	.1264	.1222
Marion	22.9	25.5	11.4	9.2	19.5	292,626	134.1	16,236	31,807	128,256	104.6	8,141	13,941	.0080	.0101
Sequatchie	7.7	8.7	13.0	2.8	16.7	101,123	145.9	17,138	36,115	32,223	113.6	6,287	11,508	.0026	.0033
Catoosa, Ga.	*37.2*	*44.3*	*19.1*	*16.5*	*28.9*	*435,221*	*100.1*	*16,996*	*26,377*	*208,860*	*95.4*	*8,351*	*12,658*	*.0136*	*.0161*
Dade, Ga.	*12.0*	*11.9*	*-.8*	*4.4*	*10.0*	*121,554*	*88.9*	*16,091*	*27,626*	*59,287*	*77.3*	*8,362*	*13,474*	*.0041*	*.0044*
Walker, Ga.	*54.1*	*51.2*	*-5.4*	*18.6*	*1.1*	*460,003*	*45.0*	*17,242*	*24,731*	*180,164*	*44.7*	*6,769*	*9,686*	*.0189*	*.0186*
CLARKSVILLE - HOPKINSVILLE	159.6	181.2	13.5	56.6	21.2	1,691,163	89.9	19,067	29,879	964,189	81.3	11,388	17,035	.0599	.0660
Montgomery	84.6	97.9	15.7	31.4	24.1	906,667	88.6	19,006	28,875	558,506	81.2	12,180	17,787	.0328	.0363
Christian, Ky.	*75.0*	*83.3*	*11.1*	*25.2*	*17.8*	*784,496*	*91.5*	*19,138*	*31,131*	*405,683*	*81.4*	*10,451*	*16,099*	*.0271*	*.0297*
△ **JACKSON**	73.5	76.0	3.4	28.2	10.6	932,786	97.0	18,567	33,078	613,923	80.8	13,319	21,770	.0328	.0362
Madison	73.5	76.0	3.4	28.2	10.6	932,786	97.0	18,567	33,078	613,923	80.8	13,319	21,770	.0328	.0362
JOHNSON CITY - KINGSPORT - BRISTOL	417.3	438.4	5.1	163.9	12.4	4,044,441	73.6	15,982	24,676	2,615,209	66.4	10,777	15,956	.1633	.1652
Carter	48.3	51.2	6.0	19.4	13.5	373,634	65.3	13,216	19,259	172,664	62.6	6,208	8,900	.0150	.0149
Hawkins	39.1	43.4	11.0	15.7	18.9	482,237	126.9	16,098	30,716	131,514	99.8	4,986	8,377	.0124	.0152
Sullivan	139.4	145.6	4.4	55.0	11.8	1,290,842	55.3	16,898	23,470	1,051,658	58.9	13,455	19,121	.0607	.0577
Unicoi	16.4	16.1	-1.8	6.1	5.2	97,160	36.6	12,267	15,928	42,900	42.5	5,192	7,033	.0047	.0039
Washington	85.5	89.8	5.0	32.6	12.4	962,156	80.5	18,379	29,514	594,196	73.1	11,838	18,227	.0359	.0375
Bristol, Va.	*20.7*	*22.1*	*6.0*	*9.2*	*16.5*	*158,253*	*62.3*	*12,345*	*17,201*	*323,269*	*65.6*	*24,711*	*35,138*	*.0115*	*.0114*
Scott, Va.	*25.0*	*25.3*	*1.2*	*9.6*	*9.1*	*206,507*	*75.4*	*13,377*	*21,511*	*86,795*	*66.9*	*5,910*	*9,041*	*.0078*	*.0077*
Washington, Va.	*42.9*	*44.9*	*4.7*	*16.3*	*10.1*	*473,652*	*96.7*	*16,273*	*29,058*	*212,213*	*81.9*	*7,884*	*13,019*	*.0153*	*.0169*
KNOXVILLE	460.4	497.2	8.0	187.1	15.3	5,775,474	85.5	19,180	30,868	3,436,584	75.8	12,044	18,368	.2040	.2184
Anderson	65.9	71.4	8.3	26.4	14.3	713,545	72.4	17,918	27,028	444,783	70.3	11,303	16,848	.0276	.0282
Blount	76.1	87.4	14.8	33.4	22.8	970,202	98.7	17,947	29,048	523,816	87.9	10,247	15,683	.0314	.0359
Knox	306.5	325.2	6.1	122.9	13.6	3,991,372	84.5	19,995	32,477	2,442,967	74.2	12,958	19,878	.1419	.1508
Union	11.9	13.2	10.9	4.4	15.8	100,355	112.0	12,456	22,808	25,018	93.3	3,406	5,686	.0031	.0035
MEMPHIS	904.7	942.8	4.2	337.2	12.3	10,822,740	80.2	19,997	32,096	5,858,338	70.4	11,442	17,373	.3833	.3986
Shelby	768.8	798.4	3.9	290.3	12.0	9,572,813	79.3	20,602	32,976	5,205,417	69.8	11,834	17,931	.3379	.3500
Tipton	32.5	35.4	8.9	12.2	16.2	242,865	77.2	13,050	19,907	116,403	68.9	6,562	9,541	.0095	.0099
Crittenden, Ark.	*49.4*	*49.7*	*.6*	*16.4*	*8.6*	*478,194*	*89.1*	*16,749*	*29,158*	*328,582*	*75.0*	*12,433*	*20,035*	*.0186*	*.0197*
De Soto, Miss.	*54.0*	*59.3*	*9.8*	*18.3*	*16.6*	*528,868*	*89.5*	*17,776*	*28,900*	*207,936*	*81.7*	*7,290*	*11,363*	*.0173*	*.0190*
NASHVILLE-DAVIDSON	803.0	873.6	8.8	331.7	16.7	10,752,490	82.6	20,723	32,416	6,269,073	74.6	12,633	18,900	.3757	.3993
Cheatham	19.0	22.5	18.4	7.4	23.3	194,401	98.1	16,358	26,270	64,253	85.9	5,761	8,683	.0059	.0068
Davidson	459.5	476.0	3.6	185.3	11.5	6,518,013	73.6	22,596	35,175	4,197,431	68.3	15,002	22,652	.2418	.2457
Dickson	29.1	33.4	14.8	12.9	22.9	296,454	87.9	15,030	22,981	184,510	82.5	9,631	14,303	.0109	.0120
Robertson	33.4	36.6	9.6	13.7	17.1	369,192	95.6	16,132	26,948	196,875	85.5	9,069	14,370	.0124	.0139
Rutherford	79.5	91.5	15.1	31.7	23.3	885,956	91.4	18,012	27,948	542,305	84.7	11,422	17,107	.0313	.0350
Sumner	78.9	91.4	15.8	34.8	25.2	1,112,831	105.0	19,526	31,978	461,485	93.1	8,597	13,261	.0320	.0376
Williamson	53.2	62.4	17.3	22.2	25.4	670,718	94.1	19,524	30,213	357,398	89.8	10,640	16,099	.0217	.0248
Wilson	50.4	59.8	18.7	23.7	27.4	704,925	108.5	18,176	29,744	264,816	97.0	7,228	11,174	.0197	.0235
TOTAL METRO COUNTIES	2,857.2	3,052.0	6.8	1,147.9	14.5	34,862,447	79.8	19,351	30,371	20,344,215	71.6	11,832	17,723	1.2584	1.3149
TOTAL STATE	4,425.3	4,747.0	7.3	1,784.9	14.9	49,668,036	82.0	17,570	27,827	28,351,583	73.1	10,542	15,884	1.7961	1.8956

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Many national studies have found Nashville to be one of the most representative test markets in the nation.

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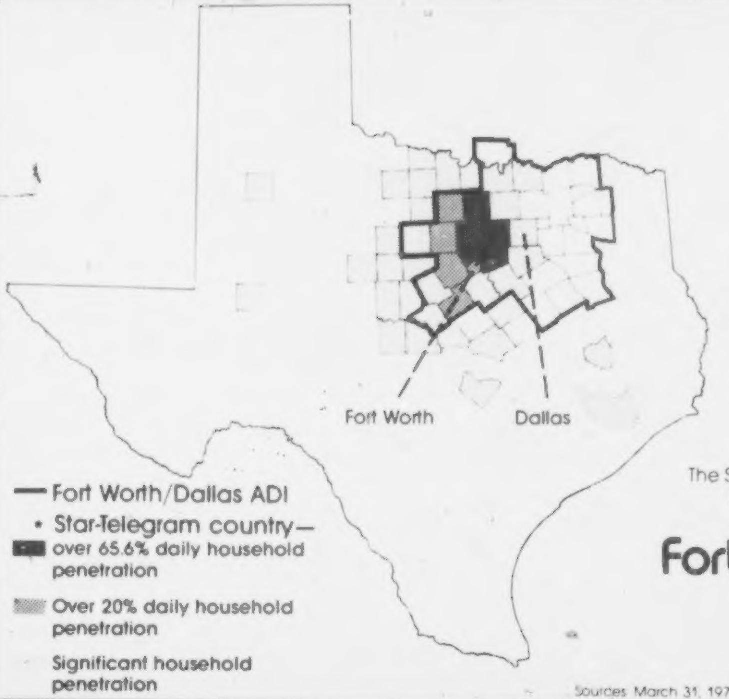
S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES					BUYING POWER INDEX	
	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979–1984	12/31/84 Total Households (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	1984	1979	1984
TEXAS															
ABILENE	**134.7**	**139.3**	**3.4**	**54.9**	**10.5**	**1,721,476**	**82.7**	**18,954**	**31,357**	**1,080,082**	**71.9**	**12,644**	**19,674**	**.0625**	**.0654**
Callahan	10.7	12.6	17.8	5.3	26.2	149,724	127.6	15,665	28,250	49,131	108.8	5,601	9,270	.0039	.0048
Jones	16.4	16.8	2.4	7.7	10.0	220,359	91.8	16,416	28,618	94,951	76.7	7,674	12,331	.0068	.0073
Taylor	107.6	109.9	2.1	41.9	8.8	1,351,393	77.5	19,775	32,253	936,000	69.8	14,316	22,339	.0518	.0533
AMARILLO	**161.9**	**172.9**	**6.8**	**69.4**	**14.3**	**2,600,051**	**90.2**	**22,520**	**37,465**	**1,818,741**	**77.6**	**16,870**	**26,207**	**.0915**	**.0996**
Potter	92.2	90.8	–1.5	37.4	5.1	1,263,465	80.4	19,677	33,782	1,158,595	69.1	19,245	30,978	.0531	.0545
Randall	69.7	82.1	17.8	32.0	27.5	1,336,586	100.5	26,554	41,768	660,146	94.8	13,501	20,630	.0384	.0451
AUSTIN	**506.1**	**573.9**	**13.4**	**199.0**	**19.7**	**7,483,892**	**101.5**	**22,331**	**37,607**	**4,367,689**	**89.9**	**13,827**	**21,948**	**.2381**	**.2754**
Hays	37.8	41.1	8.7	12.3	16.0	262,714	54.1	16,083	21,359	180,675	60.8	10,600	14,689	.0125	.0120
Travis	407.5	459.8	12.8	159.6	18.7	6,504,882	102.9	23,840	40,757	3,831,611	90.7	14,937	24,008	.2038	.2367
Williamson	60.8	73.0	20.1	27.1	27.8	716,296	112.7	15,881	26,432	355,403	99.7	8,397	13,115	.0218	.0267
BEAUMONT - PORT ARTHUR - ORANGE	**366.8**	**380.2**	**3.7**	**146.1**	**10.5**	**5,519,736**	**89.9**	**21,987**	**37,781**	**3,075,104**	**77.6**	**13,097**	**21,048**	**.1815**	**.1965**
Hardin	39.3	46.2	17.6	16.3	24.4	565,278	128.2	18,906	34,680	337,014	109.0	12,310	20,676	.0167	.0213
Jefferson	246.8	247.1	.1	96.1	7.0	3,608,068	81.8	22,102	37,545	2,152,342	71.3	13,990	22,397	.1261	.1312
Orange	80.7	86.9	7.7	33.7	15.0	1,346,390	99.7	23,013	39,952	585,748	96.6	10,712	17,381	.0387	.0440
BROWNSVILLE - HARLINGEN - SAN BENITO	**190.2**	**202.7**	**6.6**	**61.7**	**12.6**	**1,651,204**	**93.1**	**15,604**	**26,762**	**1,252,423**	**81.3**	**12,605**	**20,299**	**.0668**	**.0732**
Cameron	190.2	202.7	6.6	61.7	12.6	1,651,204	93.1	15,604	26,762	1,252,423	81.3	12,605	20,299	.0668	.0732
BRYAN - COLLEGE STATION	**82.1**	**95.5**	**16.3**	**35.1**	**25.4**	**1,135,718**	**99.2**	**20,357**	**32,357**	**662,822**	**92.7**	**12,282**	**18,884**	**.0366**	**.0424**
Brazos	82.1	95.5	16.3	35.1	25.4	1,135,718	99.2	20,357	32,357	662,822	92.7	12,282	18,884	.0366	.0424
CORPUS CHRISTI	**303.9**	**307.3**	**1.1**	**105.5**	**8.7**	**3,374,472**	**72.8**	**20,116**	**31,986**	**2,307,820**	**66.7**	**14,260**	**21,875**	**.1346**	**.1352**
Nueces	250.6	249.0	–.6	85.9	6.7	2,854,107	71.3	20,700	33,226	1,969,352	64.9	14,838	22,926	.1145	.1137
San Patricio	53.3	58.3	9.4	19.6	18.1	520,365	81.4	17,282	26,549	338,468	77.9	11,462	17,269	.0201	.0215
DALLAS - FORT WORTH	**2,798.0**	**3,051.4**	**9.1**	**1,151.4**	**16.4**	**43,298,571**	**80.2**	**24,290**	**37,605**	**23,828,673**	**73.9**	**13,848**	**20,695**	**1.4581**	**1.5408**
Collin	119.0	147.5	23.9	56.4	32.7	1,956,032	118.7	21,040	34,681	765,118	108.6	8,631	13,566	.0509	.0640
Dallas	1,524.5	1,635.2	7.3	615.0	14.3	25,137,995	78.2	26,229	40,875	13,735,925	71.8	14,862	22,335	.8436	.8808
Denton	106.8	126.1	18.1	46.9	26.8	1,628,286	105.9	21,375	34,718	846,965	96.9	11,628	18,059	.0485	.0579

Fort Worth/Dallas


Fort Worth
Dallas
— Fort Worth/Dallas ADI
• Star-Telegram country—
▇ over 65.6% daily household penetration
▨ Over 20% daily household penetration
Significant household penetration

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Texas' Largest ADI

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Fort Worth Star-Telegram

The First Buy for the Market
Box 1870, Fort Worth, Texas 76101
Represented nationally by Sawyer-Ferguson-Walker
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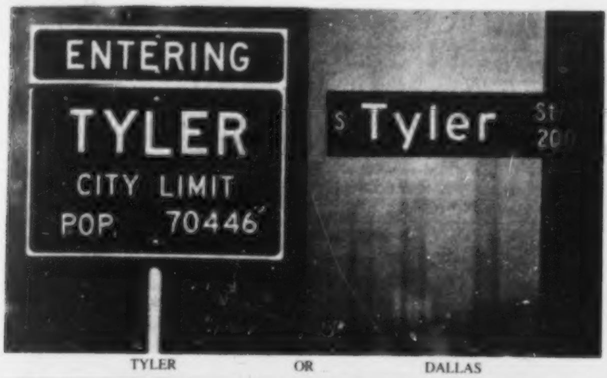
Sources: March 31, 1979 ABC Audit Report / Sales and Marketing Management, July '79


ENTERING
TYLER
CITY LIMIT
POP 70446
S Tyler St
20

TYLER OR DALLAS

LONGVIEW
CITY LIMIT
POP 51953
ORICAL
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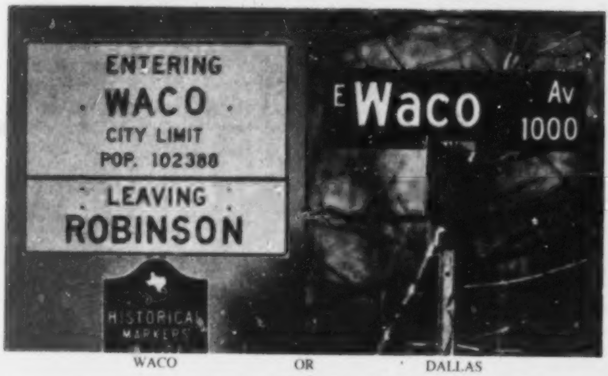
CITY
Lonr /iew St
5400

LONGVIEW OR DALLAS


ENTERING
WACO
CITY LIMIT
POP. 102388
LEAVING
ROBINSON
HISTORICAL
MARKERS
E Waco Av
1000

WACO OR DALLAS

MARSHALL
CITY LIMIT
POP 25590
Marshall St
3700

MARSHALL OR DALLAS

ABILENE
CITY LIMIT
POP 89653
Abilene St
3400

ABILENE OR DALLAS

BRYAN
CITY LIMIT
POP. 42484
Bryan St
5000

BRYAN OR DALLAS

When you buy Dallas, you'd better know the difference between Tyler, Texas and Tyler Street.

Buying a market you're not familiar with is at best, difficult. And with all the claims made by the competition about being number one everywhere in the state, it's hard not to believe them.

But remember this, when you buy the Morning News, you get almost a third of your reach outside the Dallas County Trade Area. In places like Tyler.

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So go ahead and tell your media director you bought Tyler, Abilene, Marshall and Bryan. But only the ones with Dallas zip codes.

Dallas Times Herald

The newspaper Dallas can be proud of.

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979–1984	12/31/84 Total Households (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
TX (cont.)															
Ellis	54.9	60.4	10.0	23.5	18.7	775,834	103.0	19,302	33,014	338,348	88.8	9,051	14,398	.0228	.0263
Hood	13.1	16.3	24.4	6.8	30.8	161,618	101.7	15,407	23,767	130,604	96.4	12,791	19,206	.0060	.0071
Johnson	60.7	70.4	16.0	29.8	25.7	849,352	94.1	18,460	28,502	412,192	89.1	9,198	13,832	.0264	.0301
Kaufman	37.6	41.2	9.6	15.4	19.4	446,645	95.1	17,750	29,003	261,297	84.4	10,985	16,967	.0153	.0170
Parker	37.5	42.7	13.9	15.6	21.9	489,833	89.8	20,161	31,400	287,564	85.1	12,136	18,434	.0166	.0185
Rockwall	10.8	13.1	21.3	5.3	29.3	129,471	76.0	17,943	24,428	82,875	81.6	11,128	15,637	.0049	.0052
Tarrant	810.2	873.4	7.8	327.1	14.7	11,440,614	72.7	23,239	34,976	6,841,917	69.7	14,143	20,917	.4141	.4240
Wise	22.9	25.1	9.6	9.6	15.7	282,891	88.1	18,117	29,468	125,858	80.3	8,410	13,111	.0090	.0099
EL PASO	**453.0**	**492.1**	**8.6**	**155.6**	**15.8**	**4,795,756**	**81.0**	**19,716**	**30,821**	**3,073,155**	**76.2**	**12,974**	**19,750**	**.1817**	**.1928**
El Paso	453.0	492.1	8.6	155.6	15.8	4,795,756	81.0	19,716	30,821	3,073,155	76.2	12,974	19,750	.1817	.1928
GALVESTON - TEXAS CITY	**206.1**	**228.2**	**10.7**	**84.5**	**17.5**	**2,609,929**	**74.2**	**20,841**	**30,887**	**1,458,235**	**73.4**	**11,699**	**17,257**	**.0933**	**.0972**
Galveston	206.1	228.2	10.7	84.5	17.5	2,609,929	74.2	20,841	30,887	1,458,235	73.4	11,699	17,257	.0933	.0972
HOUSTON	**2,779.4**	**3,254.1**	**17.1**	**1,219.8**	**25.0**	**52,126,369**	**108.8**	**25,591**	**42,734**	**28,362,888**	**95.6**	**14,885**	**23,252**	**1.5121**	**1.8121**
Brazoria	147.9	171.4	15.9	61.4	24.8	2,489,908	107.3	24,412	40,552	1,146,497	94.7	11,969	18,673	.0703	.0838
Fort Bend	101.4	128.1	26.3	38.3	33.4	1,366,747	142.8	19,611	35,685	681,242	120.2	10,778	17,787	.0370	.0498
Harris	2,360.5	2,749.6	16.5	1,047.5	24.7	45,902,702	108.1	26,248	43,821	25,092,004	95.1	15,308	23,954	1.3291	1.5881
Liberty	42.8	48.9	14.3	18.6	21.6	611,007	115.1	18,565	32,850	371,827	97.1	12,327	19,991	.0190	.0229
Montgomery	109.8	137.1	24.9	48.1	31.8	1,584,674	106.8	20,993	32,945	858,374	101.1	11,695	17,846	.0480	.0583
Waller	17.0	19.0	11.8	5.9	7.3	171,331	82.1	17,104	29,039	212,944	71.7	22,552	36,092	.0087	.0092
HOUSTON - GALVESTON, CONSOLIDATED AREA	***2,985.5***	***3,482.3***	***16.6***	***1,304.3***	***24.5***	***54,736,298***	***106.8***	***25,265***	***41,966***	***29,821,123***	***94.4***	***14,648***	***22,864***	***1.6054***	***1.9093***
KILLEEN - TEMPLE	**210.2**	**224.6**	**6.9**	**75.3**	**15.1**	**2,378,426**	**85.0**	**19,658**	**31,586**	**1,200,105**	**80.5**	**10,168**	**15,938**	**.0812**	**.0875**
Bell	166.2	181.4	9.1	64.2	19.8	1,943,762	90.0	19,082	30,277	1,081,666	84.0	10,970	16,848	.0665	.0734
Coryell	44.0	43.2	-1.8	11.1	-5.9	434,664	65.4	22,271	39,159	118,439	53.9	6,524	10,670	.0147	.0141
LAREDO	**89.4**	**96.2**	**7.6**	**28.9**	**14.2**	**715,700**	**90.0**	**14,888**	**24,765**	**814,740**	**79.6**	**17,929**	**28,192**	**.0351**	**.0380**
Webb	89.4	96.2	7.6	28.9	14.2	715,700	90.0	14,888	24,765	814,740	79.6	17,929	28,192	.0351	.0380
LONGVIEW - MARSHALL	**136.8**	**149.0**	**8.9**	**56.0**	**15.9**	**1,826,304**	**95.7**	**19,322**	**32,613**	**1,398,418**	**85.7**	**15,595**	**24,972**	**.0667**	**.0748**
Gregg	89.6	98.7	10.2	37.5	17.2	1,290,076	100.7	20,087	34,402	1,119,451	88.6	18,553	29,852	.0481	.0549
Harrison	47.2	50.3	6.6	18.5	13.5	536,228	84.6	17,820	28,985	278,967	74.8	9,790	15,079	.0186	.0199
LUBBOCK	**205.2**	**211.7**	**3.2**	**79.1**	**10.3**	**2,955,262**	**84.0**	**22,406**	**37,361**	**1,975,378**	**74.1**	**15,822**	**24,973**	**.1066**	**.1125**
Lubbock	205.2	211.7	3.2	79.1	10.3	2,955,262	84.0	22,406	37,361	1,975,378	74.1	15,822	24,973	.1066	.1125
MCALLEN - PHARR - EDINBURG	**244.7**	**266.5**	**8.9**	**77.0**	**16.3**	**1,951,979**	**96.1**	**15,039**	**25,350**	**1,758,418**	**85.3**	**14,332**	**22,837**	**.0849**	**.0944**
Hidalgo	244.7	266.5	8.9	77.0	16.3	1,951,979	96.1	15,039	25,350	1,758,418	85.3	14,332	22,837	.0849	.0944
MIDLAND	**76.7**	**84.6**	**10.3**	**31.4**	**17.2**	**1,295,882**	**85.4**	**26,083**	**41,270**	**767,219**	**77.5**	**16,125**	**24,434**	**.0431**	**.0466**
Midland	76.7	84.6	10.3	31.4	17.2	1,295,882	85.4	26,083	41,270	767,219	77.5	16,125	24,434	.0431	.0466
ODESSA	**111.3**	**125.1**	**12.4**	**46.4**	**19.9**	**1,699,708**	**93.6**	**22,687**	**36,632**	**1,259,281**	**86.1**	**17,485**	**27,140**	**.0602**	**0675**
Ector	111.3	125.1	12.4	46.4	19.9	1,699,708	93.6	22,687	36,632	1,259,281	86.1	17,485	27,140	.0602	.0675
SAN ANGELO	**78.8**	**82.0**	**4.1**	**33.1**	**12.2**	**958,573**	**73.4**	**18,740**	**28,960**	**686,210**	**68.1**	**13,836**	**20,731**	**.0379**	**.0387**
Tom Green	78.8	82.0	4.1	33.1	12.2	958,573	73.4	18,740	28,960	686,210	68.1	13,836	20,731	.0379	.0387
SAN ANTONIO	**1,048.0**	**1,147.4**	**9.5**	**388.0**	**16.8**	**13,218,448**	**91.2**	**20,812**	**34,068**	**7,167,459**	**80.7**	**11,943**	**18,473**	**.4424**	**.4868**
Bexar	974.4	1,066.3	9.4	357.9	16.7	12,274,314	90.5	21,008	34,295	6,637,807	80.1	12,014	18,547	.4116	.4516
Comal	33.3	38.7	16.2	14.5	23.9	412,968	93.4	18,249	28,481	263,285	86.3	12,082	18,158	.0144	.0163
Guadalupe	40.3	42.4	5.2	15.6	13.0	531,166	106.4	18,645	34,049	266,367	88.2	10,255	17,075	.0164	.0189
SHERMAN - DENISON	**85.3**	**86.8**	**1.8**	**36.7**	**9.6**	**1,336,368**	**93.2**	**20,645**	**36,413**	**675,546**	**77.3**	**11,374**	**18,407**	**.0419**	**.0458**
Grayson	85.3	86.8	1.8	36.7	9.6	1,336,368	93.2	20,645	36,413	675,546	77.3	11,374	18,407	.0419	.0458
TEXARKANA	**119.3**	**122.2**	**2.4**	**48.4**	**9.5**	**1,101,444**	**59.6**	**15,610**	**22,757**	**781,175**	**58.1**	**11,180**	**16,140**	**.0489**	**.0466**
Bowie	74.4	77.8	4.6	31.5	11.7	644,037	50.1	15,220	20,446	507,459	54.7	11,632	16,110	.0311	.0287
Little River, Ark.	*11.4*	*11.9*	*4.4*	*4.5*	*12.5*	*121,718*	*89.6*	*16,052*	*27,048*	*51,460*	*74.4*	*7,376*	*11,436*	*.0041*	*.0043*
Miller, Ark.	*33.5*	*32.5*	*-3.0*	*12.4*	*3.3*	*335,689*	*70.8*	*16,377*	*27,072*	*222,256*	*62.7*	*11,385*	*17,924*	*.0137*	*.0136*
TYLER	**115.6**	**127.4**	**10.2**	**49.6**	**17.3**	**1,686,066**	**93.1**	**20,641**	**33,993**	**1,161,753**	**84.2**	**14,911**	**23,422**	**.0588**	**.0655**
Smith	115.6	127.4	10.2	49.6	17.3	1,686,066	93.1	20,641	33,993	1,161,753	84.2	14,911	23,422	.0588	.0655
△ **VICTORIA**	**64.9**	**74.2**	**14.3**	**25.3**	**22.2**	**939,018**	**117.0**	**20,900**	**37,115**	**753,947**	**101.1**	**18,108**	**29,800**	**.0320**	**.0390**
Victoria	64.9	74.2	14.3	25.3	22.2	939,018	117.0	20,900	37,115	753,947	101.1	18,108	29,800	.0320	.0390
WACO	**161.4**	**172.6**	**6.9**	**67.5**	**14.0**	**1,968,918**	**82.8**	**18,191**	**29,169**	**1,323,130**	**74.4**	**12,818**	**19,602**	**.0735**	**.0778**
McLennan	161.4	172.6	6.9	67.5	14.0	1,968,918	82.8	18,191	29,169	1,323,130	74.4	12,818	19,602	.0735	.0778
WICHITA FALLS	**128.6**	**121.6**	**-5.4**	**47.3**	**.9**	**1,560,840**	**67.4**	**19,878**	**32,999**	**976,346**	**57.4**	**13,226**	**20,642**	**.0615**	**.0592**
Clay	9.2	10.6	15.2	4.3	22.9	131,899	107.4	18,173	30,674	32,189	93.3	4,759	7,486	.0033	.0041
Wichita	119.4	111.0	-7.0	43.0	-.9	1,428,941	64.5	20,015	33,231	944,157	56.4	13,909	21,957	.0580	.0551
TOTAL METRO COUNTIES	**10,813.5**	**11,945.1**	**10.5**	**4,356.1**	**17.9**	**161,452,703**	**91.9**	**22,769**	**37,064**	**93,713,041**	**82.2**	**13,917**	**21,513**	**5.3137**	**5.8934**
TOTAL STATE	**13,462.3**	**14,707.0**	**9.2**	**5,395.0**	**16.5**	**190,660,822**	**91.6**	**21,501**	**35,340**	**110,531,846**	**81.4**	**13,165**	**20,488**	**6.3494**	**7.0081**
UTAH															
PROVO - OREM	**194.9**	**231.9**	**19.0**	**66.9**	**26.2**	**2,253,797**	**111.9**	**20,070**	**33,689**	**1,198,622**	**97.3**	**11,461**	**17,917**	**.0710**	**.0856**
Utah	194.9	231.9	19.0	66.9	26.2	2,253,797	111.9	20,070	33,689	1,198,622	97.3	11,461	17,917	.0710	.0856
SALT LAKE CITY - OGDEN	**876.3**	**988.7**	**12.8**	**320.5**	**19.1**	**10,829,956**	**88.4**	**21,365**	**33,791**	**6,047,113**	**78.8**	**12,568**	**18,868**	**.3710**	**.4066**
Davis	136.0	163.1	19.9	43.8	26.6	1,628,884	102.0	23,305	37,189	716,327	93.4	10,705	16,354	.0497	.0585
Salt Lake	575.8	654.8	13.7	218.8	20.3	7,476,587	91.5	21,459	34,171	4,325,827	81.2	13,122	19,771	.2533	.2815
Tooele	24.9	27.7	11.2	8.8	17.3	304,009	91.8	21,135	34,546	116,361	82.1	8,521	13,223	.0093	.0103
Weber	139.6	143.1	2.5	49.1	8.9	1,420,476	61.2	19,539	28,930	888,598	58.4	12,437	18,098	.0587	.0563
TOTAL METRO COUNTIES	**1,071.2**	**1,220.6**	**13.9**	**387.4**	**20.3**	**13,083,753**	**92.0**	**21,152**	**33,773**	**7,245,735**	**81.6**	**12,386**	**18,703**	**.4420**	**.4922**
TOTAL STATE	**1,363.4**	**1,554.9**	**14.0**	**498.4**	**20.7**	**16,066,140**	**92.7**	**20,196**	**33,235**	**8,917,797**	**81.1**	**11,363**	**17,893**	**.5462**	**.6097**

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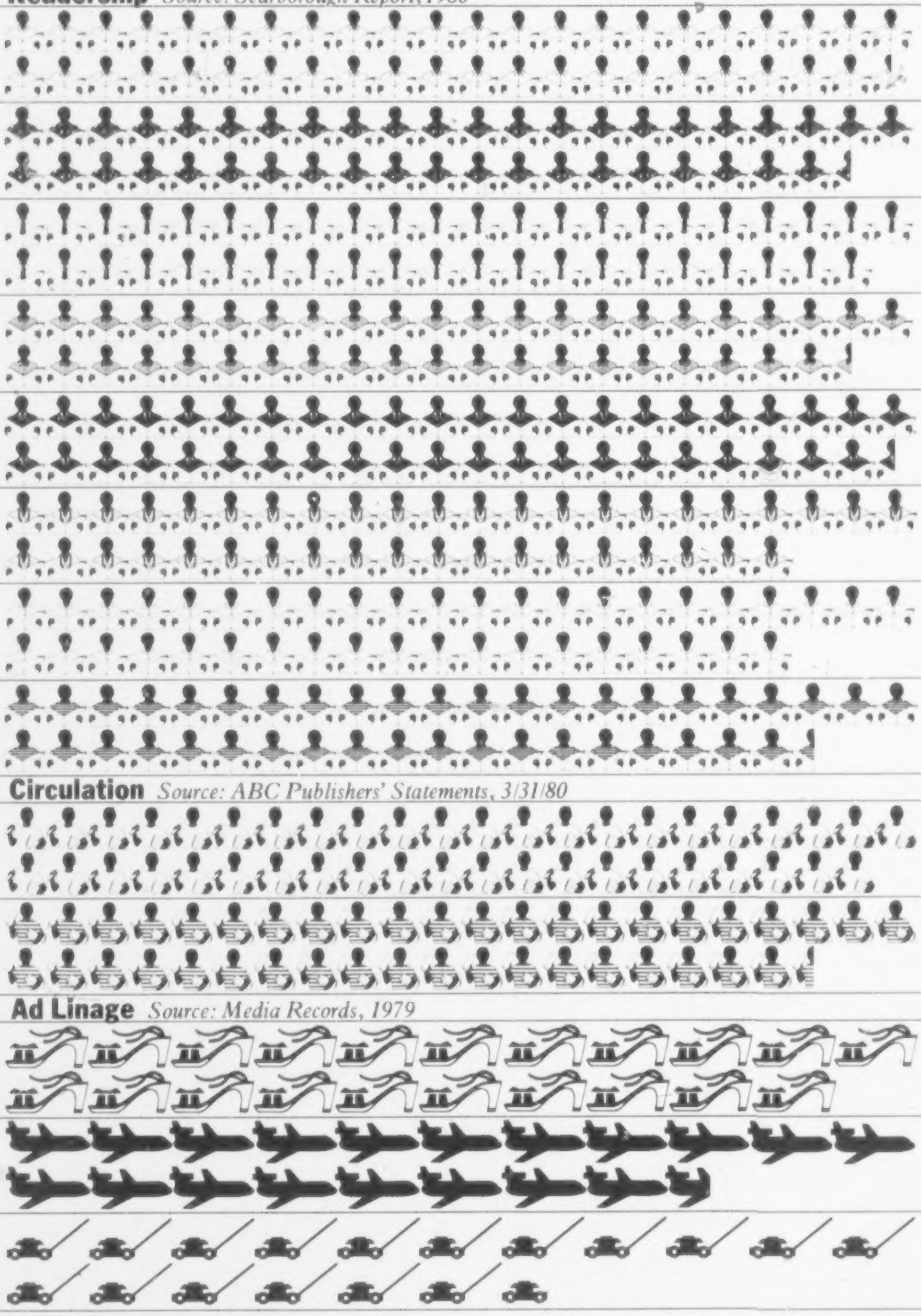

Readership *Source: Scarborough Report, 1980*

	Chronicle	Post
Daily	755,000	746,000
Sunday	957,000	828,000
Daily: $25,000+	325,000	294,000
Sunday: $25,000+	397,000	333,000
Daily: $35,000+	184,000	164,000
Sunday: $35,000+	213,000	184,000
Daily: 18-34	363,000	281,000
Sunday: 18-34	475,000	340,000

Circulation *Source: ABC Publishers' Statements, 3/31/80*

	Chronicle	Post
Daily	348,601	330,203
Sunday	436,940	394,853

Ad Linage *Source: Media Records, 1979*

	Chronicle	Post
Retail	47,325,888	43,586,270
General	5,714,174	4,427,088
Classified	67,155,591	40,159,479

Houston Chronicle

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979–1984	12/31/84 Total House-holds (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
VERMONT															
△ BURLINGTON	**115.5**	**125.4**	**8.6**	**43.6**	**16.3**	**1,225,289**	**56.8**	**20,832**	**28,103**	**693,533**	**57.7**	**11,731**	**15,907**	**.0494**	**.0473**
Chittenden	115.5	125.4	8.6	43.6	16.3	1,225,289	56.8	20,832	28,103	693,533	57.7	11,731	15,907	.0494	.0473
TOTAL METRO COUNTIES	**115.5**	**125.4**	**8.6**	**43.6**	**16.3**	**1,225,289**	**56.8**	**20,832**	**28,103**	**693,533**	**57.7**	**11,731**	**15,907**	**.0494**	**.0473**
TOTAL STATE	**497.3**	**527.3**	**6.0**	**196.1**	**13.3**	**4,846,687**	**56.0**	**17,945**	**24,715**	**2,791,791**	**55.2**	**10,392**	**14,237**	**.2017**	**.1910**
VIRGINIA															
△ DANVILLE	**107.2**	**106.0**	**-1.1**	**39.5**	**5.9**	**1,236,638**	**90.3**	**17,422**	**31,307**	**611,426**	**71.1**	**9,579**	**15,479**	**.0418**	**.0443**
Danville	44.3	42.6	-3.8	17.3	3.0	610,807	85.3	19,621	35,307	475,653	68.7	16,778	27,494	.0237	.0246
Pittsylvania	62.9	63.4	.8	22.2	8.3	625,831	95.4	15,620	28,191	135,773	80.0	3,679	6,116	.0181	.0197
LYNCHBURG	**150.8**	**159.8**	**6.0**	**59.5**	**14.4**	**1,550,338**	**75.2**	**17,019**	**26,056**	**931,571**	**63.1**	**11,573**	**16,497**	**.0612**	**.0621**
Amherst	28.8	29.8	3.5	9.3	12.0	284,276	81.7	18,853	30,567	133,449	74.4	9,222	14,349	.0100	.0105
Appomattox	11.6	12.5	7.8	4.8	20.0	97,720	76.8	13,821	20,358	82,413	76.4	11,680	17,169	.0044	.0045
Campbell	45.8	52.4	14.4	19.1	23.2	605,499	117.5	17,957	31,702	216,033	102.0	6,898	11,311	.0163	.0200
Lynchburg	64.6	65.1	.8	26.3	8.7	562,843	42.5	16,318	21,401	549,676	47.9	15,355	20,900	.0305	.0271
NEWPORT NEWS - HAMPTON	**368.4**	**385.8**	**4.7**	**137.3**	**12.9**	**3,643,025**	**56.7**	**19,123**	**26,533**	**2,194,198**	**56.4**	**11,540**	**15,981**	**.1522**	**.1446**
Gloucester	18.4	21.1	14.7	8.8	25.7	168,406	75.5	13,709	19,137	118,064	79.2	9,414	13,416	.0069	.0074
Hampton	126.5	122.7	-3.0	44.6	4.9	1,178,798	47.7	18,782	26,430	837,509	50.3	13,116	18,778	.0548	.0490
James City	22.1	23.6	6.8	7.6	15.2	191,109	57.2	18,426	25,146	82,963	62.0	7,758	10,916	.0073	.0073
Newport News	145.1	151.1	4.1	54.3	12.5	1,345,352	48.9	18,548	24,550	781,079	50.7	10,643	14,253	.0585	.0536
Poquoson	9.5	13.5	42.1	4.9	53.1	123,341	127.3	16,954	25,172	11,771	119.5	1,676	2,402	.0027	.0037
Williamsburg	11.0	10.7	-2.7	3.3	6.5	173,502	97.7	28,308	52,576	205,078	74.9	37,826	62,145	.0076	.0082
York	35.8	43.1	20.4	13.3	26.7	462,517	75.0	25,171	34,776	157,734	79.5	8,370	11,860	.0144	.0154
NORFOLK - VIRGINIA BEACH - PORTSMOUTH	**821.7**	**885.6**	**7.8**	**292.2**	**13.8**	**8,855,560**	**71.2**	**20,147**	**30,306**	**4,835,762**	**68.4**	**11,185**	**16,549**	**.3309**	**.3370**
Chesapeake	116.9	131.6	12.6	43.4	19.6	1,120,217	74.9	17,646	25,814	643,690	75.0	10,131	14,832	.0428	.0450
Norfolk	283.1	275.9	-2.5	89.6	2.1	2,815,685	59.8	20,063	31,425	1,581,130	53.2	11,757	17,647	.1149	.1075
Portsmouth	107.5	108.4	.8	40.8	7.4	1,222,828	76.5	18,232	29,971	603,992	64.8	9,642	14,804	.0434	.0440
Suffolk	48.0	49.0	2.1	17.2	9.6	527,744	39.8	24,042	30,683	191,103	44.9	8,398	11,111	.0204	.0178
Virginia Beach	255.9	308.9	20.7	96.3	28.2	3,073,087	86.2	21,980	31,912	1,782,583	86.4	12,735	18,511	.1064	.1192
Currituck, N. C.	*10.3*	*11.8*	*14.6*	*4.9*	*25.6*	*95,889*	*89.1*	*13,003*	*19,569*	*33,264*	*87.0*	*4,561*	*6,789*	*.0030*	*.0035*

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979-1984	12/31/84 Total House-holds (Thous.)	% Change 1979-1984	1984 Total EBI ($000)	% Change 1979-1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979-1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
VA (cont.)															
PETERSBURG - COLONIAL HEIGHTS - HOPEWELL	**130.0**	**137.2**	**5.5**	**47.9**	**13.5**	**1,466,815**	**80.8**	**19,222**	**30,622**	**735,512**	**63.3**	**10,672**	**15,355**	**.0520**	**.0538**
Colonial Heights	18.1	19.8	9.4	8.3	20.3	235,861	77.9	19,219	28,417	100,784	73.6	8,414	12,143	.0077	.0080
Dinwiddie	23.1	26.7	15.6	8.4	27.3	267,297	123.0	18,163	31,821	26,117	101.5	1,964	3,109	.0062	.0078
Hopewell	23.9	24.9	4.2	9.8	12.6	342,823	91.8	20,546	34,982	190,281	76.7	12,374	19,416	.0113	.0124
Petersburg	42.6	41.2	−3.3	15.5	3.3	377,807	57.2	16,024	24,375	402,953	53.5	17,504	25,997	.0202	.0187
Prince George	22.3	24.6	10.3	5.9	18.0	243,027	74.1	27,912	41,191	15,377	68.9	1,821	2,606	.0066	.0069
RICHMOND	**626.0**	**674.0**	**7.7**	**255.7**	**15.3**	**8,927,724**	**83.3**	**21,968**	**34,915**	**4,833,152**	**74.6**	**12,486**	**18,902**	**.3007**	**.3200**
Charles City	6.8	6.8	.0	1.9	5.6	34,794	52.0	12,713	18,313	4,230	52.5	1,541	2,226	.0014	.0013
Chesterfield	138.6	165.1	19.1	55.3	25.4	1,600,161	81.1	20,037	28,936	960,532	82.2	11,953	17,369	.0576	.0630
Goochland	12.2	13.7	12.3	4.2	20.0	103,666	84.4	16,060	24,682	31,081	80.8	4,911	7,400	.0034	.0036
Hanover	54.5	64.5	18.3	22.4	26.6	771,523	98.8	21,922	34,443	368,175	93.2	10,764	16,436	.0234	.0273
Henrico	178.3	188.5	5.7	75.2	15.5	3,018,105	84.2	25,168	40,134	1,576,597	75.8	13,773	20,965	.0971	.1036
New Kent	7.7	9.3	20.8	3.3	32.0	78,408	119.3	14,302	23,760	48,520	108.5	9,310	14,703	.0026	.0033
Powhatan	13.2	18.1	37.1	5.3	51.4	197,423	146.6	22,869	37,250	38,111	136.3	4,608	7,191	.0043	.0060
Richmond city	214.7	208.0	−3.1	88.1	5.5	3,123,644	76.9	21,141	35,456	1,805,906	65.0	13,107	20,498	.1109	.1119
ROANOKE	**217.3**	**224.2**	**3.2**	**90.7**	**10.9**	**2,657,174**	**74.3**	**18,635**	**29,296**	**1,749,708**	**64.5**	**13,007**	**19,291**	**.1025**	**.1037**
Botetourt	22.6	24.1	6.6	9.5	15.9	249,753	79.9	16,926	26,290	87,585	73.8	6,146	9,219	.0080	.0085
Craig	4.3	5.3	23.3	2.3	35.3	29,962	70.8	10,316	13,027	7,223	76.5	2,407	3,140	.0010	.0013
Roanoke	66.5	73.6	10.7	27.2	18.8	1,023,838	92.1	23,277	37,641	392,535	84.5	9,289	14,431	.0296	.0331
Roanoke city	99.9	98.2	−1.7	42.8	5.7	1,066,887	62.0	16,259	24,927	927,330	59.0	14,398	21,667	.0491	.0468
Salem	24.0	23.0	−4.2	8.9	4.7	286,734	62.4	20,769	32,217	335,035	56.8	25,133	37,644	.0148	.0140
TOTAL METRO COUNTIES	**3,566.1**	**3,796.8**	**6.5**	**1,359.5**	**13.0**	**49,259,484**	**77.2**	**23,099**	**36,234**	**25,569,907**	**69.5**	**12,535**	**18,808**	**1.6901**	**1.7498**
TOTAL STATE	**5,260.9**	**5,618.2**	**6.8**	**2,030.8**	**13.7**	**66,195,461**	**79.3**	**20,673**	**32,596**	**34,881,505**	**70.3**	**11,468**	**17,176**	**2.3079**	**2.4063**
WASHINGTON															
△ BREMERTON	**134.7**	**158.6**	**17.7**	**60.5**	**25.3**	**2,934,319**	**129.3**	**26,490**	**48,501**	**971,166**	**106.3**	**9,748**	**16,052**	**.0676**	**.0872**
Kitsap	134.7	158.6	17.7	60.5	25.3	2,934,319	129.3	26,490	48,501	971,166	106.3	9,748	16,052	.0676	.0872
△ OLYMPIA	**118.7**	**154.8**	**30.4**	**60.7**	**39.2**	**2,371,901**	**127.7**	**23,891**	**39,076**	**924,222**	**111.2**	**10,039**	**15,226**	**.0577**	**.0756**
Thurston	118.7	154.8	30.4	60.7	39.2	2,371,901	127.7	23,891	39,076	924,222	111.2	10,039	15,226	.0577	.0756
RICHLAND - KENNEWICK - PASCO	**133.6**	**168.4**	**26.0**	**57.8**	**32.0**	**2,337,166**	**127.0**	**23,502**	**40,435**	**1,434,968**	**111.4**	**15,501**	**24,826**	**.0668**	**.0866**
Benton	101.9	131.2	28.8	45.0	34.7	1,703,985	119.0	23,290	37,866	1,108,603	110.0	15,806	24,636	.0510	.0651
Franklin	31.7	37.2	17.4	12.8	23.1	633,181	151.8	24,180	49,467	326,365	116.1	14,520	25,497	.0158	.0215
SEATTLE - EVERETT	**1,526.8**	**1,650.3**	**8.1**	**677.7**	**15.8**	**22,024,587**	**68.2**	**22,378**	**32,499**	**12,409,701**	**66.9**	**12,702**	**18,311**	**.7934**	**.7981**
King	1,221.7	1,296.2	6.1	542.3	13.8	18,305,994	67.1	22,984	33,756	10,115,887	65.1	12,860	18,654	.6556	.6528
Snohomish	305.1	354.1	16.1	135.4	24.6	3,718,593	73.5	19,720	27,464	2,293,814	75.7	12,011	16,941	.1378	.1453
SEATTLE - TACOMA CONSOLIDATED AREA	*1,982.1*	*2,149.9*	*8.5*	*859.8*	*16.1*	*27,899,066*	*69.1*	*22,278*	*32,448*	*15,232,292*	*67.2*	*12,297*	*17,716*	*.9963*	*1.0061*
SPOKANE	**332.5**	**364.4**	**9.6**	**142.2**	**16.4**	**4,531,912**	**84.1**	**20,143**	**31,870**	**2,326,253**	**73.1**	**10,995**	**16,359**	**.1514**	**.1618**
Spokane	332.5	364.4	9.6	142.2	16.4	4,531,912	84.1	20,143	31,870	2,326,253	73.1	10,995	16,359	.1514	.1618
TACOMA	**455.3**	**499.6**	**9.7**	**182.1**	**17.1**	**5,874,479**	**72.5**	**21,903**	**32,260**	**2,822,591**	**68.5**	**10,770**	**15,500**	**.2029**	**.2080**
Pierce	455.3	499.6	9.7	182.1	17.1	5,874,479	72.5	21,903	32,260	2,822,591	68.5	10,770	15,500	.2029	.2080
YAKIMA	**160.3**	**166.6**	**3.9**	**66.5**	**12.7**	**1,997,120**	**87.8**	**18,028**	**30,032**	**1,122,322**	**73.9**	**10,939**	**16,877**	**.0691**	**.0738**
Yakima	160.3	166.6	3.9	66.5	12.7	1,997,120	87.8	18,028	30,032	1,122,322	73.9	10,939	16,877	.0691	.0738
TOTAL METRO COUNTIES	**3,041.2**	**3,376.3**	**11.0**	**1,328.7**	**18.5**	**44,796,995**	**81.0**	**22,068**	**33,715**	**23,037,845**	**74.2**	**11,792**	**17,339**	**1.4857**	**1.5803**
TOTAL STATE	**3,911.1**	**4,335.9**	**10.9**	**1,699.9**	**18.3**	**56,986,447**	**83.4**	**21,634**	**33,523**	**28,770,781**	**75.4**	**11,418**	**16,925**	**1.8674**	**2.0026**
WEST VIRGINIA															
CHARLESTON	**260.0**	**265.4**	**2.1**	**102.4**	**8.8**	**4,024,716**	**96.3**	**21,784**	**39,304**	**2,180,128**	**78.1**	**13,012**	**21,290**	**.1282**	**.1409**
Kanawha	226.9	228.4	.7	89.0	7.4	3,620,539	96.2	22,259	40,680	2,008,124	77.4	13,654	22,563	.1158	.1268
Putnam	33.1	37.0	11.8	13.4	19.6	404,177	97.5	18,273	30,162	172,004	85.9	8,260	12,836	.0124	.0141
HUNTINGTON - ASHLAND	**302.0**	**317.6**	**5.2**	**119.4**	**11.9**	**3,721,121**	**86.6**	**18,694**	**31,165**	**1,933,801**	**72.0**	**10,538**	**16,196**	**.1269**	**.1349**
Cabell	104.4	100.5	−3.7	40.1	2.6	1,326,668	70.8	19,860	33,084	796,261	60.3	12,707	19,857	.0502	.0491
Wayne	42.2	46.1	9.2	16.9	16.6	466,950	98.7	16,206	27,630	172,773	84.9	6,443	10,223	.0143	.0161
Boyd, Ky.	*54.9*	*61.2*	*11.5*	*22.8*	*19.4*	*833,102*	*103.2*	*21,469*	*36,540*	*498,434*	*88.5*	*13,845*	*21,861*	*.0265*	*.0307*
Greenup, Ky.	*36.9*	*41.8*	*13.3*	*14.4*	*21.0*	*582,006*	*137.0*	*20,640*	*40,417*	*152,355*	*109.1*	*6,122*	*10,580*	*.0135*	*.0174*
Lawrence, Ohio	*63.6*	*68.0*	*6.9*	*25.2*	*14.0*	*512,395*	*56.5*	*14,815*	*20,333*	*313,978*	*59.5*	*8,909*	*12,459*	*.0224*	*.0216*
PARKERSBURG - MARIETTA	**159.0**	**173.3**	**9.0**	**63.7**	**15.8**	**2,037,018**	**88.9**	**19,609**	**31,978**	**1,252,228**	**79.4**	**12,692**	**19,658**	**.0713**	**.0777**
Wirt	5.1	5.4	5.9	1.9	11.8	40,927	89.8	12,684	21,541	10,362	78.9	3,407	5,454	.0013	.0014
Wood	92.8	102.0	9.9	37.9	16.6	1,363,266	97.5	21,241	35,970	829,506	84.0	13,874	21,887	.0451	.0507
Washington, Ohio	*61.1*	*65.9*	*7.9*	*23.9*	*14.9*	*632,825*	*72.6*	*17,626*	*26,478*	*412,360*	*70.9*	*11,604*	*17,254*	*.0249*	*.0256*
STEUBENVILLE - WEIRTON	**161.4**	**154.7**	**−4.2**	**57.3**	**2.3**	**2,095,327**	**69.2**	**22,114**	**36,568**	**869,032**	**58.2**	**9,812**	**15,166**	**.0713**	**.0694**
Brooke	30.3	28.6	−5.6	10.6	1.0	471,181	81.7	24,691	44,451	111,556	63.1	6,514	10,524	.0130	.0134
Hancock	39.3	36.0	−8.4	13.0	−3.0	534,733	63.9	24,346	41,133	200,208	52.9	9,771	15,401	.0180	.0169
Jefferson, Ohio	*91.8*	*90.1*	*−1.9*	*33.7*	*5.0*	*1,089,413*	*66.9*	*20,340*	*32,327*	*557,268*	*59.2*	*10,908*	*16,536*	*.0403*	*.0391*
WHEELING	**183.1**	**181.3**	**−1.0**	**70.2**	**5.4**	**2,202,901**	**69.2**	**19,554**	**31,380**	**1,113,487**	**60.2**	**10,437**	**15,862**	**.0802**	**.0787**
Marshall	41.1	43.1	4.9	16.0	11.1	503,029	77.5	19,677	31,439	231,948	69.3	9,513	14,497	.0171	.0176
Ohio	58.7	54.7	−6.8	21.7	−.5	814,859	72.6	21,657	37,551	458,617	58.1	13,310	21,134	.0297	.0290
Belmont, Ohio	*83.3*	*83.5*	*2*	*32.5*	*6.9*	*885,013*	*61.9*	*17,986*	*27,231*	*422,922*	*57.8*	*8,815*	*13,013*	*.0334*	*.0321*
TOTAL METRO COUNTIES	**673.9**	**681.8**	**1.2**	**260.5**	**7.6**	**9,546,329**	**86.7**	**21,134**	**36,646**	**4,991,359**	**72.2**	**11,974**	**19,161**	**.3169**	**.3351**
TOTAL STATE	**1,885.1**	**1,944.7**	**3.2**	**720.4**	**9.8**	**22,992,520**	**93.1**	**18,147**	**31,916**	**11,743,087**	**77.1**	**10,108**	**16,301**	**.7620**	**.8276**

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General accessories
Tune up parts
Engine parts
Specialized equipment

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Infant/toddlers
Boys clothing
Girls clothing
Boys/girls shoes

COSMETICS
Facial or skin treatments
Color/makeup
Perfume/cologne

DOMESTICS AND LINENS
FAST FOOD RESTAURANTS
GROCERY STORES
HOME FURNISHINGS
Furniture
Rugs/carpeting
Floor covering
Draperies/curtains

HOME IMPROVEMENTS
Construction items
Paint
Electrical supplies
Shop tools
Hardware & accessories
Wallpaper*
Insulation/weatherstripping
Plumbing supplies

JEWELRY
Watches
Fine jewelry
Costume/fashion jewelry

LAWN AND GARDEN
Plants
Outdoor power tools
Fertilizer/chemicals

MAJOR HOUSEHOLD APPLIANCES

MATTRESSES/WATERBEDS
MEN'S APPAREL
Suits
Sport coats
Dress slacks
Top coat/rainwear
Shoes
Active sportswear
Dress shirts
Basic furnishings
Casual pants/jeans
Casual shirts/tops
Sweaters

PHOTOGRAPHIC EQUIPMENT
35mm camera
Pocket camera
Photographic accessories
Film
Film processing

SIT DOWN RESTAURANTS*
SMALL ELECTRIC APPLIANCES

SPORTING GOODS
Athletic shoes/footwear*
Ski equipment/clothing*
Hunting/fishing/camping equipment*
Other sporting goods*

STEREO AND TAPE EQUIPMENT
TELEVISION SETS
WOMEN'S APPAREL
Active sportswear
Sportswear/separates
Tops and blouses*
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Jeans
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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979–1984	12/31/84 Total House-holds (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
WISCONSIN															
APPLETON - OSHKOSH	**295.9**	**311.4**	**5.2**	**109.2**	**13.2**	**3,527,608**	**72.3**	**21,222**	**32,304**	**1,905,963**	**67.7**	**11,781**	**17,454**	**.1283**	**.1303**
Calumet	29.1	30.1	3.4	10.0	11.1	344,224	75.8	21,754	34,422	127,342	68.4	8,404	12,734	.0112	.0115
Outagamie	130.9	140.4	7.3	48.8	15.9	1,605,969	75.0	21,796	32,909	1,046,123	70.9	14,544	21,437	.0608	.0628
Winnebago	135.9	140.9	3.7	50.4	11.0	1,577,415	68.8	20,584	31,298	732,498	63.2	9,889	14,534	.0563	.0560
DULUTH - SUPERIOR	**266.1**	**271.4**	**2.0**	**107.1**	**9.4**	**3,397,180**	**77.7**	**19,524**	**31,720**	**1,863,052**	**68.0**	**11,324**	**17,395**	**.1207**	**.1236**
Douglas	45.7	48.2	5.5	19.2	12.9	567,527	87.3	17,825	29,559	268,247	75.2	9,009	13,971	.0188	.0200
St. Louis, Minn.	*220.4*	*223.2*	*1.3*	*87.9*	*8.7*	*2,829,653*	*75.9*	*19,881*	*32,192*	*1,594,805*	*66.9*	*11,811*	*18,143*	*.1019*	*.1036*
EAU CLAIRE	**126.4**	**135.3**	**7.0**	**48.3**	**15.0**	**1,194,152**	**67.1**	**17,015**	**24,724**	**920,943**	**66.1**	**13,202**	**19,067**	**.0522**	**.0523**
Chippewa	49.8	53.0	6.4	18.2	13.8	530,233	84.0	18,008	29,134	304,699	76.1	10,813	16,742	.0192	.0204
Eau Claire	76.6	82.3	7.4	30.1	15.8	663,919	55.7	16,404	22,057	616,244	61.5	14,672	20,473	.0330	.0319
GREEN BAY	**180.0**	**195.9**	**8.8**	**66.1**	**15.8**	**2,130,657**	**78.4**	**20,916**	**32,234**	**1,367,953**	**73.2**	**13,829**	**20,695**	**.0798**	**.0838**
Brown	180.0	195.9	8.8	66.1	15.8	2,130,657	78.4	20,916	32,234	1,367,953	73.2	13,829	20,695	.0798	.0838

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979–1984	12/31/84 Total House-holds (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
WI (cont.)															
JANESVILLE - BELOIT	**136.4**	**139.4**	**2.2**	**50.7**	**9.3**	**2,074,351**	**92.8**	**23,185**	**40,914**	**1,100,898**	**79.1**	**13,246**	**21,714**	**.0663**	**.0723**
Rock	136.4	139.4	2.2	50.7	9.3	2,074,351	92.8	23,185	40,914	1,100,898	79.1	13,246	21,714	.0663	.0723
KENOSHA	**127.8**	**133.7**	**4.6**	**48.9**	**11.1**	**2,143,546**	**101.2**	**24,212**	**43,835**	**693,540**	**81.3**	**8,692**	**14,183**	**.0573**	**.0649**
Kenosha	127.8	133.7	4.6	48.9	11.1	2,143,546	101.2	24,212	43,835	693,540	81.3	8,692	14,183	.0573	.0649
LA CROSSE	**90.6**	**98.3**	**8.5**	**36.1**	**15.7**	**869,641**	**62.1**	**17,198**	**24,090**	**711,551**	**63.7**	**13,928**	**19,711**	**.0395**	**.0389**
La Crosse	90.6	98.3	8.5	36.1	15.7	869,641	62.1	17,198	24,090	711,551	63.7	13,928	19,711	.0395	.0389
MADISON	**325.5**	**353.3**	**8.5**	**139.0**	**17.5**	**4,839,732**	**81.4**	**22,550**	**34,818**	**2,699,333**	**75.6**	**12,994**	**19,420**	**.1638**	**.1740**
Dane	325.5	353.3	8.5	139.0	17.5	4,839,732	81.4	22,550	34,818	2,699,333	75.6	12,994	19,420	.1638	.1740
△ **MANITOWOC - TWO RIVERS**	**84.9**	**87.8**	**3.4**	**32.1**	**11.5**	**863,011**	**60.1**	**18,712**	**26,885**	**435,631**	**61.1**	**9,390**	**13,571**	**.0334**	**.0323**
Manitowoc	84.9	87.8	3.4	32.1	11.5	863,011	60.1	18,712	26,885	435,631	61.1	9,390	13,571	.0334	.0323
MILWAUKEE	**1,413.4**	**1,423.0**	**.7**	**527.3**	**7.0**	**18,675,706**	**66.9**	**22,693**	**35,418**	**9,966,213**	**61.0**	**12,559**	**18,900**	**.6825**	**.6674**
Milwaukee	965.6	896.4	−7.2	353.6	−.4	10,872,264	47.4	20,768	30,747	6,457,896	46.8	12,388	18,263	.4637	.4078
Ozaukee	71.3	81.6	14.4	27.0	22.7	1,133,429	88.7	27,306	41,979	410,679	82.8	10,211	15,210	.0327	.0361
Washington	85.0	99.6	17.2	33.7	25.7	1,321,388	102.6	24,339	39,210	559,601	94.9	10,713	16,605	.0374	.0442
Waukesha	291.5	345.4	18.5	113.0	26.8	5,348,625	108.9	28,730	47,333	2,538,037	98.2	14,374	22,461	.1487	.1793
MILWAUKEE - RACINE CONSOLIDATED AREA	***1,591.9***	***1,607.4***	***1.0***	***597.3***	***7.5***	***21,256,704***	***69.5***	***22,570***	***35,588***	***11,073,716***	***62.4***	***12,275***	***18,540***	***.7615***	***.7530***
RACINE	**178.5**	**184.4**	**3.3**	**70.0**	**12.0**	**2,580,998**	**91.2**	**21,595**	**36,871**	**1,107,503**	**76.6**	**10,035**	**15,821**	**.0790**	**.0856**
Racine	178.5	184.4	3.3	70.0	12.0	2,580,998	91.2	21,595	36,871	1,107,503	76.6	10,035	15,821	.0790	.0856
△ **SHEBOYGAN**	**102.3**	**105.8**	**3.4**	**40.5**	**11.3**	**1,225,127**	**69.6**	**19,850**	**30,250**	**614,395**	**66.8**	**10,117**	**15,170**	**.0440**	**.0441**
Sheboygan	102.3	105.8	3.4	40.5	11.3	1,225,127	69.6	19,850	30,250	614,395	66.8	10,117	15,170	.0440	.0441
△ **WAUSAU**	**110.5**	**119.8**	**8.4**	**42.5**	**16.1**	**1,626,197**	**108.4**	**21,323**	**38,263**	**767,293**	**90.0**	**11,036**	**18,054**	**.0477**	**.0556**
Marathon	110.5	119.8	8.4	42.5	16.1	1,626,197	108.4	21,323	38,263	767,293	90.0	11,036	18,054	.0477	.0556
TOTAL METRO COUNTIES	**3,261.0**	**3,385.3**	**3.8**	**1,246.4**	**10.9**	**42,906,002**	**75.3**	**21,788**	**34,424**	**22,822,374**	**67.8**	**12,108**	**18,311**	**1.5102**	**1.5419**
TOTAL STATE	**4,738.5**	**4,958.0**	**4.6**	**1,825.9**	**11.9**	**59,755,541**	**78.3**	**20,547**	**32,727**	**31,819,624**	**70.2**	**11,459**	**17,427**	**2.0951**	**2.1690**
WYOMING															
△ **CHEYENNE**	**69.6**	**72.6**	**4.3**	**28.9**	**13.8**	**1,090,398**	**89.2**	**22,691**	**37,730**	**571,694**	**77.3**	**12,693**	**19,782**	**.0350**	**.0379**
Laramie	69.6	72.6	4.3	28.9	13.8	1,090,398	89.2	22,691	37,730	571,694	77.3	12,693	19,782	.0350	.0379
TOTAL METRO COUNTIES	**69.6**	**72.6**	**4.3**	**28.9**	**13.8**	**1,090,398**	**89.2**	**22,691**	**37,730**	**571,694**	**77.3**	**12,693**	**19,782**	**.0350**	**.0379**
TOTAL STATE	**458.2**	**537.6**	**17.3**	**203.5**	**25.4**	**7,440,719**	**110.0**	**21,836**	**36,564**	**4,246,201**	**96.3**	**13,327**	**20,866**	**.2240**	**.2689**

Errata: July 28, 1980
Survey of Buying
Power

The following corrections should be entered in your copy of the *Survey of Buying Power.*

Page

C-192 Amarillo central city—Retail Sales By Store Group data should be changed to: Food, $199,958; Eating & Drinking Places, $91,860; General Mdse. $114,068; Furniture/Furnish./Appliance, $59,473; Automotive, $251,730; Drug, $21,305. Consequently, the Suburban Total should be changed to: Food, $13; Eating & Drinking Places, $23; General Mdse., $15; Furniture/Furnish./Appliance, $3,120; Automotive, $4,920; Drug, $9.

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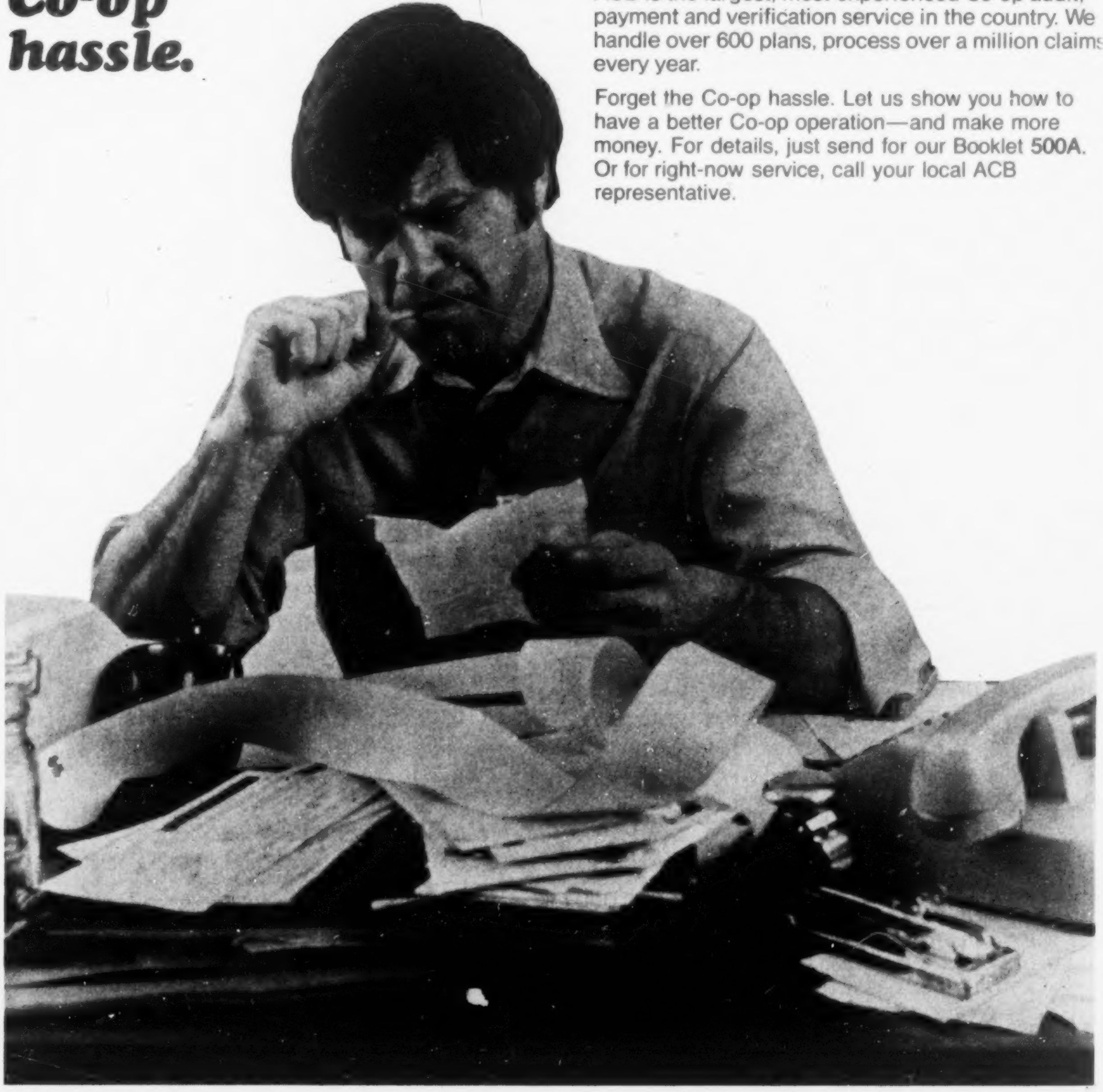

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SAN FRANCISCO: 1453 Mission Street, 94103, Phone 415/552-600
ORLANDO: 1010 Executive Center Drive, 32803, Phone 305/898-7[illegible]30

Section D

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's
18th Annual Survey of Newspaper Markets

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1979									
	POPULATION 12/31/79		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
ALABAMA										
ANNISTON (Calhoun) . . . **20 - 49%** Clay, Cleburne, Randolph.	165.0	57.1	842,663	506,301	129,270	56,444	21,585	114,270	16,760	52.2
BIRMINGHAM (Jefferson) . . . **20 - 49%** Bibb, St. Clair, Shelby, Walker.	843.6	300.0	5,786,447	3,467,847	710,968	430,650	175,045	861,557	105,761	63.4
FLORENCE (Lauderdale) . . . **Over 50%** Colbert.	129.4	46.3	732,319	483,141	113,571	68,869	22,076	110,695	11,495	55.8
GADSDEN (Etowah) . . . **20 - 49%** Cherokee.	118.8	42.9	605,044	419,359	89,598	56,994	20,755	91,580	12,411	55.1
HUNTSVILLE (Madison)	188.8	60.4	1,264,551	748,171	131,351	118,612	34,830	162,086	17,250	88.5
MOBILE (Mobile) . . . **20 - 49%** Baldwin, Clarke, Washington.	492.9	160.7	2,756,754	1,773,825	374,605	264,689	84,036	375,193	60,161	58.9

(continued on page 87)

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Guide to using S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1979									
	POPULATION 12/31/79		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
1	2		3	4	5					6

1 To qualify as a **newspaper market,** a city must have at least one daily newspaper with a minimum paid circulation of 25,000. If two or more qualifying cities are in the same county, they are combined into a multiple-newspaper market. For a newspaper city to be part of a multiple-newspaper market name, it must be at least one-third as large as the largest city in the market, or part of the metropolitan name. Each county in a newspaper market is one in which the combined qualified newspapers penetrate 20% or more of the households. Three types of counties are included: (1) *home county,* which identifies the location of the newspapers; (2) *dominant counties,* where the newspaper household penetration is 50% or more; and (3) *effective counties,* where coverage ranges from 20% to 49%. This classification provides a guide for focussing on the newspapers' strongest coverage areas, as well as for determining where additional support may be needed to achieve a desired penetration level.

The data source is the Audit Bureau of Circulation's data bank, which includes the audited statements of individual newspapers as of May 1980.

2 Population is the number of people living in the newspaper market as of 12/31/79. It includes people living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes transients and tourists. **Households** are units made up of the people occupying a single housing unit under 1970 census rules—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household.

Caution: Although a county's population total will include all the people in the area, the household total will not do so because it excludes those living in group quarters. Thus if you calculate average Effective Buying Income per household, it must be recognized that this indicator does include the income of people not living in households.

3 Effective Buying Income (EBI), a classification developed exclusively by Sales & Marketing Management, is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Compensation paid to military, diplomatic, and business personnel stationed overseas is deducted from this total to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income groups, as reported in the July 28th *Survey of Buying Power,* should be considered.

4 Total retail sales are all net sales (minus refunds, allowances for returns, and taxes) of establishments engaged primarily in retail trade. Retail sales by such nonretailers as wholesalers and service establishments are not counted. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas, as well as purchases by nonhousehold units such as businesses, and the inhabitants of group quarters. They are actually a measure of the drawing power of local retail establishments.

The **Total Retail Sales** figure includes store types not listed in the 1980 *Survey.* Thus the arithmetic difference between Total Retail Sales and the aggregate sales of the major store types detailed in the *Survey* represents sales of "All Other Stores," so to speak.

5 Individual **retail store groups** are considered as channels of distribution in local markets. Thus the retail sales total of the particular store group through which your product moves is useful in analyzing the relative importance of that distribution channel. Bear in mind that the retail sales total of a store type represents the cumulative sales of all products and/or services handled by the store, and not just the type of products associated with the store type. That is, food stores sell more than food products, and drugstores sell more than health and beauty aids.

Separate sales totals are provided for (1) *food stores,* which sell food primarily for home consumption; (2) *general merchandise stores,* which include department, limited-price variety, and general merchandise stores; (3) *furniture, home furnishings,* and *appliance stores (FHA);* (4) *automotive dealers,* which include those selling domestic and imported cars, new and used; stores selling tires, batteries, and accessories; and (5) *drug and proprietary stores.*

6 Individual county newspaper circulation totals are added and expressed as a **percentage of all households covered** in the market. In multiple newspaper markets, circulations of all qualifying papers are combined. In such markets, however, the coverage ratio is only a general guide because it is impossible to measure the degree of circulation duplication that may exist.

NOTE: There are no U.S. totals for S&MM's newspaper markets because the number of duplicate counties—that is, the same county that is part of more than one newspaper market—would make such a total meaningless.

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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1979									% Hslds. Cov. Total Area
	POPULATION 12/31/79		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	
AL (cont.)										
MONTGOMERY (Montgomery) . . . **20 - 49%** Autauga, Bullock, Butler, Crenshaw, Elmore, Pike.	335.8	112.5	2,027,937	1,253,500	254,540	181,982	50,460	276,062	30,838	50.6
TUSCALOOSA (Tuscaloosa) . . . **20 - 49%** Greene, Hale, Pickens.	179.1	56.6	972,880	569,196	130,314	75,345	24,677	116,198	15,874	46.7
ALASKA										
ANCHORAGE (Anchorage) . . . **20 - 49%** Bristol Bay Borough, Matanuska-Susitna, Seward.	211.6	65.3	1,975,515	1,144,814	264,197	167,545	40,933	161,235	64,798	64.7

MONTGOMERY.

FIRST IN HOUSEHOLD SPENDABLE INCOME AND ALABAMA'S FASTEST GROWING METRO AREA!

METRO AREA	HOUSEHOLD EFFECTIVE BUYING INCOME
MONTGOMERY	**$18,203**
BIRMINGHAM	$17,853
MOBILE	$16,637

Rep: Branham Newspaper Sales
Source: 1979 Sales and Marketing Management

THE MONTGOMERY ADVERTISER
THE ALABAMA JOURNAL

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1979 POPULATION 12/31/79 Total Pop. (Thous.)	Total House-holds (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
ARIZONA										
PHOENIX (Maricopa) . . . **20 - 49%** Coconino, Gila, Greenlee, Mohave, Navajo, Pinal, Yavapai.	1,771.0	614.6	12,769,605	7,377,073	1,765,472	838,414	416,764	1,484,633	267,605	59.5
TUCSON (Pima) . . . **20 - 49%** Cochise, Santa Cruz.	581.7	203.8	4,034,038	2,363,492	566,568	312,168	120,717	501,845	94,182	63.0
ARKANSAS										
FORT SMITH (Sebastian) . . . **20 - 49%** Crawford, Franklin, Logan; OKLA.: Le Flore.	199.4	72.8	1,144,214	778,292	173,154	97,327	38,822	178,582	20,979	47.9
LITTLE ROCK-NORTH LITTLE ROCK (Pulaski) . . . **20 - 49%** Arkansas, Ashley, Baxter, Bradley, Chicot, Clark, Cleburne, Conway, Dallas, Desha, Faulkner, Grant, Hot Spring, Jefferson, Lonoke, Monroe, Ouachita, Perry, Prairie, Saline, Sharp, Van Buren, White, Woodruff.	930.1	327.4	5,802,467	3,378,047	745,296	463,287	147,725	756,509	107,392	44.5
TEXARKANA (TEX.: Bowie; ARK.: Miller) . . . **20 - 49%** ARK.: Little River; TEX.: Cass.	146.4	53.9	829,691	587,011	159,884	67,165	20,262	124,434	14,711	51.1
CALIFORNIA										
ANAHEIM-SANTA ANA-GARDEN GROVE (Orange)	1,913.2	715.8	17,500,110	9,550,489	1,875,267	1,291,933	547,444	1,963,628	256,221	34.0
BAKERSFIELD (Kern)	376.0	126.7	2,313,027	1,628,053	398,677	156,347	81,144	308,808	70,521	54.2
CHICO (Butte) . . . **20 - 49%** Glenn.	157.5	62.1	1,046,148	638,550	168,703	49,895	35,434	110,919	24,678	39.1
FRESNO (Fresno) . . . **20 - 49%** Kings, Madera.	618.5	210.0	3,789,817	2,596,919	612,254	289,088	126,099	562,078	126,119	53.0
LOS ANGELES-LONG BEACH (Los Angeles) . . . **20 - 49%** Inyo, Mono, Orange.	9,101.3	3,543.8	79,121,059	40,768,891	8,734,426	5,128,383	2,290,337	7,960,939	1,355,288	44.4

A BAKERS-FIELD DOZEN

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1. Now in the top 100 SMSA's.
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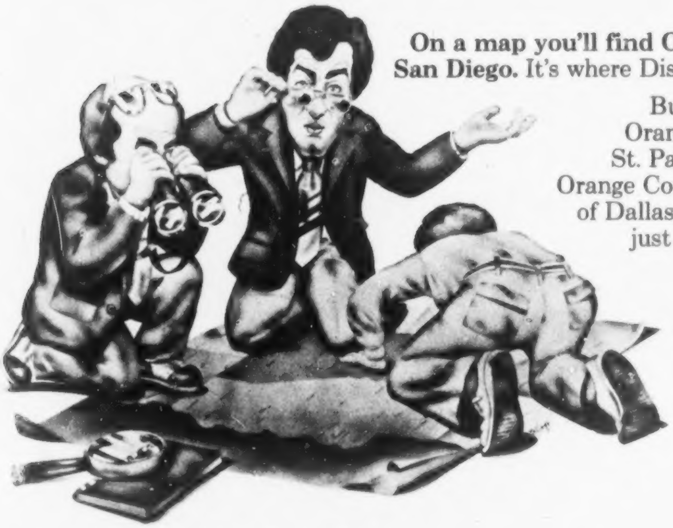
*Sources Available Upon Request

Orange County, California is easy to find.



On a map you'll find Orange County between Los Angeles and San Diego. It's where Disneyland is. And where the Rams just moved to.

But when it comes to total retail sales, you'll find Orange County's $8.36 billion between Minneapolis/St. Paul ($8.45 billion) and Manhattan ($7.99 billion). Orange County's $15 billion of buying power is way north of Dallas' $11.9 billion and Atlanta's $13.2 billion. And just a little south of Pittsburgh's $15.3 billion.

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Orange County MetroGroup

Orange County, CA 92711. Represented nationally by Story & Kelly Smith

Sources: S&MM 1979 Survey of Buying Power Data Services; Facts Consolidated, Los Angeles, June 1978

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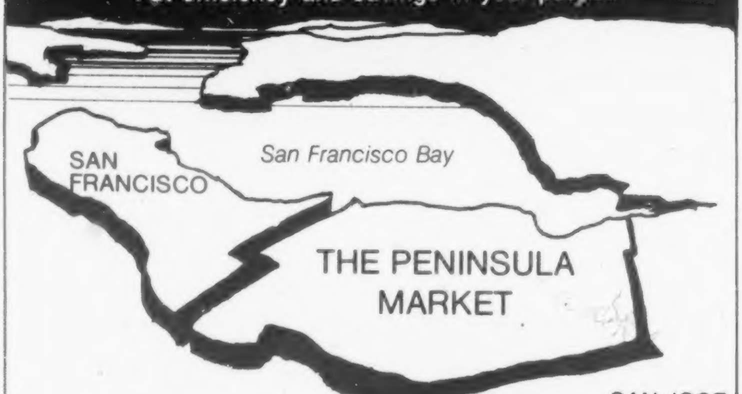

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- ★ 94% unduplicated adult readers with San Jose Mercury
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SOURCE: Sales & Marketing Management October 1979. Yankelovich, Skelly & White, 1980. ABC 3-30-80

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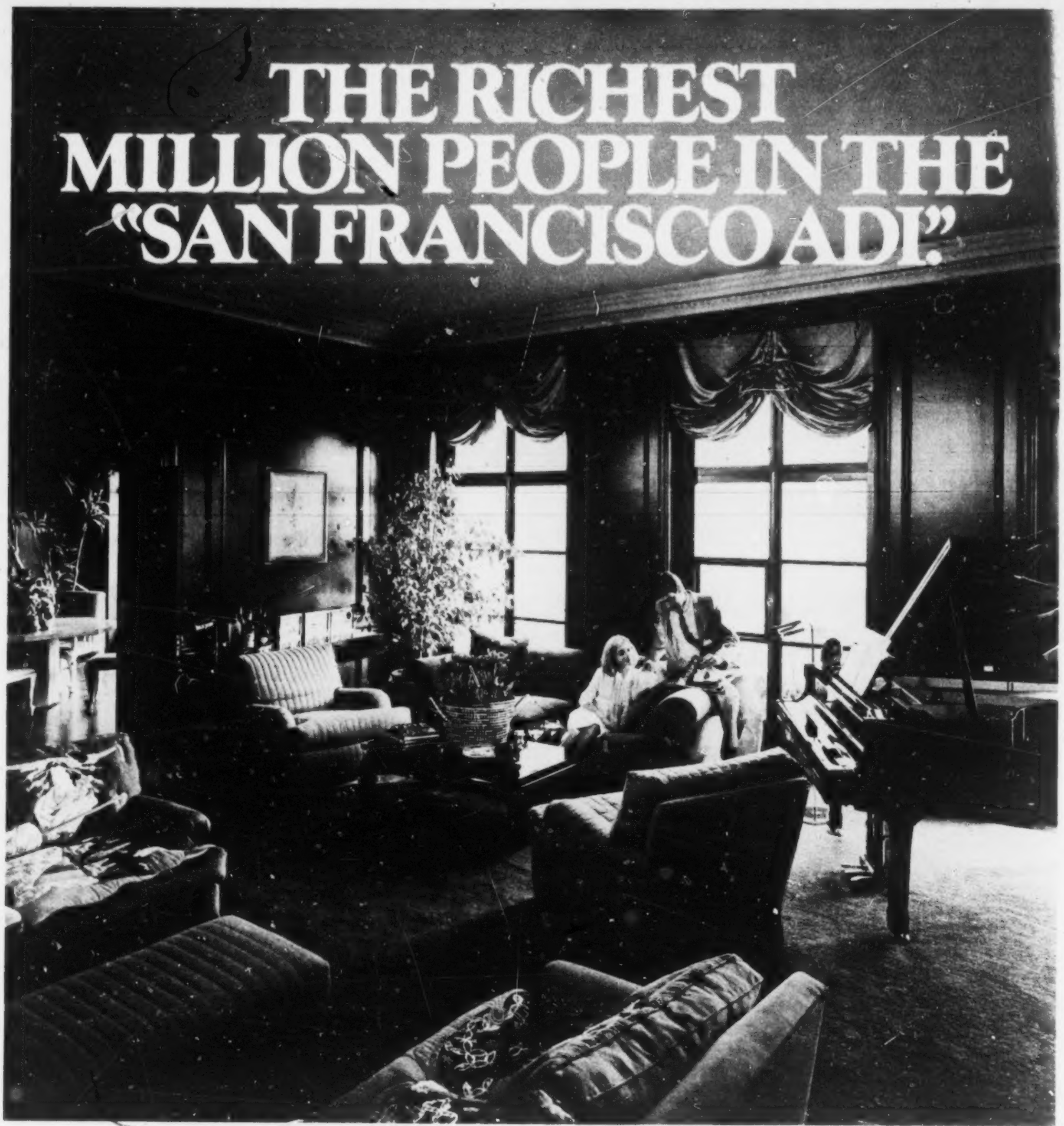

Santa Clara County's 1.3 million people have an average household EBI of $27,001, the highest in the ADI.*

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51¢ of every dollar spent on men's suits
45¢ of every dollar spent on women's dresses
39¢ of every dollar spent on groceries
49¢ of every dollar spent on vacation and recreation travel
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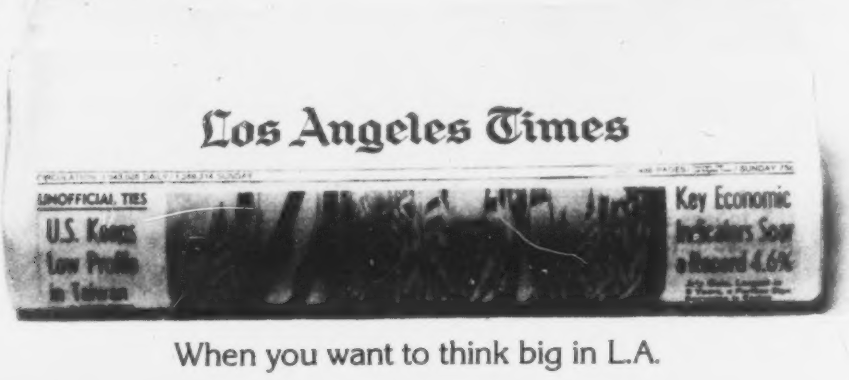
Sources: Los Angeles Times Production Department; Media Records; The Source Newspaper Survey; "Survey of Buying Power Data Service" and "Market Statistics Special Report," Sales and Marketing Management; and Consumer Trend Analysis, Los Angeles Times Marketing Research Department.



Los Angeles Times
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U.S. Keeps Low Profile in Taiwan
Key Economic Indicators Soar a Record 4.6%

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Pop. 640,000
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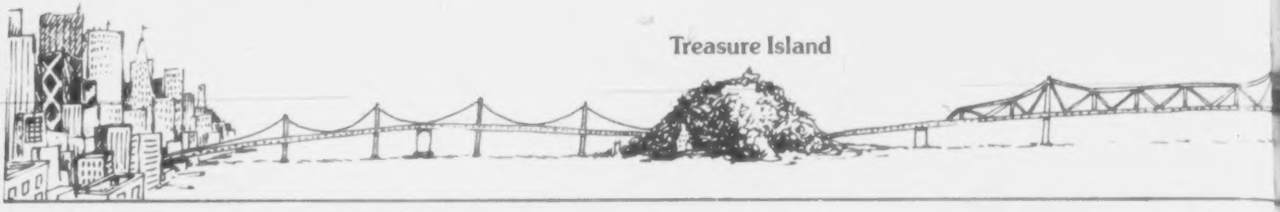

We've got the numbers.

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When we introduced Eastbay Today last fall, our bright and lively new paper attracted a great deal of attention. Over the months, it's established a strong and loyal following of readers. And the tremendous success continues to build as Eastbay Today reaches more and more readers daily.

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*Chronicle/Examiner East Bay circulation based on September 30, 1979, ABC Annual audit. Our circulation based on current sales data. 9/14/80.
**Based on year to date linage through August 1980 and 1979 as reported by Media Records.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1979 POPULATION 12/31/79		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds Cov. Total Area
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
CA (cont.)										
MODESTO (Stanislaus)	251.1	93.3	1,949,321	1,122,162	252,636	154,031	72,267	189,784	47,269	55.1
OXNARD-SIMI VALLEY-VENTURA (Ventura)	505.3	171.7	3,564,208	1,916,634	484,638	231,570	92,136	430,323	76,742	22.9
REDDING (Shasta) . . . **20 - 49%** Trinity.	122.0	46.8	870,301	613,525	142,738	51,184	24,861	109,052	36,470	62.5
RIVERSIDE-SAN BERNARDINO-ONTARIO (Riverside, San Bernardino)	1,454.8	546.8	10,175,776	5,983,490	1,264,698	856,939	240,193	1,192,551	216,014	38.3
SACRAMENTO (Sacramento) . . . **20 - 49%** Amador, Colusa, El Dorado, Lassen, Placer, Plumas, Sierra, Yolo.	1,132.8	422.2	8,697,055	5,231,378	1,200,944	632,749	266,459	1,028,813	229,013	60.2
SALINAS-SEASIDE-MONTEREY (Monterey)	285.5	84.4	1,886,774	1,165,401	239,305	104,039	60,060	224,665	52,540	36.5
SAN DIEGO (San Diego)	1,841.2	704.4	14,125,990	7,512,742	1,490,114	1,173,634	447,294	1,424,469	220,709	54.9
SAN FRANCISCO-OAKLAND (San Francisco, Alameda) . . . **Over 50%** Contra Costa, Marin, San Mateo; **20 - 49%** Sonoma; NEV.: Douglas.	3,521.0	1,425.9	33,162,419	16,064,382	3,538,970	2,004,094	884,235	2,873,074	721,079	56.6
SAN JOSE (Santa Clara)	1,262.7	454.4	12,269,228	6,176,709	1,212,495	842,910	381,072	1,335,429	226,976	50.9
SANTA BARBARA-SANTA MARIA-LOMPOC (Santa Barbara)	297.2	107.6	2,486,056	1,274,736	260,802	117,686	73,680	201,532	50,019	42.2
SANTA CRUZ (Santa Cruz)	180.0	70.8	1,294,758	820,050	194,600	76,989	32,904	152,924	38,394	35.6
SANTA ROSA (Sonoma)	282.5	108.7	2,130,485	1,324,213	320,283	136,218	63,474	223,327	53,014	49.7
STOCKTON (San Joaquin) . . . **20 - 49%** Calaveras.	341.7	116.8	2,290,526	1,444,457	336,927	160,852	78,818	300,628	72,725	47.1

t 200,000 households on our side.

East Bay
Pop. 1.7 Million
(Contra Costa and Alameda Counties)

hronicle and Examiner combined.* And circulation numbers haven't een our only gains.

National advertisers have in- their linage in the Tribune/ oday as well. General display linage up 27% over last year, transporta- on linage has increased by 33% and tobacco by over 75%.** And total linage run by local retailers has also increased over 1979 totals, even in the face of the well-publicized recession.

Why? Because facts like these have given us a reputation among many as the fastest growing paper in America.

The Oakland Tribune/Eastbay Today—over 200,000 households strong and reaching further every day.

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National Advertising: (415) 645-2521 · Local Advertising: (415) 645-2530 · Classified Advertising: (415) 645-2121

San Francisco. The City is just the beginning...

of the San Francisco-Oakland Metro Area, the nation's highest ranked major metropolitan market in per capita E.B.I.

In this 5-county area which generates over $13 billion in retail sales, The San Francisco Chronicle and The San Francisco Examiner, with more than 1½ million adult readers, reach 63% of the adult population and 87% of those who earn $25,000 or more annually.

San Francisco newspapers are the only single print media buy that effectively covers this lucrative marketing area.

San Francisco Chronicle
San Francisco Examiner

San Francisco Newspaper Agency Agent for San Francisco Chronicle/San Francisco Examiner

Represented nationally by Sawyer-Ferguson-Walker. Sources: IMPACT San Francisco/Scarborough Research, 5-issue reach; S&MM Survey of Buying Power 1979

S&MM's SURVEY OF NEWSPAPER MARKETS

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COLORADO										
COLORADO SPRINGS (El Paso) . . . **Over 50%** Teller.	298.8	99.4	1,865,088	1,210,363	230,420	147,944	68,906	280,040	23,958	71.7
DENVER-BOULDER (Denver, Boulder) . . . **Over 50%** Adams, Arapahoe, Clear Creek, Douglas, Gunnison, Jefferson, Summit; **20 - 49%** Alamosa, Chaffee, Cheyenne, Eagle, Elbert, Gilpin, Grand, Jackson, Kit Carson, Lake, Larimer, Lincoln, Logan, Moffat, Morgan, Phillips, Pitkin, Routt, San Juan, Sedgwick, Washington, Weld, Yuma; KAN.: Cheyenne, Sherman; WYO.: Albany.	2,074.7	746.2	16,361,313	9,278,799	1,959,488	1,070,143	433,692	1,886,360	232,342	69.6
GRAND JUNCTION (Mesa) . . . **20 - 49%** Delta; Garfield, Rio Blanco.	119.0	45.4	799,709	560,425	116,339	49,713	25,988	128,679	13,583	56.8
PUEBLO (Pueblo) . . . **Over 50%** Crowley, Huerfano; **20 - 49%** Alamosa, Baca, Bent, Custer, Fremont, Kiowa, Las Animas, Mineral, Otero, Prowers, Rio Grande, Saguache.	254.6	91.4	1,506,313	865,018	217,609	98,486	41,880	170,242	22,120	55.1
CONNECTICUT										
BRIDGEPORT-STAMFORD-NORWALK-DANBURY (Fairfield)	816.6	286.0	8,597,141	3,285,501	692,048	335,975	158,871	521,636	79,940	51.3
HARTFORD-NEW BRITAIN-BRISTOL (Hartford) . . . **Over 50%** Tolland; **20 - 49%** Middlesex.	1,053.1	367.0	8,365,610	3,875,864	885,171	470,166	150,863	650,187	125,386	73.7
NEW HAVEN-WEST HAVEN-WATERBURY-MERIDEN (New Haven) . . . **20 - 49%** Litchfield.	918.7	324.8	6,904,373	3,160,954	746,026	397,756	129,453	532,868	87,511	70.4
NEW LONDON-NORWICH (New London)	245.7	82.2	1,691,306	805,400	175,552	91,977	36,077	168,722	20,885	44.9
DELAWARE										
DOVER (Kent)	96.7	32.0	529,852	430,494	89,811	59,517	14,675	97,437	10,692	57.0
WILMINGTON (New Castle) . . . **20 - 49%** Sussex; MD.: Cecil.	547.5	189.6	4,278,329	2,187,447	494,321	304,081	114,937	335,515	78,183	64.2
DISTRICT OF COLUMBIA										
WASHINGTON (District of Columbia) . . . **Over 50%** MD.: Charles, Montgomery, Prince Georges; VA.: Arlington, Fairfax, Loudoun; **20 - 49%** MD.: Calvert, Howard, St. Marys; VA.: Fauquier, Prince William.	3,295.7	1,161.8	31,142,184	14,331,338	2,877,779	2,018,150	732,843	2,716,403	594,707	73.7

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THE BIG DIFFERENCE
THE DENVER POST

For more facts on how to make The Post's Big Impact pages work for you in the Denver market, call us direct, collect at (303) 820-1421 or contact Sawyer-Ferguson-Walker.

Sources: Scarborough Research, 1978; Media Records, 1979.

THE DENVER POST MAKES A BIG DIFFERENCE

S&MM's SURVEY OF NEWSPAPER MARKETS

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FLORIDA										
BRADENTON (Manatee)	136.3	59.9	987,772	641,107	162,026	104,228	29,551	125,758	25,996	41.5
DAYTONA BEACH (Volusia) . . . **Over 50%** Flagler	233.5	96.3	1,445,806	1,158,471	247,903	144,305	46,573	194,889	53,271	80.7
FORT LAUDERDALE-HOLLYWOOD (Broward)	927.6	377.1	7,886,777	5,333,105	1,092,225	675,571	297,273	1,235,089	191,639	51.2
FORT MYERS-CAPE CORAL (Lee) . . . **20 - 49%** Charlotte	250.6	104.7	1,781,175	1,227,622	273,576	145,621	81,266	232,520	41,896	53.8
GAINESVILLE (Alachua) . . . **20 - 49%** Dixie, Gilchrist, Levy, Union	177.2	59.9	1,008,101	710,552	172,370	86,000	38,985	119,574	27,347	53.2
JACKSONVILLE (Duval) . . . **Over 50%** Clay; **20 - 49%** Baker, Bradford, Columbia, Nassau, St. Johns, Suwannee; GA.: Camden, Charlton	806.8	279.0	5,019,515	3,328,063	727,045	383,732	136,819	762,634	120,461	67.0
LAKELAND-WINTER HAVEN (Polk)	284.4	103.3	1,865,895	1,300,280	306,935	160,305	50,606	266,789	47,989	37.9
MELBOURNE-TITUSVILLE-COCOA (Brevard) . . . **20 - 49%** Indian River	308.5	105.9	1,769,087	1,309,676	304,082	177,883	61,992	250,'21	53,370	57.3
MIAMI (Dade) . . . **Over 50%** Monroe; **20 - 49%** Broward, Indian River, Martin	2,573.9	1,003.8	21,082,444	13,319,837	2,779,209	1,749,613	856,351	2,667,520	501,813	42.3
OCALA (Marion)	105.4	38.1	593,704	472,049	124,164	49,451	15,561	71,695	13,926	66.0
ORLANDO (Orange) . . . **Over 50%** Osceola, Seminole; **20 - 49%** Lake, Sumter	743.1	276.3	5,182,663	3,499,854	835,588	451,460	143,825	712,880	96,624	55.7
PANAMA CITY (Bay) . . . **20 - 49%** Gulf	107.1	37.2	592,044	462,873	87,755	69,808	29,017	104,810	11,361	61.7

Naples Daily News

NAPLES, FLORIDA

95% Sunday*

84% Daily*

City Zone Coverage

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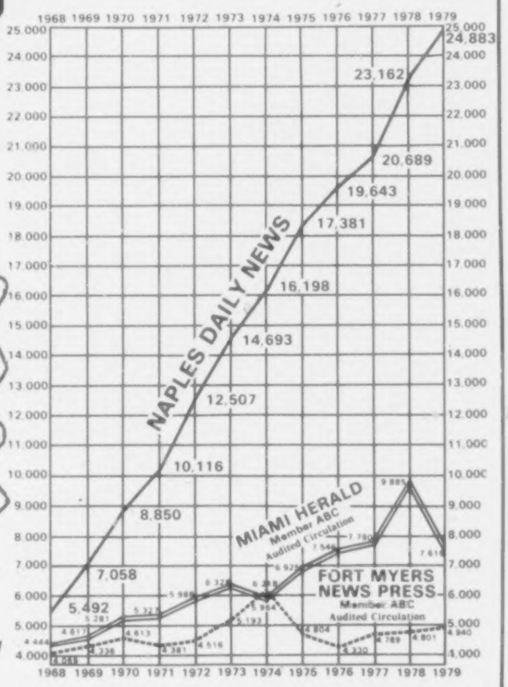
** Audit Bureau of Circulations, March 31, 1979*

*Circulation Comparison**
Collier County, Florida



HOW DID WE GET TO BE SO BIG?

FORT LAUDERDALE NEWS

Sun-Sentinel

MARKET GROWTH:

The South Florida Market (Broward, South Palm Beach County area), ranks 1st in the nation in per capita retail sales among the top 50 major markets*

*S&MM Survey of Buying Power, 79

ADVERTISING GROWTH:

The FORT LAUDERDALE NEWS ranks 4th in the nation in total advertising linage among all 7-day newspapers, putting it ahead of the 7th-ranking Miami Herald by 12,525,935 lines*

The SUN-SENTINEL (5 days a week) ranks 10th in the nation in total advertising linage among all 6-day morning newspapers*

*Media Records, 79

CIRCULATION GROWTH:

For Sunday editions alone, the FORT LAUDERDALE NEWS/SUN-SENTINEL posted the largest circulation gain in Florida—up 23,408, or 13.1% over 1979 (ABC Publishers Statement 3/30/80)

READERSHIP GROWTH:	% Adults Covered	Audience (000)
FORT LAUDERDALE NEWS/SUN-SENTINEL (Net Unduplicated)	55	360
Miami Herald	22	144
Palm Beach Post-Times (Net Unduplicated)	2	13

Fact: **The NEWS/SENTINEL combo reaches more than twice as many adult readers as all other major daily newspapers combined.**

Fort Lauderdale News/Sun-Sentinel, Tel. 305-761-4466, 101 North New River Drive East, Ft. Lauderdale, FL 33302

Represented Nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc. In Florida by Publishers Representatives of Florida

Because We Are The Best Advertising Reach And Sell To The $5.4 Billion Retail Fort Lauderdale Primary Market!

S&MM's SURVEY OF NEWSPAPER MARKETS

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FL (cont.)										
PENSACOLA (Escambia) . . . **Over 50%** Santa Rosa.	281.8	94.0	1,645,618	1,074,272	244,683	170,505	47,036	251,362	30,010	67.0
SARASOTA (Sarasota) . . . **20 - 49%** Manatee.	316.2	140.6	2,315,222	1,714,253	386,921	227,193	127,623	308,221	62,608	57.4
TALLAHASSEE (Leon) . . . **20 - 49%** Calhoun, Franklin, Gadsden, Jefferson, Liberty, Madison, Taylor, Wakulla.	243.3	80.5	1,439,348	903,121	222,469	103,599	36,174	167,051	27,781	53.4
TAMPA-ST. PETERSBURG (Hillsborough, Pinellas) . . . **Over 50%** Hernando, Pasco; **20 - 49%** Citrus, Hardee, Highlands.	1,611.9	673.9	11,318,857	7,017,088	1,807,570	995,968	306,605	1,280,065	223,958	69.5
WEST PALM BEACH-BOCA RATON (Palm Beach) . . . **20 - 49%** Glades, Martin, Okeechobee.	592.8	229.7	5,070,062	3,012,034	714,864	366,770	182,325	586,679	101,828	47.7
GEORGIA										
ALBANY (Dougherty) . . . **20 - 49%** Calhoun, Decatur, Miller, Mitchell, Randolph, Seminole, Terrell, Worth.	198.3	63.5	1,071,505	660,169	153,725	81,182	33,079	145,625	21,738	49.3
ATLANTA (Fulton) . . . **Over 50%** De Kalb, Fayette; **20 - 49%** Barrow, Butts, Carroll, Cherokee, Clarke, Clayton, Cobb, Coweta, Douglas, Forsyth, Gwinnett, Haralson, Henry, Morgan, Newton, Rabun, Rockdale, Towns, Upson, Walton.	2,135.5	737.3	15,998,006	9,272,984	1,859,141	1.546,938	336,679	1,866,016	283,615	50.4
AUGUSTA (Richmond) . . . **Over 50%** Glascock; **20 - 49%** Burke, Columbia, Jefferson, Jenkins, Lincoln, McDuffie, Warren; S.C.: Aiken, Edgefield.	387.1	122.3	2,234,755	1,361,558	317,319	179,585	66,812	283,458	41,119	57.9
COLUMBUS (Columbus) . . . **Over 50%** ALA.: Russell; GA.: Chattahoochee; **20 - 49%** GA.: Harris, Marion, Quitman, Schley, Stewart, Talbot.	261.3	83.5	1,423,152	884,295	175,605	129,462	41,079	207,071	26,279	66.9
MACON (Bibb) . . . **20 - 49%** Baldwin, Bleckley, Crawford, Dodge, Dooly, Houston, Jones, Macon, Monroe, Peach, Pulaski, Taylor, Telfair, Twiggs, Wilkinson.	411.9	130.6	2,188,095	1,416,740	337,630	171,450	51,650	286,567	43,279	51.7
SAVANNAH (Chatham) . . . **20 - 49%** Bryan, Candler, Effingham, Evans, Liberty, Long, Screven, Tattnall, Toombs, Wayne; S.C.: Beaufort, Jasper.	415.2	129.3	2,231,436	1,479,937	325,349	143,279	89,187	265,524	47,935	54.2
HAWAII										
HONOLULU (Honolulu) . . . **Over 50%** Maui; **20 - 49%** Hawaii, Kauai.	917.9	269.6	7,241,250	3,831,635	750,964	762,528	103,137	495,683	225,299	74.8
IDAHO										
BOISE (Ada) . . . **20 - 49%** Adams, Boise, Camas, Canyon, Elmore, Gem, Owyhee, Payette, Valley, Washington; ORE.: Malheur.	345.0	118.7	2,220,537	1,520,663	333,123	149,896	82,677	336,780	39,330	44.0
IDAHO FALLS (Bonneville) . . . **20 - 49%** Butte, Clark, Custer, Fremont, Jefferson, Madison, Teton.	120.5	36.2	740,708	524,782	102,895	60,877	32,856	98,831	13,280	62.0

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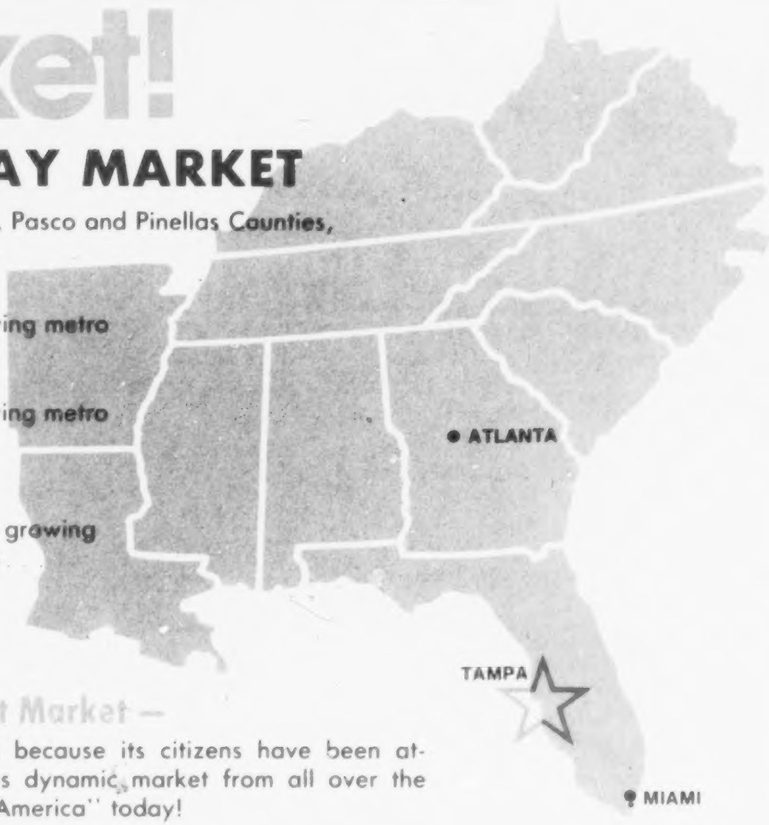
☐ Tampa Bay is the fastest growing metro market in Florida!

☐ Tampa Bay is the fastest growing metro market in the Southeast . . . ahead of Miami and Atlanta!

☐ Tampa Bay is the third fastest growing major metro market in the U.S behind Phoenix and Houston! Not bad company!



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a real cross section of America because its citizens have been attracted by the magnetism of this dynamic market from all over the U.S. Tampa Bay is "Main Street America" today!

Advertisers reach this "hot" Tampa Bay Market
in The Tampa Tribune and Times at the lowest national line rate of all Florida major metro newspapers.

Source: S&MM Survey of Buying Power, July, 1979

The Quality Buy

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The Tampa Times
Evening and Sunday

Media General Newspapers
Represented by Sawyer-Ferguson-Walker

Contact:
Byron Taggart, General Advertising Manager
Tampa Tribune-Times, P.O. Box 191
Tampa, Florida 33601 (813) 272-7445

S&MM's SURVEY OF NEWSPAPER MARKETS

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ILLINOIS											
BLOOMINGTON-NORMAL (McLean) . . . **20 - 49%** De Witt, Ford, Livingston, Logan, Woodford.	255.9	87.9	2,047,221	1,095,048	226,377	94,515	40,771	246,604	25,101		54.4
CARBONDALE (Jackson) . . . **20 - 49%** Perry, Randolph, Union, Williamson.	183.9	66.6	1,166,661	744,518	160,006	87,115	28,348	155,979	18,590		40.7
CHAMPAIGN-URBANA-RANTOUL (Champaign) . . . **20 - 49%** Douglas, Ford, Piatt.	218.2	74.8	1,661,609	955,187	187,870	107,550	45,545	173,945	25,586		59.4
CHICAGO (Cook) . . . **Over 50%** Du Page, Kane, Lake, Will; **20 - 49%** De Kalb, Grundy, Kendall, McHenry.	7,137.1	2,487.3	62,495,979	30,759,429	5,913,183	3,954,370	1,381,980	5,708,292	1,124,411		59.8
DANVILLE (Vermilion) . . . **20 - 49%** IND.: Fountain, Warren.	124.5	45.4	1,013,328	444,192	102,339	43,835	16,072	97,887	16,655		63.2
DAVENPORT-ROCK ISLAND-MOLINE (IA.: Scott; ILL.: Rock Island) . . **20 - 49%** ILL.: Henry; IA.: Cedar.	396.0	140.7	3,390,824	1,791,728	344,333	266,043	76,529	374,402	63,308		63.0
DECATUR (Macon) . . . **Over 50%** Moultrie; **20 - 49%** Douglas, Fayette, Piatt, Shelby.	224.4	84.0	1,767,644	939,997	200,384	118,416	42,606	207,136	22,628		63.9
KANKAKEE (Kankakee) . . . **20 - 49%** Iroquois.	131.3	43.7	933,638	517,438	103,872	54,723	19,687	120,669	19,484		69.4
PEORIA (Peoria) . . . **Over 50%** Tazewell; **20 - 49%** Fulton, Marshall, Stark, Woodford.	432.5	156.0	3,534,759	1,936,463	382,712	269,089	83,359	428,226	45,543		59.5
QUINCY (Adams) . . . **Over 50%** MO.: Lewis; **20 - 49%** ILL.: Brown, Hancock, Pike; MO.: Knox, Scotland.	139.7	52.4	972,880	443,859	98,232	39,600	21,023	98,239	14,154		52.5

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CHICAGO
Sun-Times ★★★★★

New study shows:

Sun-Times leads in Chicago ADI coverage

1980 CHICAGO ADI
KENOSHA
McHENRY
LAKE
DE KALB
KANE
COOK
LA SALLE
Chicago
WILL
KANKAKEE
LAKE
PORTER
LA PORTE
NEWTON
JASPER
IROQUOIS
THREE SIGMA STUDY

Wins over Tribune in total adults!

Note the Sun-Times lead over the Tribune in ADI percent coverage and audience measurements. Compare, too, with rating points and coverage of other media.

	Sun-Times		Tribune	
	(%)	(000)	(%)	(000)
Total Adults	35	2,065	34	1,977
Adults 18-49	34	1,322	30	1,189
Working Women	39	634	28	448
Chief Wage Earners	38	1,207	33	1,043
Principal Food Shoppers	39	1,341	32	1,079

Source: Three Sigma, 1980

It's official. The daily Sun-Times reaches more people than the Tribune.

In the Three Sigma Study—the first comprehensive multi-market survey of newspaper readership on an ADI basis—the Sun-Times emerges as the dominant Chicago daily newspaper.

Dominant in reaching *total adults* in the Chicago ADI.

Dominant in reaching more adults 18-64. And in the 18-49 age group—active spenders so important to advertisers—the Sun-Times delivers a remarkable 11% more adults than the Tribune.

Dominant in *working women*. The Sun-Times delivers over 40% more of them than the Tribune. And over 36% more in professional and managerial positions.

Dominant in reaching the real spenders, too. The Sun-Times reaches more *chief wage earners* than the Tribune. And an impressive quarter-million more *principal food shoppers*.

That's dominance. Dominance that makes the Sun-Times the new standard for reaching people in Chicago.

To reach your prime prospects, reach for the Sun-Times. Get the full story from your Sun-Times sales representative today. Call (312) 321-2343 for details.

CHICAGO
Sun-Times
The Bright One

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1979 POPULATION 12/31/79		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
	Total Pop (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
IL (cont.)										
ROCKFORD (Winnebago) . . . **20 - 49%** Boone, Ogle.	313.3	113.1	2,560,918	1,249,580	266,137	193,471	66,768	222,055	41,141	58.4
SPRINGFIELD (Sangamon) . . . **Over 50%** Menard; **20 - 49%** Cass, Christian, Macoupin, Montgomery.	315.6	121.4	2,351,237	1,371,357	294,133	178,403	52,454	266,403	50,239	55.7
INDIANA										
ANDERSON (Madison)	137.2	48.4	1,118,835	553,263	115,707	77,861	20,956	137,941	23,230	73.4
BLOOMINGTON (Monroe) . . . **20 - 49%** Owen.	108.7	36.8	670,043	370,207	80,759	44,981	16,203	61,843	15,613	60.4
ELKHART (Elkhart)	136.2	46.5	1,037,434	638,520	124,402	78,126	21,743	187,492	27,161	58.3
EVANSVILLE (Vanderburgh) . . . **Over 50%** Posey, Spencer, Warrick; **20 - 49%** ILL.: Gallatin, Wabash, White; IND.: Dubois, Gibson, Perry, Pike; KY.: Henderson, Union, Webster.	446.8	157.2	2,923,580	1,787,689	351,937	188,408	80,512	417,756	55,255	63.2
FORT WAYNE (Allen) . . . **Over 50%** Whitley; **20 - 49%** Adams, De Kalb, Huntington, Noble, Steuben, Wells; OHIO: Paulding.	512.0	174.1	3,798,100	2,058,432	404,954	270,233	81,434	460,034	67,119	70.9
GARY-HAMMOND-EAST CHICAGO (Lake) . . . **20 - 49%** Jasper, Porter.	673.6	218.2	5,281,959	2,702,519	620,956	318,365	108,636	540,207	104,036	62.6
INDIANAPOLIS (Marion) . . . **Over 50%** Hamilton, Hancock, Hendricks, Johnson; **20 - 49%** Boone, Morgan, Putnam, Rush, Shelby.	1,218.5	420.8	9,408,733	5,322,300	1,016,414	716,767	192,575	1,090,605	175,494	73.1
KOKOMO (Howard) . . . **20 - 49%** Tipton.	104.8	36.6	913,541	455,988	88,056	71,336	19,446	103,560	17,424	74.3
LAFAYETTE-WEST LAFAYETTE (Tippecanoe) . . . **Over 50%** Benton; **20 - 49%** Carroll, Warren, White.	175.0	58.3	1,232,732	638,347	128,383	105,649	29,156	121,621	26,798	59.3
MUNCIE (Delaware) . . . **20 - 49%** Blackford, Jay, Randolph.	192.7	66.1	1,339,460	700,027	153,261	68,737	29,290	173,702	31,503	69.4
RICHMOND (Wayne) . . . **20 - 49%** Union; OHIO: Preble.	120.0	42.0	821,943	454,947	82,689	59,391	10,813	109,542	14,858	54.8
SOUTH BEND (St. Joseph) . . . **20 - 49%** Marshall, Starke; MICH.: Cass.	344.8	117.1	2,328,140	1,291,019	262,583	155,162	51,364	301,198	46,968	69.4
TERRE HAUTE (Vigo) . . . **20 - 49%** ILL.: Clark; IND.: Clay, Parke, Sullivan, Vermillion.	204.2	75.2	1,328,923	928,760	152,653	98,882	23,853	168,391	27,649	58.1
IOWA										
CEDAR RAPIDS (Linn) . . . **Over 50%** Iowa, Jones; **20 - 49%** Benton, Cedar, Delaware.	265.7	91.8	2,008,151	1,061,012	212,511	144,361	46,907	211,302	34,039	65.0
DAVENPORT-ROCK ISLAND-MOLINE (Scott; ILL.: Rock Island) . . . **20 - 49%** ILL.: Henry; IA.: Cedar.	396.0	140.7	3,390,824	1,791,728	344,333	266,043	76,529	374,402	63,308	63.0

get to know kokomo, indiana

S.M.S.A. METRO AREA - HOWARD & TIPTON COUNTIES

- INDIANA'S RICHEST HOUSEHOLDS ARE IN KOKOMO, INDIANA
- INDIANA'S STRONGEST NEWSPAPER IS IN KOKOMO, INDIANA

kt
FOUNDED 1850

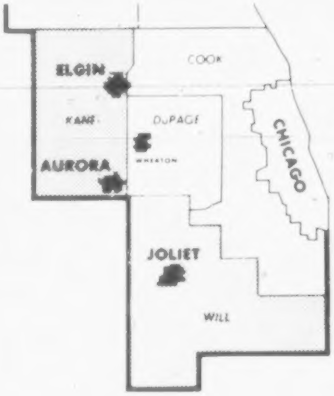
SIX COLUMN OFFSET
EVENING & SUNDAY

member of thing The Hoosier Indiana Newspaper Group

THE KOKOMO TRIBUNE

Represented by **BRANHAM** Newspaper Sales

one-third of the Chicago SMSA is not effectively covered by the Chicago Tribune and Chicago Sun-Times



. . . . to reach that important market segment in Kane and Will counties, you need

Greater Chicago Newspapers

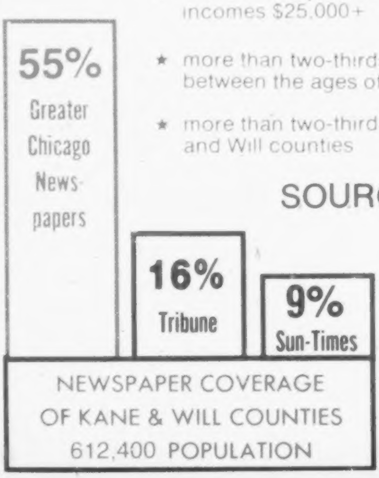
Greater Chicago Newspapers DELIVER 55% coverage of the suburban two-county "MARKET-APART" not reached by the Chicago newspapers . . .

● 612,400 POPULATION ● 192,400 HOUSEHOLDS

Greater Chicago Newspapers REACH

- ★ 1 out of every 2 adults with household incomes $25,000+
- ★ more than two-thirds of the people between the ages of 25 to 44
- ★ more than two-thirds of all adults in Kane and Will counties
- ★ almost twice as many adults as the Tribune or Sun-Times who are college graduates or better
- ★ twice as many people as the Tribune and Sun-Times who have traveled by airplane (domestic) in the past 12 months
- ★ over 58% of the professional/technical people in Kane and Will counties

SOURCE: SCARBOROUGH REPORT — 1978



Greater Chicago Newspapers, Copley Newspapers, are represented by Sawyer, Ferguson, Walker - Co., Inc . . . phone your nearest SFW regional office

"A MARKET APART"

Greater Chicago Newspapers

THE BEACON-NEWS Aurora
THE HERALD-NEWS Joliet
THE COURIER-NEWS Elgin
DAILY JOURNAL Wheaton

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1979: POPULATION 12/31/79: Total Pop. (Thous.)	POPULATION 12/31/79: Total House-holds (Thous.)	EFFECTIVE BUYING INCOME: Total EBI ($000)	RETAIL SALES BY STORE GROUP: Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./Furnish./Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hslds Cov. Total Area
IA (cont.)										
DES MOINES (Polk) . . . **Over 50%** Dallas, Greene, Warren; **20 - 49%** Adair, Adams, Appanoose, Audubon, Boone, Buena Vista, Calhoun, Carroll, Cass, Cerro Gordo, Cherokee, Clarke, Clay, Decatur, Dickinson, Emmet, Floyd, Franklin, Guthrie, Hamilton, Hancock, Hardin, Henry, Humboldt, Jasper, Jefferson, Johnson, Keokuk, Kossuth, Lucas, Madison, Mahaska, Marion, Marshall, Mitchell, Monroe, O'Brien, Palo Alto, Pocahontas, Poweshiek, Ringgold, Sac, Story, Taylor, Union, Washington, Wayne, Webster, Winnebago, Winneshiek, Worth, Wright.	1,402.9	506.5	10,717,391	5,850,011	1,197,117	617,306	244,019	1,239,072	145,713	46.6
DUBUQUE (Dubuque) . . . **20 - 49%** ILL.: Jo Daviess; IA.: Clayton, Jackson; WIS.: Grant.	213.7	67.7	1,395,943	780,844	155,277	88,114	42,679	163,190	23,783	52.3
FORT DODGE (Webster) . . . **Over 50%** Calhoun, Humboldt, Pocahontas; **20 - 49%** Wright.	100.8	35.5	769,248	417,912	81,449	45,532	21,595	107,446	8,177	63.7
SIOUX CITY (Woodbury) . . . **Over 50%** Monona; NEB.: Dakota; **20 - 49%** IA.: Cherokee, Ida, O'Brien, Plymouth, Sioux; NEB.: Cedar, Dixon, Thurston; S.D.: Union.	268.9	93.0	1,917,141	994,258	218,932	188,643	43,444	205,860	32,663	55.6
WATERLOO-CEDAR FALLS (Black Hawk) . . . **Over 50%** Butler; **20 - 49%** Bremer, Buchanan, Chickasaw, Grundy, Howard.	244.4	82.5	1,855,765	956,358	187,531	106,878	42,870	206,368	26,048	58.0
KANSAS										
HUTCHINSON (Reno) . . . **Over 50%** Edwards, Rice; **20 - 49%** Barber, Clark, Comanche, Grant, Gray, Greeley, Hamilton, Haskell, Hodgeman, Kingman, Kiowa, Lane, McPherson, Meade, Ness, Pawnee, Pratt, Rush, Scott, Stafford, Stanton, Wichita.	213.8	81.5	1,533,310	743,548	174,607	63,129	30,789	155,797	23,033	44.8
SALINA (Saline) . . . **Over 50%** Lincoln, Ottawa; **20 - 49%** Cloud, Dickinson, Ellsworth, Jewell, Logan, Mitchell, Osborne, Phillips, Republic, Smith.	144.9	57.1	1,056,524	547,111	120,100	47,136	23,396	127,711	11,028	47.8
TOPEKA (Shawnee) . . . **Over 50%** Jefferson, Osage; **20 - 49%** Jackson, Marshall, Nemaha, Pottawatomie, Wabaunsee, Washington.	257.6	95.2	1,858,743	980,161	203,037	115,015	43,247	220,781	33,927	78.0
WICHITA (Sedgwick) . . . **20 - 49%** Barber, Butler, Comanche, Elk, Greenwood, Harper, Harvey, Kingman, Marion, Sumner, Woodson.	515.6	187.8	4,091,444	2,228,495	414,198	280,107	98,623	511,142	53,316	73.4
KENTUCKY										
HUNTINGTON-ASHLAND (W.VA.: Cabell; KY.: Boyd) . . . **Over 50%** KY.: Greenup; **20 - 49%** KY.: Carter, Lawrence; OHIO: Lawrence; W.VA.: Wayne.	339.7	119.4	2,146,211	1,239,969	305,654	167,337	72,338	234,869	40,959	56.3
LEXINGTON-FAYETTE (Fayette) . . . **20 - 49%** Anderson, Bourbon, Clark, Garrard, Harrison, Jessamine, Madison, Mercer, Montgomery, Nicholas, Powell, Scott, Woodford.	449.4	153.3	2,992,390	1,953,564	419,489	263,200	83,727	382,206	57,855	52.6

THE BLUE GRASS: A THOROUGHBRED MARKET

World renowned for champion thoroughbreds, the Blue Grass region of central Kentucky has also burgeoned into a thoroughbred market. The figures tell the story: a vast, lucrative, virtually untapped market...available only through the Lexington Herald-Leader.

	1975	1978	1983	% Change
EBI	$1.4 billion	$1.9 billion	$3.3 billion	131%
EBI/HH	$14,712	$18,983	$28,783	96%
Retail Sales	$848 million	$1.2 billion	$2.0 billion	134%
RS/HH	$8,715	$11,780	$17,267	98%
Population	294,700	305,400	324,400	10%

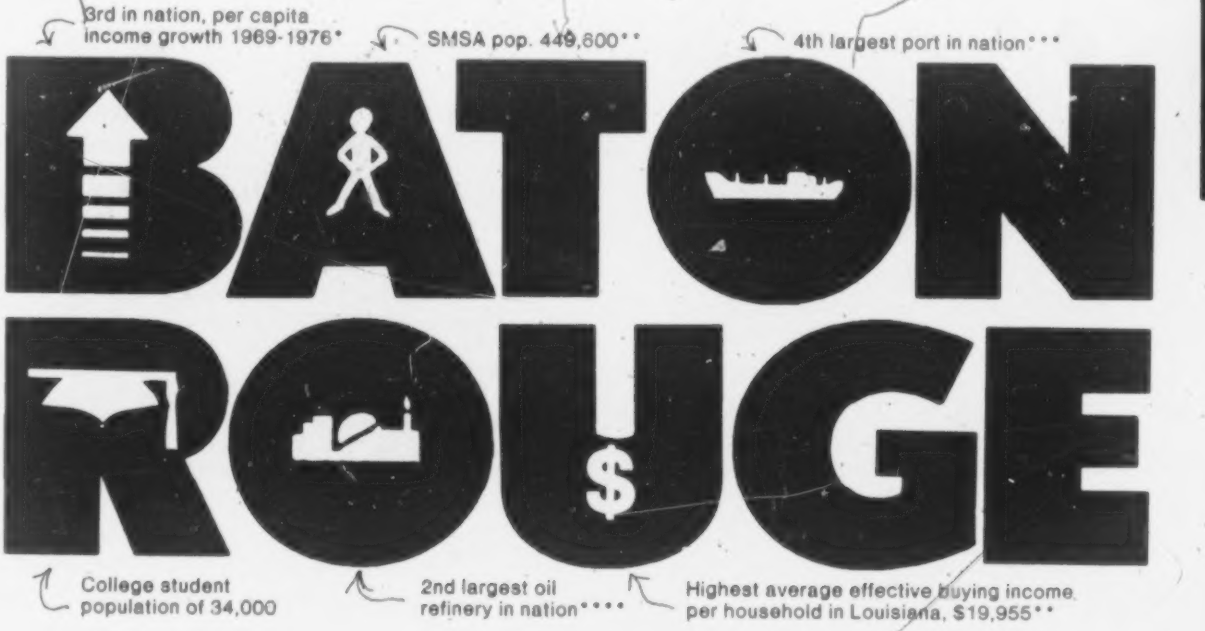
Source: S & MM 1979 Survey of Buying Power

THE LEXINGTON HERALD-LEADER COMPANY

"Overlook the Blue Grass and You've Overlooked Kentucky!"

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1979									% Hslds Cov. Total Area
	POPULATION 12/31/79		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./Furnish./Appl. ($000)	Auto-motive ($000)	Drug ($000)	
KY (cont.)										
LOUISVILLE (Jefferson) . . . **Over 50%** IND.: Floyd; KY.: Oldham; **20 - 49%** IND.: Clark, Crawford, Harrison, Scott, Washington; KY.: Breckinridge, Bullitt, Carroll, Green, Hardin, Hart, Henry, Larue, Marion, Meade, Nelson, Russell, Shelby, Spencer, Taylor, Washington.	1,255.5	425.9	9,062,314	4,711,055	1,077,333	563,588	238,699	970,409	155,585	67.7
OWENSBORO (Daviess) . . . **20 - 49%** Hancock, McLean, Muhlenberg, Ohio.	157.5	54.3	1,077,432	608,756	145,051	61,587	29,893	153,384	18,161	57.7
PADUCAH (McCracken) . . . **20 - 49%** ILL.: Massac; KY.: Ballard, Carlisle, Hickman, Livingston, Lyon, Marshall.	140.4	52.2	898,400	577,199	116,560	63,292	24,920	136,525	22,966	48.5
LOUISIANA										
ALEXANDRIA (Rapides) . . . **20 - 49%** Avoyelles, Grant, La Salle.	195.8	62.1	967,248	641,449	161,995	101,043	26,083	140,668	24,180	53.0
BATON ROUGE (East Baton Rouge) . . . **Over 50%** West Feliciana; **20 - 49%** Ascension, East Feliciana, Iberville, Livingston, Pointe Coupee, West Baton Rouge.	536.3	172.3	3,726,502	2,169,420	521,489	415,608	97,370	438,540	68,381	55.3
LAFAYETTE (Lafayette)	139.0	43.7	964,365	720,163	140,445	108,859	44,693	148,453	17,291	55.0
LAKE CHARLES (Calcasieu) . . . **20 - 49%** Allen, Beauregard, Cameron, Jefferson Davis.	249.4	82.0	1,513,817	954,072	255,973	103,833	41,945	218,947	29,735	47.2
MONROE (Ouachita) . . . **20 - 49%** Caldwell, Catahoula, East Carroll, Franklin, Richland, Tensas, Union, West Carroll.	254.1	83.8	1,364,388	861,441	206,622	116,864	36,518	204,898	28,432	48.0
NEW ORLEANS (Orleans) . . . **Over 50%** Jefferson, Plaquemines, St. Bernard, St. Charles; **20 - 49%** St. James, St. John the Baptist, St. Tammany; MISS.: Hancock.	1,294.2	439.2	9,461,398	5,005,219	1,339,030	662,259	262,335	856,493	160,530	66.9


3rd in nation, per capita income growth 1969-1976*
SMSA pop. 449,600**
4th largest port in nation***
BATON
ROUGE
$
College student population of 34,000
2nd largest oil refinery in nation****
Highest average effective buying income per household in Louisiana, $19,955**

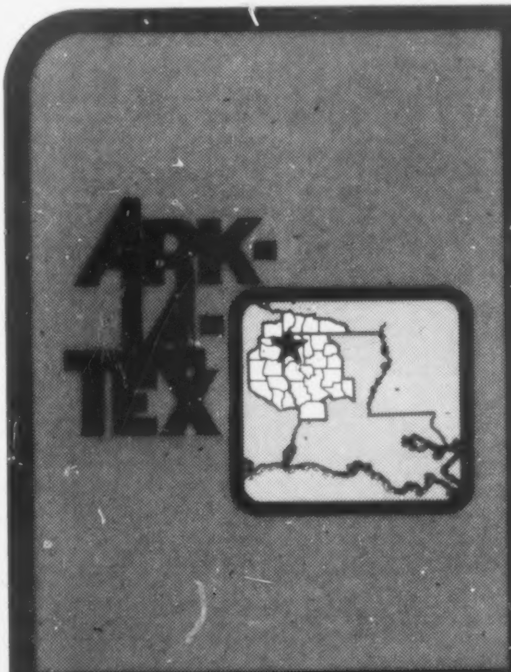
MORNING ADVOCATE
STATE TIMES

Increase sales in the youngest, most affluent major market in Louisiana with the State-Times & Morning Advocate. Combined daily circulation has increased to 119,876 (ABC March 30, 1980). For the full story on using our newspapers to sell in the Baton Rouge market, call Don Stewart, (504) 388-0272. Or talk to our national representative, Branham.

*Advertising Age, Dec. 11, 1978 ** © 1979 S&MM Survey of Buying Power *** U.S. Army Corps of Engineers ****Mid-Continent Oil & Gas Association

S&MM's SURVEY OF NEWSPAPER-MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1979 POPULATION 12/31/79 Total Pop (Thous.)	Total Households (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds Cov. Total Area
LA (cont.)										
SHREVEPORT (Caddo) . . . **Over 50%** Bossier; **20 - 49%** Bienville, Claiborne, De Soto, Lincoln, Natchitoches, Red River, Sabine, Webster.	526.7	174.3	3,065,461	1,893,460	414,645	268,172	89,752	447,348	45,626	60.5
MAINE										
BANGOR (Penobscot) . . . **Over 50%** Hancock, Piscataquis, Washington; **20 - 49%** Aroostook, Knox, Waldo.	394.9	132.0	2,237,268	1,369,550	340,596	144,913	50,520	271,547	42,253	59.2
LEWISTON-AUBURN (Androscoggin) . . . **Over 50%** Oxford; **20 - 49%** Franklin.	169.6	59.3	974,533	587,454	137,218	64,824	13,441	131,379	15,930	73.0
PORTLAND (Cumberland) . . . **20 - 49%** Knox, Lincoln, Sagadahoc, York.	422.3	149.5	2,709,930	1,810,406	405,012	178,974	50,483	316,817	50,063	54.2
MARYLAND										
BALTIMORE (Baltimore) . . . **Over 50%** Anne Arundel; **20 - 49%** Carroll, Harford, Howard, Kent, Queen Annes, Worcester.	2,226.1	772.1	15,445,660	8,756,113	2,079,414	1,111,922	396,309	1,627,876	280,839	66.0
CUMBERLAND (Allegany) . . . **20 - 49%** W.VA.: Mineral.	106.4	39.7	561,553	364,406	87,882	50,437	19,307	59,613	17,164	73.7
FREDERICK (Frederick)	109.9	36.3	732,702	444,056	85,817	61,241	16,851	77,741	13,725	69.6
HAGERSTOWN (Washington)	109.8	39.7	710,337	531,062	103,877	81,339	22,294	81,757	16,121	85.6
SALISBURY (Wicomico) . . . **Over 50%** Somerset; **20 - 49%** Worcester.	107.5	39.1	630,344	586,801	138,577	61,087	24,124	115,522	16,916	57.6



SHREVEPORT

LOUISIANA'S 2nd LARGEST CITY

in the **SHREVEPORT MARKET** . . . you really get quality coverage from The Shreveport Times and Shreveport Journal. You're getting coverage and readership of this quality newspaper audience which makes up the Ark-La-Tex area. The Times-Journal reaches **45%** of the households in this 23-county area in North Louisiana, East Texas and South Arkansas. **70%** coverage in the **METRO** area.

As the big second market in Louisiana, **SHREVEPORT** is the dominating city for **883,000** people in **295,800** households with effective buying income of **5.2 billion** and producing retail sales of **3.2 billion.** Be sure that the **TIMES-JOURNAL** are included in your next advertising schedule — the dominant medium in the market.

Newspaper Production Co., Agent for—

The Times Shreveport Journal

Circulation: **M & E 122,063 MORNING 87,881**
SUNDAY 125,750 EVENING 34,182

(ABC AUDIT REPORT ENDING DEC. 31, 1979)
REPRESENTED BY GANNETT NEWSPAPER ADVERTISING SALES
S&MM Survey of Buying Power, July 1980

The Baltimore Sun Means Business

EDITORIAL EXCELLENCE

From legends of H. L. Mencken in The Sun newsroom to the first Pulitzer Prize awarded for feature writing, The Baltimore Sun is recognized world-wide as a leader in the newspaper industry. Our readers respect and trust The Sun as their source of information.

CIRCULATION DOMINANCE

The Baltimore Sun is the most widely read newspaper in Maryland, with 350,848 daily circulation and 374,989 Sunday.

QUALITY READERSHIP

Among daily newspaper readers, The Sun is read in 76% the households with incomes over $20,000; by 76% of the professionals and managers and 77% of those with some college education or more.

ADVERTISER'S CONFIDENCE

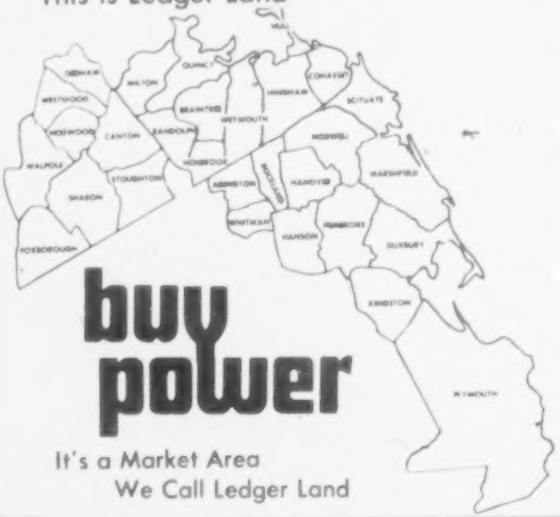
The Baltimore Sun runs 76% of all advertising linage placed in the market's major newspapers. The Sunday Sun ranks third in the nation in Total Display Advertising Linage.

The Baltimore Sun can mean business for you. Our Media and Marketing package has profiles of your customers in Baltimore, the nation's 14th largest market. Call our Marketing Manager at (301) 332-6241 or CWO&O for your copy.

The Baltimore Sun is represented nationally by Cresmer, Woodward, O'Mara and Ormsbee.

Sources: ABC Fas-Fax Report, 3/31/80, The Scarborough Report, 1980,
Media Records, June Y-T-D, 1980.

This is Ledger Land


HULL
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WESTWOOD
HINGHAM
SCITUATE
BRAINTREE
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NORWOOD
CANTON
RANDOLPH
NORWELL
WALPOLE
HOLBROOK
STOUGHTON
ABINGTON
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WHITMAN
PEMBROKE
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FOXBOROUGH
KINGSTON
PLYMOUTH

buy power

It's a Market Area
We Call Ledger Land

AMONG MASS. EVENING NEWSPAPERS THE PATRIOT LEDGER RANKS ...

1st IN CLASSIFIED ADVERTISING*
1st IN RETAIL ADVERTISING*
2nd IN CIRCULATION**
*NENAB linage report, June, 1980
**ABC FAS-FAX report, March 31, 1980

Daily circulation of more than 82,000 in the affluent Communities south, southeast and southwest of Boston.
Approximately 90% home delivered.

The Patriot Ledger

13 Temple Street, Quincy, MA 02169 – 786-7000

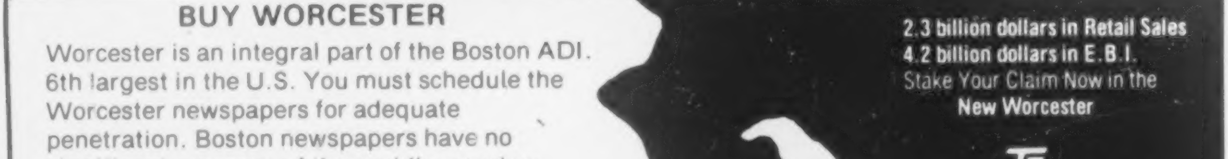
S&MM'S SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1979										
	POPULATION 12/31/79		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./Furnish./Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hslds. Cov. Total Area
MASSACHUSETTS										
BOSTON-LOWELL-BROCKTON-LAWRENCE-HAVERHILL (Suffolk, Middlesex, Plymouth, Essex) . . . **Over 50%** Norfolk; **20 - 49%** Barnstable, Dukes, Nantucket; N.H.: Rockingham.	4,062.3	1,429.6	31,295,877	15,608,972	3,460,161	1,964,710	575,462	2,259,567	495,128	69.2
HYANNIS (Barnstable)	146.1	57.0	947,828	840,749	199,061	78,559	25,878	86,044	21,824	57.9
NEW BEDFORD-FALL RIVER (Bristol)	470.7	170.2	3,012,150	1,690,196	390,274	248,846	83,136	277,025	48,626	45.4
PITTSFIELD (Berkshire)	141.6	50.7	1,045,492	585,978	150,701	70,134	19,831	79,121	14,379	56.4
SPRINGFIELD-CHICOPEE-HOLYOKE (Hampden) . . . **20 - 49%** Hampshire.	588.3	204.0	4,041,954	2,202,622	587,641	226,841	66,695	346,278	59,578	80.9

WORCESTER

BUY WORCESTER

Worcester is an integral part of the Boston ADI. 6th largest in the U.S. You must schedule the Worcester newspapers for adequate penetration. Boston newspapers have no significant coverage of the rapidly growing Worcester market, now 4.2 billion dollars in Effective Buying Income. Schedule Worcester now. Most advertisers do.



2.3 billion dollars in Retail Sales
4.2 billion dollars in E.B.I.
Stake Your Claim Now in the
New Worcester

TG
WORCESTER TELEGRAM & GAZETTE
Daily 144,259 Sunday 108,209
Represented by CWO & O

Springfield is first in New England... by far.

First in Daily A.D.I. COVERAGE

Springfield Union/News	61%
Providence Journal Bulletin	37%
Portland Express-Press Herald	28%
Hartford Courant	29%
Boston Globe	24%
New Haven Register/Journal Courier	20%
Boston Herald American	13%
Worcester Telegram-Gazette	8%

Source: Circulation '80/81

Springfield is the first choice in New England for testing new products and advertising strategies. If you're not in Springfield, you're not reaching New England.

SPRINGFIELD NEWSPAPERS

Largest in Massachusetts outside Boston

Represented by Newhouse Newspapers

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1979 — POPULATION 12/31/79 — Total Pop. (Thous.)	POPULATION 12/31/79 — Total House-holds (Thous.)	EFFECTIVE BUYING INCOME — Total EBI ($000)	RETAIL SALES BY STORE GROUP — Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./Furnish./Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hslds. Cov. Total Area
MA (cont.)										
WORCESTER-FITCHBURG-LEOMINSTER (Worcester)	646.7	222.2	4,630,721	2,461,823	567,640	321,098	105,514	405,545	77,394	61.8
MICHIGAN										
ANN ARBOR (Washtenaw)	258.6	86.7	2,330,414	1,218,917	169,488	226,760	66,568	242,452	41,148	45.5
BATTLE CREEK (Calhoun)	140.5	50.6	1,040,165	548,723	98,545	106,210	25,392	101,282	19,345	54.0
BAY CITY (Bay) . . . **20 - 49%** Arenac, Ogemaw	151.1	50.5	967,819	637,458	144,321	69,888	22,913	146,876	18,617	62.5
BENTON HARBOR-ST. JOSEPH (Berrien) . . . **20 - 49%** Van Buren.	231.9	83.0	1,336,218	918,484	228,534	79,806	68,032	191,339	27,790	41.2

THE MACOMB DAILY

THE Community News NEWSPAPERS

THE NEWS-HERALD NEWSPAPERS

[illegible]

DEARBORN PRESS & GUIDE

DEARBORN HEIGHTS LEADER

The Associated Newspapers

THE Advisor NEWSPAPERS

PEOPLE REALLY READ'EM.

A recent Market Opinion Research survey* came up with some pretty impressive statistics:

For instance: 85% of the suburban newspaper readers in the areas we cover are PANAX readers. Over 1,100,000 readers in all. What's more, 86% of those free spending suburbanities who visited stores or used businesses did so **because** of an ad in a PANAX newspaper.

So no matter what you're selling — PANAX readers are buying.

For more information on how to get the lion's share of over $6.6 billion** in retail sales in our market — or how a unique combination buy with the Observer & Eccentric newspapers can put your message in over 500,000 suburban Detroit homes — call John Banks or John Flack at (313) 274-2332.

PANAX

NEWSPAPERS

ABC CAC

*Source: Market Opinion Research, 1978

**Source: Sales and Marketing Management, Survey of Buying Power 1978

S&MM's SURVEY OF NEWSPAPER MARKETS

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	POPULATION 12/31/79		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
MI (cont.)										
DETROIT (Wayne) . . . **Over 50%** Macomb, Oakland, St. Clair; **20 - 49%** Antrim, Cheboygan, Crawford, Emmet, Iosco, Isabella, Livingston, Luce, Mackinac, Montmorency, Otsego, Presque Isle, Roscommon, Sanilac, Washtenaw.	4,828.2	1,639.6	41,364,222	22,695,238	4,688,729	2,946,000	1,039,634	5,084,509	886,044	78.7
FLINT (Genesee)	450.7	155.4	4,086,792	2,305,489	418,036	414,665	119,002	599,550	75,083	63.5
GRAND RAPIDS (Kent) . . . **20 - 49%** Ottawa.	587.7	196.8	3,864,288	2,623,875	373,758	521,001	137,774	519,948	51,456	57.0
JACKSON (Jackson)	152.5	51.8	990,918	573,813	88,658	144,420	20,770	103,328	12,146	67.3

HOW TO REACH 149,159 AFFLUENT HOUSEHOLDS* IN THE DETROIT MARKET WITHOUT ADVERTISING IN DETROIT NEWSPAPERS.

It's simple. Place your ads in the Observer and Eccentric newspapers. You see, we reach directly into free-spending suburban Detroit. Places like Birmingham, Bloomfield and Southfield where you can be sure your message is reaching people with big dollars to spend. More people, in fact, in the areas they serve than the Free Press or the News. Call George Hagan **collect** at (313) 591-2300. Or call our National Advertising Manager, Kevin Curley at (313) 644-1100. They'll tell you how you can make the most out of the fifth richest market. And ask about "A Newspaper for All Seasons" report.

THE 12 TWICE WEEKLY

Observer & Eccentric

NEWSPAPERS

We reach more people in our own hometowns combined than the Free Press or the News.

Birmingham/West Bloomfield Eccentric, Canton Observer, Farmington Observer, Garden City Observer, Livonia Observer, Plymouth Observer, Redford Observer, Rochester Eccentric. Southfield Eccentric, Troy Eccentric, and Westland Observer.

*Source CAC ABC

"The newspaper to use is the Detroit Free Press."

Phil Egan

“The newspaper to use is the Detroit Free Press. We know it works for us. We can see the results.”

Phil Egan
Sales Manager, Eastern Region
Strand Holidays

“We look for the kind of readership a morning paper brings in. The Free Press has the upscale concentration we look for.”

Desmond O'Neill, V.P.
Media Director
E.T. Howard Company, Inc.

“Given what we need to accomplish, where we need to accomplish it, the Free Press is the best tool we have available to us.”

Arthur J. Molesphini

Arthur J. Molesphini, V.P.
Director of Communications Services
Ammirati & Puris, Inc.

“I think the Free Press does an outstanding job in the total Michigan market.”

Curtis R. Troeger

Curtis R. Troeger
Senior Vice President
Doremus & Company

We're spreading our wings. The Detroit Free Press now has the world's largest offset newspaper plant. Resulting in everything from enhanced reproduction to more lifelike color. Plus increased production capacity and ad space availability. For superior reproduction . . . and superior readership . . . contact the Free Press or Knight-Ridder Newspaper Sales. In Canada, MPR.

Detroit Free Press

The right paper to reach the right people.

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1979									
	POPULATION 12/31/79		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
MI (cont.)										
KALAMAZOO-PORTAGE (Kalamazoo) . . . **20 - 49%** Van Buren.	275.1	94.0	1,798,921	1,182,038	202,769	242,844	54,424	237,347	23,134	54.7
LANSING-EAST LANSING (Ingham) . . . **20 - 49%** Clinton, Eaton.	414.5	141.9	3,499,146	1,793,318	301,114	332,740	77,258	402,293	35,453	49.1
MUSKEGON-NORTON SHORES-MUSKEGON HEIGHTS (Muskegon) . . . **20 - 49%** Oceana.	179.4	61.3	1,005,347	629,182	126,115	137,027	24,782	117,972	19,754	65.5
SAGINAW (Saginaw)	227.7	74.4	1,869,956	1,056,843	223,345	182,782	51,391	178,783	32,095	63.8
MINNESOTA										
DULUTH-SUPERIOR (St. Louis; WIS.: Douglas) . . . **Over 50%** MINN.: Carlton, Lake; **20 - 49%** MINN.: Cook, Itasca.	359.3	128.9	2,468,124	1,451,979	309,070	178,844	53,020	230,378	38,189	52.3
FARGO-MOORHEAD (N.D.: Cass; MINN.: Clay) . . . **Over 50%** N.D.: Ransom; **20 - 49%** MINN.: Mahnomen, Norman, Wilkin; N.D.: Barnes, Dickey, Eddy, Foster, Griggs, La Moure, Nelson, Richland, Sargent, Steele, Traill, Wells.	263.5	90.1	1,898,561	1,135,319	188,089	102,904	51,354	246,924	36,033	53.7
MANKATO (Blue Earth) . . . **Over 50%** Nicollet; **20 - 49%** Le Sueur, Waseca, Watonwan.	131.1	43.8	919,587	504,347	100,391	36,010	18,711	114,025	19,707	52.3
MINNEAPOLIS-ST. PAUL (Hennepin, Ramsey) . . . **Over 50%** Anoka, Dakota, Washington; **20 - 49%** Big Stone, Blue Earth, Brown, Carver, Chippewa, Chisago, Cottonwood, Crow Wing, Douglas, Faribault, Goodhue, Grant, Hubbard, Isanti, Kanabec, Kandiyohi, Lac qui Parle, Lake of the Woods, Le Sueur, Lyon, McLeod, Meeker, Mille Lacs, Nicollet, Pine, Pope, Redwood, Renville, Rice, Scott, Sherburne, Sibley, Stearns, Steele, Stevens, Swift, Traverse, Wadena, Waseca, Watonwan, Wright, Yellow Medicine; WIS.: Barron, Burnett, Pierce, Polk, St. Croix.	3,092.3	1,064.2	23,353,201	13,566,318	2,401,394	1,941,230	525,366	2,572,269	378,389	58.5
ROCHESTER (Olmsted) . . . **Over 50%** Dodge; **20 - 49%** Fillmore, Wabasha.	151.3	51.5	1,058,127	659,548	115,298	74,823	26,429	138,095	22,996	61.6
ST. CLOUD (Stearns) . . . **Over 50%** Benton.	131.3	37.3	711,237	719,662	83,212	80,700	21,325	88,202	14,550	60.0
MISSISSIPPI										
BILOXI-GULFPORT (Harrison) . . . **20 - 49%** Hancock, Stone.	180.5	56.6	1,008,299	665,147	157,908	106,010	27,916	137,400	20,964	63.8
JACKSON (Hinds) . . . **Over 50%** Rankin; **20 - 49%** Copiah, Lawrence, Madison, Simpson.	401.6	127.0	2,434,203	1,624,613	349,924	230,024	78,292	404,814	45,712	56.7
TUPELO (Lee) . . . **20 - 49%** Chickasaw, Itawamba, Monroe, Pontotoc, Prentiss, Tippah, Tishomingo, Union.	224.8	78.2	1,193,548	782,174	195,799	91,325	31,556	202,575	23,039	40.3
MISSOURI										
JOPLIN (Jasper) . . . **20 - 49%** KAN.: Cherokee; MO.: Barton, McDonald, Newton.	170.5	66.5	926,955	697,411	141,036	72,718	26,138	169,558	27,538	50.7

S&MM'S FOUR SURVEY ISSUES

Each year Sales & Marketing Management publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographic markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

If you're sick of exorbitant preprint rates, we'll send you this get-well card.

Our new group rate for preprinted inserts is just what the doctor ordered.

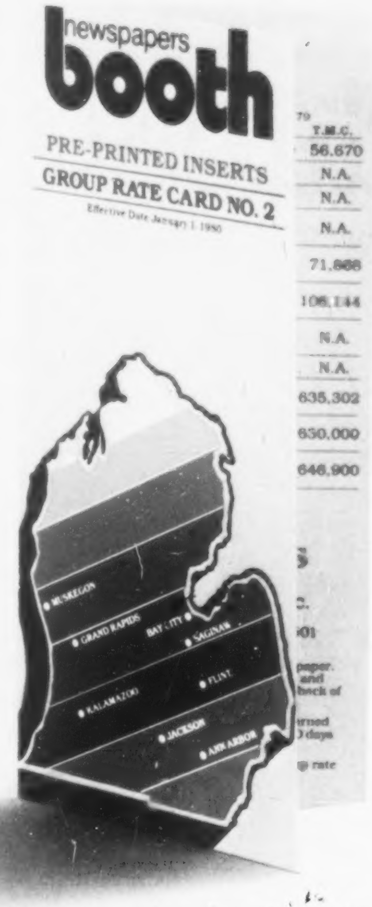
Now for as low as only $20.00 per thousand, you can reach as many as 646,000 households in out-state Michigan. And that's good medicine for any distribution list.

But understand. We're not talking about just any old market. We're talking about Booth's Michigan Market. A healthy market where the average annual income per household in our metro counties is $20,165.

Who delivers this market, you ask? The eight daily and Sunday newspapers that form the Booth Newspaper Group. And to make your buy as trouble-free as possible, with each order you make we'll send you one single, uncomplicated invoice.

Just give us a call.

For more details on our new preprinted insert rates, just give us a call. In Michigan, call (313) 569-2474. Nationally, call Newhouse Newspapers: New York (212) 697-8020; Chicago (312) 541-6242; Atlanta (404) 955-2335; Los Angeles (213) 385-9148; San Francisco (415) 362-3367, or Detroit (313) 354-2540.


newspapers booth
PRE-PRINTED INSERTS
GROUP RATE CARD NO. 2
Effective Date January 1 1980
T.M.C.
56.670
N.A.
N.A.
N.A.
71,868
106,144
N.A.
N.A.
635,302
630,000
646,900
MUSKEGON
GRAND RAPIDS
BAY CITY
SAGINAW
FLINT
KALAMAZOO
JACKSON
ANN ARBOR

Or send us this coupon.

If you prefer, fill out the coupon below and we'll rush you our new rate card plus some very intriguing details on Boothland, America's most overlooked market.

Booth Newspapers, Inc.
P.O. Box 2168
Grand Rapids, Michigan 49501

I've overlooked you long enough. Please send your new rate card on preprinted inserts.

Name____________________

Title____________________

Company____________________

Address____________________

City____________________

State__________ Zip__________

Telephone____________________

newspapers booth

ann arbor news • jackson citizen patriot • flint journal • saginaw news • bay city times • muskegon chronicle • grand rapids press • kalamazoo gazette

America's most overlooked market.

People in the Minneapolis-St. Paul market are young,[1] well-heeled,[2] and well-educated.[3]

STAR
the price
Tribune
med se
uskie's '76 job
good but tempo

And they read The Star and the Tribune.

[1] Among major metros [those with at least two million people], Minneapolis-St. Paul has the highest percentage of young adults 18 through 34 years old.*

[2] The $18,822 median income per household in Minneapolis-St. Paul is the seventh largest among the country's 15 major metro areas.*

[3] Minneapolis-St. Paul's percentage of high-school graduates was 70.6% according to the 1970 U.S. Census; and at that time, only two of what were then the 15 largest markets had a higher percentage.

Facts like these are part of the quality of life in Minneapolis-St. Paul: More technical and light manufacturing than heavy industry, with more white-collar and skilled workers, a lot of disposable income, and a low unemployment rate.

And when you advertise in The Minneapolis Star and Minneapolis Tribune, you reach 52% of all adults in the 10-county SMSA daily, 63% on Sunday. Readership jumps to 58% daily, 74% Sunday among the young, well-heeled and well-educated.

For full market and readership data, call our Display Advertising Manager, Jim Anderson [612/372-3907]. Or our representative at Cresmer, Woodward, O'Mara & Ormsbee, Inc.

*Source: 1979 Sales & Marketing Management Survey of Buying Power

The Minneapolis Star / Minneapolis Tribune

425 Portland Avenue Minneapolis MN 55488

First Belden, now Scarborough prove:
the Post and Globe have St. Louis

Suburban Clout.

66% net/unduplicated readership, at the lowest print cost-per-thousand available. Get it now in St. Louis County with the Post and Globe: a knockout 1-2 combination, paid and daily, in the county that accounts for 50% of all retail sales in Metro St. Louis.

ST. LOUIS POST-DISPATCH
An Independent Newspaper

St. Louis Globe-Democrat
An Independent Newspaper

524,315 combined total morning and evening circulation.
702,711 combined total Sunday and Weekend circulation.

Strategy On
Reading A
Up Sharply
Cards to face
May Be Up A
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Callers M
Executives S
ht Fuel
Supply
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Represented
nationally by
Newhouse Newspapers.

Sources: Scarborough 1980, ABC Audits, 12 months ending 9/30/79, USSPI national rate card 3/3/80.

CPM basis: 1000-line ad, 5000-line rate, based upon total paid circulation vs. total free distribution costs.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1979 POPULATION 12/31/79		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
	Total Pop (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
MO (cont.)										
KANSAS CITY (Jackson) . . . **Over 50%** KAN.: Johnson, Wyandotte; MO.: Cass, Clay, Lafayette, Platte, Ray; **20 - 49%** KAN.: Anderson, Atchison, Bourbon, Douglas, Franklin, Leavenworth, Linn, Miami; MO.: Bates, Caldwell, Carroll, Chariton, Clinton, Grundy, Henry, Johnson, Linn, Livingston, St. Clair, Saline.	1,779.8	660.1	14,407,292	7,805,553	1,500,898	1,162,244	299,613	1,767,170	203,493	85.7
ST. JOSEPH (Buchanan) . . . **Over 50%** KAN.: Doniphan; MO.: Andrew, Atchison, Clinton, Daviess, De Kalb, Gentry, Harrison, Holt, Worth; **20 - 49%** KAN.: Brown; MO.: Caldwell, Mercer, Nodaway.	228.2	87.3	1,350,908	787,030	164,640	89,146	30,701	161,138	22,858	91.6
ST. LOUIS (St. Louis) . . . **Over 50%** ILL.: Madison, Monroe, St. Clair; MO.: St. Charles; **20 - 49%** ILL.: Bond, Calhoun, Clinton, Greene, Jersey, Macoupin, Randolph; MO.: Franklin, Gasconade, Jefferson, Lincoln, Madison, Ste. Genevieve, Warren.	2,598.5	886.9	19,259,118	10,566,907	2,414,294	1,551,491	425,950	2,140,948	293,025	61.2

WHAT CITY RANKS:
First In the U.S. In Foreign Trade Space? Second In the U.S. In Automobile Production? Third In the U.S. As A Rail Center?

If you said Kansas City, you're absolutely right. Kansas City is a major metropolitan market of over a million people. Comprised of five counties in Missouri and two in Kansas, it is situated in the heart of America . . . within 250 miles of the population centers of the United States.

In a 600 mile radius of Kansas City are the key markets of Chicago, Detroit, Indianapolis, Dallas, Detroit, Denver, Minneapolis and St. Paul. Every year, over 5-million passengers travel through Kansas City International airport.

But Kansas City is more than an air transportation center. It is headquarters to 27 of the 207 motor freight common carriers serving the area. It is also served by 12 major railroad trunk lines. The Port of Kansas City has twenty terminal facilities with eight regulated barge lines to ship more than a million tons of freight every year.

Kansas City is a leader in warehousing and distribution because of its centrality and importance as a major transportation hub. From Kansas City, Sony operates its largest U.S. distribution center. JC Penney manages a two million square foot catalog distribution center for 13 states and Toyota runs a midwestern parts and service center.

Kansas City is also home to the nation's largest covered Foreign Trade Zone space, with nearly 3.5 million square feet devoted to international trade.

Representing Kansas City's manufacturers are fifty-three of FORTUNE'S 500 corporations including the headquarters for Hallmark Cards. Among the others are General Motors, Armco Steel, Owens-Corning, Ford, Remington Arms, and King Radio.

The diverse employment base lends remarkable stability to an economy where unemployment has been consistently lower than the national average over the past 5 years.

The Kansas City Times and Star cover market, reaches 558,000 adult readers every day and 658,000 on Sunday. Every day, 70% of area adults, living in households where incomes are $25,000 or higher, read the Times or Star. On Sunday, the number rises to 78%. Daily coverage of the prime 18-49 year old consumer group is 56% and climbs to 70% on Sunday. In addition, 74% of area college graduates are daily readers and 84% read the Sunday Star.

Kansas City is an active, vital major metropolitan area where the median household EBI of $18,500 is $2,000 higher than the national average. When you consider the importance of the Kansas City market, it is clearly one that you need to reach. The best way to do that is through the area's dominant medium.

KANSAS CITY
Times STAR
1729 Grand Avenue
Kansas City, Mo. 64108
(816) 234-4125

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

Sources: Sales and Marketing Management "Survey of Buying Power" 1979 Belden Associates "Continuing Market Study" 1978 Bureau of Labor Statistics Jan. 1980 Final Figures USDA Annual Inventories 1980

S&MM's SURVEY OF NEWSPAPER MARKETS

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MO (cont.)										
SPRINGFIELD (Greene) . . . **20 - 49%** Cedar, Christian, Dade, Dallas, Lawrence, Polk, Stone, Taney, Webster, Wright.	358.7	134.8	2,065,758	1,471,850	288,687	175,658	65,816	329,348	36,606	50.2
MONTANA										
BILLINGS (Yellowstone) . . **Over 50%** Stillwater; **20 - 49%** Big Horn, Carbon, Carter, Custer, Daniels, Dawson, Fallon, Garfield, Golden Valley, McCone, Meagher, Musselshell, Park, Powder River, Prairie, Richland, Roosevelt, Rosebud, Sheridan, Sweet Grass, Treasure, Valley, Wheatland, Wibaux; WYO.: Big Horn, Park.	289.7	105.1	1,887,567	1,273,161	260,155	126,400	49,857	233,420	50,683	49.9
GREAT FALLS (Cascade) . . . **Over 50%** Liberty; **20 - 49%** Blaine, Chouteau, Glacier, Hill, Judith Basin, Meagher, Phillips, Pondera, Teton, Toole.	164.9	58.5	1,086,111	693,513	131,020	71,207	29,029	153,199	28,749	53.1
MISSOULA (Missoula) . . . **20 - 49%** Granite, Lake, Mineral, Ravalli, Sanders.	127.1	46.5	755,162	536,935	100,666	41,127	26,850	120,463	21,374	59.5
NEBRASKA										
GRAND ISLAND (Hall) . . . **Over 50%** Greeley, Howard, Merrick; **20 - 49%** Garfield, Hamilton, Nance, Sherman, Valley, Wheeler.	94.5	35.3	638,951	369,298	49,785	67,503	11,586	61,364	5,992	64.4
LINCOLN (Lancaster) . . . **Over 50%** Saline, Seward; **20 - 49%** Fillmore, Jefferson, Johnson, Pawnee, Saunders, Thayer.	270.9	99.7	2,015,676	1,064,456	202,638	140,370	50,974	203,405	26,627	64.5
OMAHA (Douglas) . . . **Over 50%** Sarpy; **20 - 49%** IA.: Fremont, Harrison, Mills, Montgomery, Page, Pottawattamie, Shelby; NEB.: Antelope, Boone, Boyd, Brown, Buffalo, Burt, Butler, Cass, Chase, Cherry, Colfax, Cuming, Custer, Dawes, Dawson, Deuel, Dodge, Frontier, Furnas, Garden, Greeley, Harlan, Holt, Kearney, Keith, Keya Paha, Knox, Madison, Nance, Nemaha, Nuckolls, Otoe, Pawnee, Perkins, Phelps, Platte, Polk, Richardson, Rock, Saunders, Sheridan, Thomas, Thurston, Valley, Washington, Wayne.	1,153.1	406.8	8,310,096	4,386,116	880,360	521,180	213,870	948,118	133,476	49.8
NEVADA										
LAS VEGAS (Clark) . . . **20 - 49%** Lincoln, Nye.	411.5	150.0	3,210,538	2,197,343	444,497	298,863	82,925	451,500	86,186	81.4
RENO (Washoe) . . . **20 - 49%** Carson City, Churchill, Humboldt, Lander, Lyon, Mineral, Pershing, Storey.	254.7	96.9	2,242,806	1,527,025	243,311	155,898	74,866	318,005	124,584	51.8
NEW HAMPSHIRE										
MANCHESTER-NASHUA (Hillsborough) . . . **20 - 49%** Belknap, Coos, Merrimack.	440.4	151.9	3,107,184	1,843,294	414,518	204,034	69,874	369,537	43,213	45.9
NEW JERSEY										
ATLANTIC CITY (Atlantic) . . . **20 - 49%** Cape May.	269.7	104.6	1,929,697	1,383,107	319,523	128,769	42,934	185,295	32,388	57.1
JERSEY CITY (Hudson)	550.4	210.6	4,142,158	1,573,132	438,165	124,796	61,780	200,190	46,846	49.5
LONG BRANCH-ASBURY PARK (Monmouth) . . . **20 - 49%** Ocean.	843.1	276.7	6,032,704	3,512,186	904,174	394,931	140,208	647,433	91,324	48.9
NEW BRUNSWICK-PERTH AMBOY-SAYREVILLE (Middlesex)	589.8	181.5	4,791,365	2,387,229	559,891	356,371	103,487	321,999	52,287	54.8

S&MM'S FOUR SURVEY ISSUES

Each year Sales & Marketing Management publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographic markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1979										% Hslds Cov. Total Area
	POPULATION 12/31/79		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl ($000)	Auto-motive ($000)	Drug ($000)		
NJ (cont.)											
NEWARK (Essex) . . . **Over 50%** Morris, Somerset, Union; **20 - 49%** Hunterdon, Middlesex.	2,612.1	869.1	23,222,573	10,425,050	2,561,597	1,025,506	525,304	1,768,368	251,488		55.8
PATERSON-CLIFTON-PASSAIC (Passaic)	449.4	162.4	3,722,330	1,826,052	337,896	336,037	82,187	269,018	36,039		49.8
TRENTON (Mercer)	320.5	110.6	2,758,310	1,293,764	306,224	177,648	63,884	181,468	32,907		94.6
NEW MEXICO											
ALBUQUERQUE (Bernalillo) . . . **20 - 49%** Guadalupe, Los Alamos, Socorro, Valencia.	485.3	171.3	3,395,272	2,141,185	412,527	260,103	123,135	508,095	67,424		60.9
NEW YORK											
ALBANY-SCHENECTADY-TROY (Albany, Schenectady, Rensselaer) . . . **Over 50%** Saratoga; **20 - 49%** Columbia, Greene, Montgomery, Schoharie.	910.5	325.7	6,436,720	3,522,343	859,601	393,864	122,795	614,307	101,428		73.7
BINGHAMTON (Broome) . . . **20 - 49%** Chenango, Tioga; PENN.: Susquehanna.	350.6	126.9	2,126,693	1,267,467	305,182	118,420	52,527	255,429	47,812		71.7
BUFFALO (Erie) . . . **Over 50%** Niagara; **20 - 49%** Wyoming.	1,316.8	477.6	9,436,563	4,988,994	1,278,024	772,385	193,203	984,331	197,473		83.3
GLENS FALLS (Warren) . . . **Over 50%** Washington.	107.9	38.6	637,371	413,712	118,225	37,273	9,978	61,963	15,959		64.7
ELMIRA (Chemung) . . . **20 - 49%** Schuyler; PENN.: Tioga.	155.7	55.1	919,455	501,487	126,866	70,590	16,489	97,474	19,032		58.8
JAMESTOWN (Chautauqua)	141.2	54.0	869,380	538,991	105,766	78,870	21,980	118,260	16,988		48.6
NASSAU-SUFFOLK (Nassau) . . . **Over 50%** Suffolk.	2,699.9	832.3	23,341,944	11,144,390	2,462,660	1,477,625	530,897	1,615,570	276,348		56.9

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Bergen Evening Record	150,378
Camden Courier Post	126,498
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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1979: POPULATION 12/31/79 Total Pop. (Thous.)	Total Households (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
NEW YORK (New York City) . . . **Over 50%** N.J.: Bergen; N.Y.: Rockland, Westchester; **20 - 49%** CONN.: Fairfield; N.J.: Hudson, Union; N.Y.: Nassau, Putnam, Suffolk.	13,838.0	5,133.7	116,114,881	47,162,383	11,274,608	6,040,063	2,333,037	5,842,074	1,277,594	56.1
NEWBURGH-MIDDLETOWN (Orange) . . . **20 - 49%** Sullivan.	316.5	110.2	2,047,052	1,211,233	359,039	129,949	38,564	186,922	32,281	50.2
OLEAN (Cattaraugus) . . . **20 - 49%** Allegany; PENN.: Potter.	154.1	53.2	812,820	410,576	111,247	48,308	11,823	75,444	16,813	39.1

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More Cars registered than Houston
More Food Store sales than Cincinnati

Newsday

Read By 79% of Nassau-Suffolk Adults Daily or Sunday.

Sources: Population, Retail Sales, Food Store Sales-1979 Survey of Buying Power. Home Owners-1970 Census. Cars- New York State Department of Motor Vehicles and SRDS Market Data, January,1979. Newsday Readership-Belden, 1979.

Sports Extra
WHY ALI WILL BEAT HOLMES
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At Home
Friday
1st Person
Style
BEATING THE

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onday, the place is "1st Person." esday, you can get ahead in "Getting head." Wednesday, you'll be at home ith "At Home." Or "Good Living."

Thursday, you can be in "Style." iday, "Sports Extra" is your arena. Or e "Friday" weekend entertainment ction. And every day, you'll want to seen in "Manhattan."

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Sources: 1979 Survey of Buying Power. ARBITRON. Media Records & Belden CMS Oct. Dec. 1978.

The Syracuse Newspapers
THE POST-STANDARD, MORNINGS. HERALD JOURNAL, EVENINGS. SUNDAY HERALD AMERICAN.
Represented Nationally by Newhouse Newspapers

S&MM's SURVEY OF NEWSPAPER MARKETS

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	POPULATION 12/31/79		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
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NY (cont.)										
POUGHKEEPSIE (Dutchess)	236.3	78.2	1,668,145	936,694	258,903	129,212	25,850	134,775	20,760	49.0
ROCHESTER (Monroe) . . . **Over 50%** Livingston; **20 - 49%** Ontario, Orleans, Wayne, Yates.	988.2	355.8	7,828,998	4,017,603	914,162	482,092	150,763	826,266	140,791	68.3
SYRACUSE (Onondaga) . . . **20 - 49%** Cayuga, Madison, Oswego.	722.9	247.4	5,078,729	2,778,877	732,246	285,255	111,239	564,396	147,465	75.8
UTICA-ROME (Oneida) . . . **20 - 49%** Herkimer.	322.5	116.3	1,996,330	1,135,734	289,925	135,199	37,215	186,919	60,179	53.8
WATERTOWN (Jefferson) . . . **Over 50%** ME.: Somerset; **20 - 49%** ME.: Franklin, Kennebec; N.Y.: Lewis, St. Lawrence.	412.5	138.6	2,446,928	1,419,866	349,327	138,311	45,005	288,302	63,647	45.2
NORTH CAROLINA										
ASHEVILLE (Buncombe) . . . **20 - 49%** Graham, Haywood, Henderson, Jackson, Macon, Madison, Mitchell, Swain, Transylvania, Yancey.	383.6	140.3	2,322,024	1,389,850	339,068	152,568	50,775	269,793	56,002	42.7
BURLINGTON (Alamance)	101.4	35.6	649,596	370,298	84,104	45,946	19,172	79,238	15,012	72.9
CHARLOTTE-GASTONIA (Mecklenburg) . . . **Over 50%** Gaston; **20 - 49%** Anson, Cabarrus, Cleveland, Lincoln, Richmond, Rutherford, Stanly, Union; S.C.: Chester, Chesterfield, Lancaster, York.	1,201.1	409.9	8,160,208	4,406,041	1,016,424	550,753	226,689	1,007,399	169,085	52.8
FAYETTEVILLE (Cumberland) . . . **20 - 49%** Hoke.	255.8	76.4	1,481,067	794,538	157,631	143,292	51,238	160,662	14,584	64.2
GREENSBORO-WINSTON-SALEM-HIGH POINT (Guilford, Forsyth) . . . **20 - 49%** Alleghany, Chatham, Davidson, Davie, Montgomery, Randolph, Rockingham, Stokes, Surry, Wilkes, Yadkin.	1,065.4	378.5	7,503,231	4,088,129	859,914	467,551	246,312	890,840	158,165	63.2
HICKORY (Catawba) . . . **20 - 49%** Alexander.	125.6	43.6	864,972	520,759	105,795	63,756	25,221	107,335	13,612	46.9
RALEIGH-DURHAM (Wake, Durham) . . . **20 - 49%** Carteret, Edgecombe, Franklin, Granville, Johnston, Martin, Orange, Person, Vance, Warren, Washington.	852.4	293.8	5,684,178	2,995,522	713,144	388,996	160,080	570,169	83,490	58.6
WILMINGTON (New Hanover) . . . **20 - 49%** Brunswick, Pender.	156.1	57.9	1,003,088	551,275	140,951	76,308	24,888	100,065	17,626	55.6

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NORTH DAKOTA										
BISMARCK (Burleigh) . . . **Over 50%** Morton; **20 - 49%** Adams, Bowman, Emmons, Grant, Hettinger, Kidder, McLean, Mercer, Oliver, Sheridan, Sioux.	138.0	45.8	876,978	541,242	99,369	57,900	20,361	120,785	19,053	58.2
FARGO-MOORHEAD (Cass; MINN.: Clay) . . . **Over 50%** N.D.: Ransom; **20 - 49%** MINN.: Mahnomen, Norman, Wilkin; N.D.: Barnes, Dickey, Eddy, Foster, Griggs, La Moure, Nelson, Richland, Sargent, Steele, Traill, Wells.	263.5	90.1	1,898,561	1,135,319	188,089	102,904	51,354	246,924	36,033	53.7

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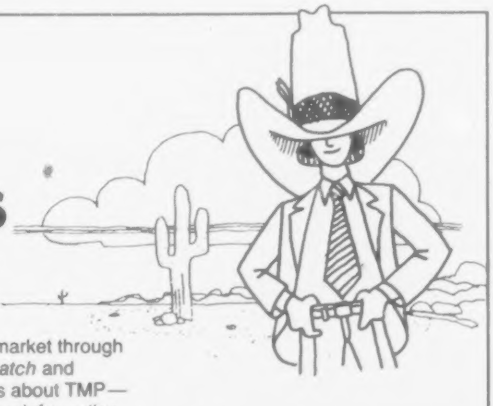
ND (cont.)										
GRAND FORKS (Grand Forks) . . . **Over 50%** Pembina; **20 - 49%** MINN.: Kittson, Marshall, Pennington, Polk, Red Lake, Roseau; N.D.: Cavalier, Nelson, Traill, Walsh.	210.4	71.0	1,355,878	833,877	142,602	53,874	33,422	165,717	25,006	47.2
MINOT (Ward) . . . **Over 50%** Bottineau, Burke, McHenry, Mountrail, Renville; **20 - 49%** Divide, McKenzie, McLean, Pierce, Rolette, Towner, Wells.	153.2	48.4	915,840	543,233	96,979	42,367	16,634	133,268	17,942	57.4
OHIO										
AKRON (Summit) . . . **Over 50%** Portage; **20 - 49%** Medina.	773.9	263.8	5,616,470	3,191,791	786,775	379,558	106,490	653,767	99,526	67.0
CANTON (Stark) . . . **20 - 49%** Carroll.	407.8	142.0	2,961,735	1,727,226	414,712	237,723	67,570	373,383	49,061	45.4
CINCINNATI (Hamilton) . . . **Over 50%** IND.: Ohio; KY.: Boone, Campbell, Kenton; **20 - 49%** IND.: Dearborn, Ripley, Switzerland; KY.: Bracken, Gallatin, Grant, Pendleton; OHIO: Brown, Butler, Clermont, Warren.	1,750.3	607.2	12,986,965	6,796,367	1,629,145	1,012,079	288,331	1,237,745	210,980	58.4
CLEVELAND (Cuyahoga) . . . **Over 50%** Lake; **20 - 49%** Geauga, Medina.	1,934.4	685.0	16,079,692	8,326,267	1,860,224	1,258,034	324,473	1,694,063	312,190	92.5
COLUMBUS (Franklin) . . . **20 - 49%** Delaware, Fairfield, Jackson, Licking, Madison, Pickaway, Union.	1,289.5	453.4	9,578,536	5,249,468	1,096,141	766,415	221,192	1,141,507	145,507	64.9



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S&MM's SURVEY OF NEWSPAPER MARKETS

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OH (cont.)										
DAYTON (Montgomery) . . . **Over 50%** Greene; **20 - 49%** Darke, Miami, Preble.	892.4	310.6	6,804,581	3,529,894	755,075	552,232	159,687	723,484	76,527	72.8
DOVER (Tuscarawas)	81.1	28.4	462,975	306,269	71,846	37,214	16,061	60,789	7,928	83.3
FINDLAY (Hancock) . . . **20 - 49%** Putnam.	94.8	31.8	662,492	369,883	75,757	45,951	17,247	80,699	10,327	59.7
HAMILTON-MIDDLETOWN (Butler)	261.9	86.4	1,902,375	854,148	243,077	93,836	35,089	166,908	24,293	56.7
LIMA (Aller . . . **20 - 49%** Auglaize, Putnam.	180.5	60.1	1,237,145	759,129	154,313	124,278	29,880	143,065	23,633	61.4
LORAIN-ELYRIA (Lorain)	274.9	89.1	2,082,248	991,115	237,481	161,050	39,548	211,377	32,519	81.2
MANSFIELD (Richland) . . . **20 - 49%** Crawford.	179.4	61.7	1,221,519	766,535	161,661	103,449	28,065	170,657	19,772	57.7

in the Cleveland-Akron-Lorain Consolidated Area ... (America's 10th market)

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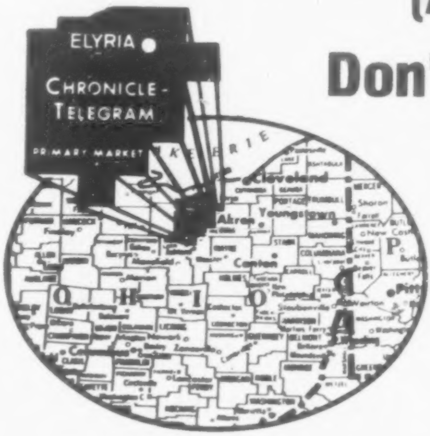
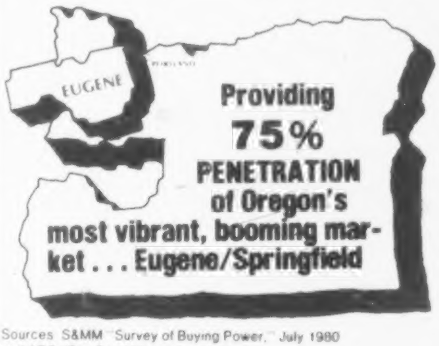


The Elyria Chronicle-Telegram is the "Other One" in what really should be called the Cleveland-Akron-Lorain/Elyria Consolidated Area. They included our sales ... income ... households and coverage ... they just forgot our name.

THE CHRONICLE-TELEGRAM
Elyria, Ohio
Represented Nationally by LANDON ASSOCIATES, INC.



Providing
75%
PENETRATION
of Oregon's
most vibrant, booming market . . . Eugene/Springfield

Sources: S&MM "Survey of Buying Power," July 1980
and ABC "Fas Fax" March 31, 1980

Second in size . . . FIRST in growth!

EUGENE/SPRINGFIELD

Oregon's other IMPORTANT market!

Eugene/Springfield leads all Oregon SMSA's in the rate of growth of population, households, and retail sales.

And the Register-Guard's continuing circulation growth, up 6½% daily, 7% Sunday, provides the only guaranteed in-depth penetration of this rich $1,868,625,000 E.B.I. market.

It takes 2 in Oregon . . . Portland and EUGENE!

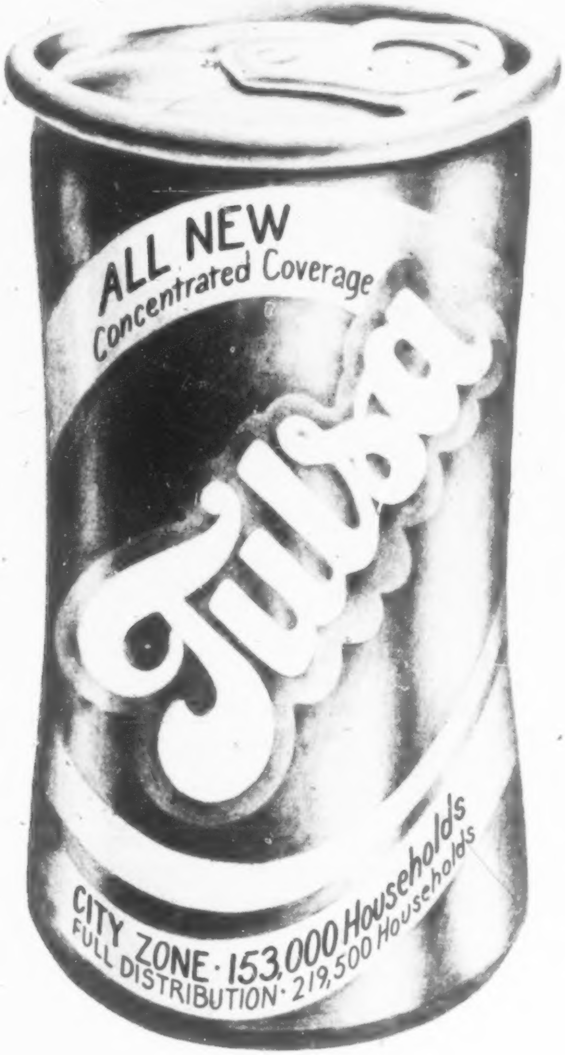
Eugene Register-Guard P.O. Box 10188, Eugene, OR 97440
(503) 485-1234

Represented Nationally by Sawyer, Ferguson, Walker

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1979 POPULATION 12/31/79		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
OH (cont.)										
PARKERSBURG-MARIETTA (W.VA.: Wood; OHIO: Washington) . . . **20 - 49%** W.VA.: Calhoun, Pleasants, Ritchie, Wirt.	186.1	64.4	1,229,298	753,335	175,656	126,467	30,411	153,502	20,314	54.4
SANDUSKY (Erie) . . . **20 - 49%** Huron.	130.2	43.1	869,309	559,003	128,707	75,075	22,849	114,441	18,406	53.5
SPRINGFIELD (Clark) . . . **20 - 49%** Champaign.	182.5	62.8	1,238,415	651,636	165,066	108,484	20,903	130,235	18,442	69.7
TOLEDO (Lucas) . . . **Over 50%** MICH.: Monroe; **20 - 49%** OHIO: Fulton, Henry, Ottawa, Wood.	815.8	290.2	6,674,336	3,348,960	746,761	448,324	128,712	729,670	108,557	62.7
WOOSTER (Wayne) . . . **20 - 49%** Holmes.	123.1	38.3	773,844	407,627	93,236	34,933	14,878	99,094	11,796	65.0
YOUNGSTOWN-WARREN (Mahoning, Trumbull)	547.1	178.0	3,933,525	2,144,387	488,145	362,026	90,664	409,220	69,519	77.1
ZANESVILLE (Muskingum) . . . **20 - 49%** Morgan, Perry.	125.8	43.8	726,169	385,209	97,546	41,155	12,642	74,773	10,239	60.2
OKLAHOMA										
ENID (Garfield) . . . **20 - 49%** Alfalfa, Grant, Kingfisher, Major, Woods.	116.5	46.3	803,416	430,688	94,075	35,509	21,544	110,074	17,068	58.3
LAWTON (Comanche) . . . **20 - 49%** Cotton.	131.4	40.9	864,826	356,253	79,645	48,902	22,953	91,578	5,173	71.6
OKLAHOMA CITY (Oklahoma) . . . **Over 50%** Canadian, Cleveland; **20 - 49%** Beaver, Beckham, Blaine, Caddo, Custer, Dewey, Ellis, Garvin, Grady, Greer, Harmon, Harper, Hughes, Kingfisher, Kiowa, Logan, McClain, Marshall, Murray, Roger Mills, Washita, Woods, Woodward.	1,088.8	411.0	7,948,074	4,505,8[illegible]3	991,015	524,741	237,295	1,093,438	98,064	64.4
TULSA (Tulsa) . . . **20 - 49%** Craig, Creek, Mayes, Osage, Pawnee, Rogers, Wagoner, Washington.	717.4	273.8	5,333,816	3,153,181	691,755	414,335	177,652	727,288	60,241	61.0
OREGON										
EUGENE-SPRINGFIELD (Lane)	267.9	97.4	1,868,625	1,267,259	235,130	175,331	63,933	294,375	45,142	59.2
MEDFORD (Jackson)	128.1	48.4	841,099	622,894	117,887	71,296	32,853	135,664	13,878	53.7
PORTLAND (Multnomah) . . . **Over 50%** Clackamas, Tillamook, Washington; WASH.: Clark, Skamania; **20 - 49%** ORE.: Clatsop, Columbia, Curry, Gilliam, Grant, Harney, Hood River, Jefferson, Lincoln, Sherman, Wallowa, Wasco, Yamhill.	1,453.6	545.6	11,289,425	6,518,578	1,181,319	1,078,002	363,789	1,299,865	201,464	62.9
SALEM (Marion) . . . **Over 50%** Polk; **20 - 49%** Yamhill.	288.7	103.7	1,876,944	1,163,120	212,832	191,447	59,466	248,433	52,863	55.5

A Refreshing New Way to Reach the Tulsa Market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Tulsa
CITY ZONE · 153,000 Households
FULL DISTRIBUTION · 219,500 Households

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Choose City Zone distribution if you're looking for strong penetration in Tulsa and its fast-growing suburbs. You'll reach 153,000 households in the Wednesday Tulsa Tribune (evening) and Thursday Tulsa World (morning) combination and over 151,000 households if you distribute your pre-prints in the Sunday Tulsa World.

Full Coverage provides you with the lowest cost-per-thousand and the best bargain when you want to reach all our readers . . . over 500,000 in Oklahoma, Kansas, Missouri and Arkansas.

We know these marketing plans will enable you to reach your Tulsa customers faster and more economically with the strong readership only the Tulsa newspapers can give you. Ask your nearest Branham representative to assist you in reaching the terrific Tulsa market.

TULSA WORLD ★ The Tulsa Tribune

Two independent and separately owned newspapers represented nationally by Branham

The Globe-Times

Median Household EBI

ALLENTOWN.............	$17,763
BETHLEHEM	$20,022
EASTON	$15,045

THE GLOBE-TIMES is the MEAT in the SANDWICH of Penna.'s 3rd largest market!

If you're not using The Globe-Times you're missing thousands of homes in the most lucrative segment of this big metro-market.

ONLY The Globe-Times delivers to 3 out of 4 homes in the BETHLEHEM CITY ZONE.

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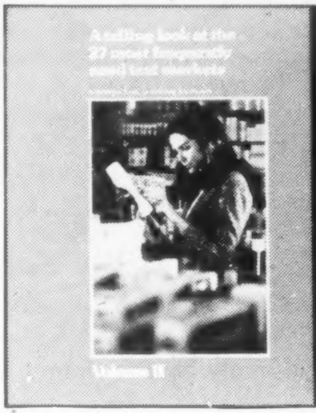
S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1979 POPULATION 12/31/79 Total Pop. (Thous.)	Total House-holds (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hslds. Cov. Total Area
PENNSYLVANIA										
ALLENTOWN-BETHLEHEM-EASTON (Lehigh, Northampton) . . . **Over 50%** N.J.: Warren; **20 - 49%** PENN.: Carbon.	627.1	226.4	4,901,696	2,537,429	606,363	342,065	111,325	436,749	70,222	85.4
ALTOONA (Blair)	134.4	48.9	848,013	557,271	127,618	96,952	27,330	102,756	15,677	65.8
BUTLER (Butler)	145.0	46.3	873,588	509,716	104,386	54,176	20,592	116,157	12,845	61.4
ERIE (Erie)	268.3	89.2	1,730,177	1,029,817	180,822	157,156	51,100	213,555	34,608	80.4
HARRISBURG (Dauphin) . . . **Over 50%** Cumberland; **20 - 49%** Perry.	435.6	159.7	3,667,704	1,992,826	446,841	241,764	78,179	344,762	62,232	61.7
JOHNSTOWN (Cambria) . . . **20 - 49%** Somerset.	267.3	94.6	1,877,661	963,641	208,572	153,657	43,283	216,606	25,055	55.4
LANCASTER (Lancaster)	354.1	124.4	2,663,312	1,400,718	292,299	156,781	75,555	259,752	36,111	77.3
LEBANON (Lebanon)	107.8	35.2	673,368	425,193	94,138	61,766	17,001	93,677	9,453	74.6
NORTHEAST PENNSYLVANIA (Lackawanna, Luzerne) . . . **20 - 49%** Wayne, Wyoming.	634.8	230.6	3,950,626	2,199,301	547,164	306,154	89,695	375,915	70,964	88.4
PHILADELPHIA (Philadelphia) . . . **Over 50%** N.J.: Burlington, Camden, Cape May, Gloucester; PENN.: Bucks, Chester, Delaware, Montgomery; **20 - 49%** N.J.: Atlantic, Salem.	5,105.2	1,769.7	40,002,839	18,944,830	4,137,481	2,390,608	808,412	3,322,786	529,531	85.0
PITTSBURGH (Allegheny) . . . **Over 50%** Beaver, Washington, Westmoreland; **20 - 49%** Armstrong, Greene.	2,367.5	848.6	17,390,272	9,103,632	1,966,870	1,485,945	391,808	1,877,348	262,655	72.3
POTTSVILLE (Schuylkill)	157.7	58.6	893,380	448,508	117,653	63,789	15,548	79,013	16,804	47.8
READING (Berks)	306.5	116.9	2,479,994	1,217,034	243,849	186,261	44,892	234,406	21,821	70.1
SHARON (Mercer)	126.4	41.9	739,902	487,521	106,182	61,962	18,165	136,518	11,956	58.3



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	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./Furnish./Appl. ($000)	Auto-motive ($000)	Drug ($000)	
PA (cont.)										
SUNBURY (Northumberland) . . . **Over 50%** Snyder, Union.	164.9	57.3	941,787	529,514	110,267	47,021	15,891	106,367	21,152	42.0
UNIONTOWN (Fayette)	155.6	54.6	845,695	628,226	145,065	119,988	20,863	123,248	14,962	47.5
WILLIAMSPORT (Lycoming)	113.6	39.7	686,952	452,784	110,783	52,037	20,702	114,200	13,035	78.0
YORK (York) . . . **20 - 49%** MD.: Carroll; PENN.: Adams.	455.6	158.9	3,162,822	1,635,317	399,295	187,021	77,863	301,889	42,911	67.4
RHODE ISLAND										
PROVIDENCE-WARWICK-PAWTUCKET (Providence, Kent) . . . **Over 50%** Bristol, Washington; **20 - 49%** Newport.	933.1	324.3	6,608,290	3,058,066	703,046	345,412	111,734	503,043	100,817	77.6
SOUTH CAROLINA										
ANDERSON (Anderson) . . . **20 - 49%** GA.: Elbert, Franklin, Hart, Stephens; S.C.: Abbeville, Oconee.	264.7	95.4	1,560,217	940,235	248,057	97,469	47,475	219,391	34,056	44.1
CHARLESTON-NORTH CHARLESTON (Charleston) . . . **Over 50%** Dorchester; **20 - 49%** Berkeley, Colleton, Georgetown.	469.8	146.0	2,668,592	1,565,155	367,721	207,770	75,989	294,493	44,570	62.6
COLUMBIA (Richland) . . . **Over 50%** Lexington; **20 - 49%** Allendale, Barnwell, Fairfield, Kershaw, Newberry, Saluda.	520.2	160.8	3,280,541	1,832,242	428,115	242,613	85,479	379,026	53,921	66.7
FLORENCE (Florence) . . . **20 - 49%** Darlington.	160.2	51.4	929,737	574,003	130,026	74,555	27,701	105 512	17,225	51.6
GREENVILLE-SPARTANBURG (Greenville, Spartanburg) . . . **20 - 49%** Cherokee, Laurens, Oconee, Pickens, Union.	722.3	248.9	4,659,967	2,615,312	623,264	310,609	116,878	508,709	94,796	57.4
SOUTH DAKOTA										
RAPID CITY (Pennington) . . . **20 - 49%** Bennett, Butte, Custer, Fall River, Haakon, Jackson, Lawrence, Meade, Perkins; WYO.: Weston.	159.0	54.3	1,031,870	726,272	145,929	62,060	32,728	145,513	18,065	53.4
SIOUX FALLS (Minnehaha) . . . **20 - 49%** IA.: Lyon; MINN.: Rock; S.D.: Clay, Lake, Lincoln, McCook, Miner, Moody, Turner, Union.	209.2	72.2	1,489,449	924,733	140,916	92,011	34,526	196,006	46,573	55.1

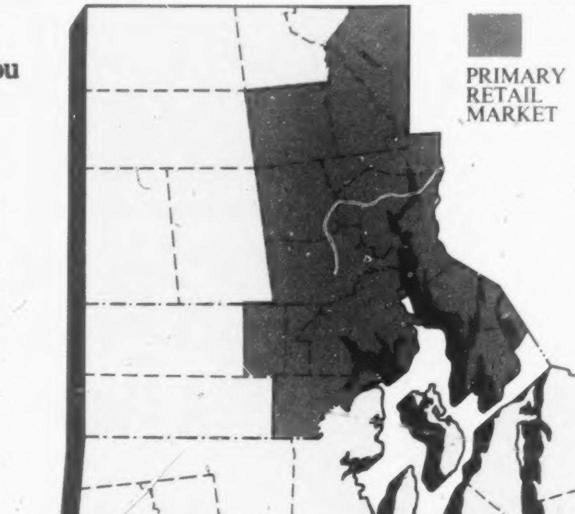
In the Primary Retail Market (PRM), the Providence Journal-Bulletin gives you 71.8% coverage and the Sunday Journal 66.0% coverage.

The daily Journal-Bulletin reaches 171,908 households in the PRM and the Sunday Journal 158,059 households.

And in Rhode Island the PRM is where the action is: 73.5% of occupied households, 69.2% of car expenditures (new and used), 69.9% of furniture expenditures, 71.1% of apparel expenditures, 70.0% of food at home expenditures, 74.7% of food away from home expenditures, 64.7% of non-prescription drug expenditures.

In the entire state of Rhode Island, both the Journal-Bulletin and Sunday Journal have over 60% coverage.

Write or call Bill Peckham, General Advertising Manager, Providence Journal Co., 75 Fountain St., Providence, RI 02902 (401) 277-7172, or contact Cresmer, Woodward, O'Mara & Ormsbee, Inc.



Total Circulation-ABC 3/30/80
Journal and Bulletin 217,001
Sunday Journal 226,665

Source: Households-ABC 1980 estimate and PJB research department 1980 estimate.
Circulation-ABC 3/30/80; PJB research department 1980 net estimate.

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TENNESSEE										
CHATTANOOGA (Hamilton) . . . **20 - 49%** GA.: Catoosa, Dade, Walker; TENN.: Bledsoe, Grundy, Marion, Rhea, Sequatchie.	452.8	171.4	2,880,652	1,694,266	379,353	227,809	71,625	357,540	49,876	55.8
JACKSON (Madison) . . . **20 - 49%** Chester, Crockett, Gibson, Henderson.	168.3	60.2	927,811	595,461	138,578	81,750	23,954	143,532	16,523	42.6
JOHNSON CITY-KINGSPORT-BRISTOL (Washington, Sullivan) . . . **Over 50%** VA.: Scott, Washington; **20 - 49%** TENN.: Carter, Hawkins, Unicoi; VA.: Lee, Russell, Wise.	523.8	182.1	2,838,360	1,882,665	424,913	228,021	79,433	439,185	43,504	56.0
KNOXVILLE (Knox) . . . **20 - 49%** Anderson, Blount, Campbell, Cocke, Grainger, Jefferson, Loudon, Monroe, Morgan, Roane, Scott, Sevier, Union.	741.6	259.1	4,524,890	2,712,656	601,627	365,118	125,481	570,332	87,331	54.5
MEMPHIS (Shelby) . . . **Over 50%** MISS.: De Soto; **20 - 49%** ARK.: Crittenden; MISS.: Marshall, Panola, Quitman, Tallahatchie, Tate, Tunica, Yalobusha; TENN.: Dyer, Fayette, Hardeman, Lake, Lauderdale, Tipton.	1,147.4	374.9	6,997,249	4,014,593	971,225	506,840	187,817	868,954	127,434	65.8
NASHVILLE-DAVIDSON (Davidson) . . . **Over 50%** Williamson; **20 - 49%** Bedford, Cannon, Cheatham, Coffee, Dickson, Franklin, Giles, Hickman, Humphreys, Marshall, Perry, Robertson, Rutherford, Smith, Sumner, Trousdale, Wilson.	1,003.3	356.2	6,960,642	4,209,935	884,492	519,408	207,206	1,048,394	120,498	54.2
TEXAS										
ABILENE (Taylor) . . . **Over 50%** Shackelford; **20 - 49%** Callahan, Coleman, Eastland, Fisher, Haskell, Jones, Kent, Knox, Mitchell, Nolan, Runnels, Stephens, Stonewall, Throckmorton.	239.1	91.0	1,615,235	986,946	222,396	84,168	40,629	240,350	28,390	54.5
AMARILLO (Potter) . . . **Over 50%** Hansford, Hartley, Oldham, Randall; **20 - 49%** OKLA.: Cimarron; TEX.: Armstrong, Briscoe, Carson, Collingsworth, Dallam, Deaf Smith, Donley, Gray, Hall, Hemphill, Hutchinson, Lipscomb, Moore, Ochiltree, Parmer, Roberts, Sherman, Swisher, Wheeler.	345.3	125.4	2,681,098	1,716,861	384,994	146,762	85,612	431,054	44,621	55.3
AUSTIN (Travis) . . . **20 - 49%** Bastrop, Burnet, Caldwell, Hays, Lee, Llano, Williamson.	585.5	195.5	4,133,721	2,528,638	561,982	311,018	121,141	479,740	59,282	58.3
BEAUMONT-PORT ARTHUR-ORANGE (Jefferson, Orange) . . . **20 - 49%** Chambers, Hardin, Jasper, Newton, Sabine, Tyler.	445.9	159.6	3,398,256	2,015,269	474,857	224,327	94,948	472,953	53,232	61.0
CORPUS CHRISTI (Nueces) . . . **Over 50%** San Patricio; **20 - 49%** Aransas, Brooks, Duval, Jim Hogg, Jim Wells, Kleberg, Live Oak, Refugio.	425.0	134.9	2,569,798	1,831,670	492,891	196,480	78,874	432,628	43,396	60.6
DALLAS-FORT WORTH (Dallas, Tarrant) . . . **Over 50%** Hood, Rockwall; **20 - 49%** Collin, Denton, Ellis, Erath, Hamilton, Hunt, Jack, Johnson, Kaufman, Palo Pinto, Parker, Somervell, Wise.	2,913.4	1,033.5	24,747,451	14,163,508	2,553,100	1,831,380	730,995	3,476,294	565,259	66.5

AUSTIN—

"A Modern-Day Boom Town"

(Business Week, May 26th)

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That extra edge

Source: Belden Associates Continuing Market Study, June, 1979. Represented by: Cresmer, Woodward, O'Mara & Ormsbee, Inc.; National; The Leonard Co., Florida, Mexico, Caribbean; Lenna Hawaii, Hawaii. A Member of Metropolitan Sunday Newspapers, Inc.

San Antonio Light

SAN ANTONIO'S LEADING NEWSPAPER, DAILY AND SUNDAY, FOR OVER 25 YEARS

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE

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TX (cont.)										
EL PASO (El Paso) . . . **20 - 49%** N.M.: Hidalgo, Luna; TEX.: Culberson, Hudspeth.	480.5	144.1	2,789,105	1,835,861	384,526	286,309	128,474	367,413	60,929	56.5
GALVESTON-TEXAS CITY (Galveston)	206.1	71.9	1,498,487	841,130	235,641	76,594	23,784	190,832	23,673	37.5
HOUSTON (Harris) . . . **Over 50%** Fort Bend; **20 - 49%** Austin, Brazoria, Brazos, Colorado, Galveston, Grimes, Liberty, Madison, Matagorda, Montgomery, Polk, San Jacinto, Trinity, Walker, Waller, Washington, Wharton.	3,288.7	1,149.7	28,291,256	16,550,633	8,532,954	2,275,718	722,354	4,027,106	417,062	55.3
LONGVIEW-MARSHALL (Gregg, Harrison) . . . **20 - 49%** Morris, Upshur.	177.2	62.5	1,179,413	867,100	199,223	90,246	48,223	194,917	23,846	43.3
LUBBOCK (Lubbock) . . . **20 - 49%** Bailey, Cochran, Cottle, Crosby, Dawson, Dickens, Floyd, Gaines, Garza, Hale, Hockley, King, Lamb, Lynn, Motley, Terry, Yoakum.	384.3	132.7	2,754,595	1,765,873	378,512	170,212	92,251	474,555	40,039	49.6
ODESSA (Ector) . . . **Over 50%** Crane; **20 - 49%** Andrews, Pecos, Upton, Ward, Winkler.	170.6	58.4	1,271,990	899,141	205,164	110,845	37,673	208,298	13,089	57.0
SAN ANGELO (Tom Green) . . . **Over 50%** Coke, Concho, Irion, Schleicher, Sterling, Sutton; **20 - 49%** Crockett, Edwards, Glasscock, Kimble, McCulloch, Mason, Menard, Pecos, Reagan, Runnels, San Saba, Terrell, Upton.	164.7	60.6	1,061,976	730,341	167,424	63,770	25,540	197,065	12,836	55.1
SAN ANTONIO (Bexar) . . . **20 - 49%** Atascosa, Bandera, Comal, Frio, Gillespie, Gonzales, Guadalupe, Karnes, Kendall, Kerr, La Salle, Medina, Uvalde, Wilson.	1,225.5	392.3	7,882,501	4,540,796	1,057,064	674,101	211,374	926,755	91,390	66.9

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BRANHAM NEWSPAPER SALES

*ABC White Audit September 30, 1979
**International Demographic Jan-June, 1979

THE SAN ANTONIO
EXPRESS-NEWS

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AMONG SAN ANTONIO'S AFFLUENT**

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Business people who are on the go get up early in the morning. And in Houston, that's the time they reach for The Post and with good reason too.

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Houston's oil companies prefer to fill 'er up with 54% of their ad linage in The Houston Post.

People who know Houston turn to The Houston Post.

HEAVY DUTY COVERAGE
ADI SMSA CZ RTZ
The Houston Post
A BRAND FOR ALL SEASONS

Source: Media Records January-June 1980

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%-49% penetration)	S&MM ESTIMATES 1979									% Hslds Cov. Total Area
	POPULATION 12/31/79		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
TX (cont.)										
TEXARKANA (Bowie; ARK.: Miller) . . . **20 - 49%** ARK.: Little River; TEX.: Cass.	146.4	53.9	829,691	587,011	159,884	67,165	20,262	124,434	14,711	51.1
TYLER (Smith) . . . **20 - 49%** Van Zandt, Wood.	167.5	62.2	1,184,738	797,001	179,205	98,303	44,462	172,300	19,918	58.8
VICTORIA (Victoria) . . . **Over 50%** Calhoun; **20 - 49%** De Witt, Goliad, Jackson, Lavaca, Refugio.	148.5	50.4	901,818	642,189	150,951	63,285	28,597	154,270	18,251	57.6
WACO (McLennan) . . . **20 - 49%** Bosque, Falls, Limestone.	209.9	77.8	1,349,030	906,805	215,451	89,441	42,559	218,036	26,915	54.3
WICHITA FALLS (Wichita) . . . **Over 50%** Archer; **20 - 49%** Baylor, Clay, Foard, Hardeman, Jack, Knox, Montague, Throckmorton, Wilbarger, Young.	210.5	80.6	1,490,739	905,076	201,238	96,182	45,041	218,939	23,021	59.3
UTAH										
PROVO-OREM (Utah) . . . **20 - 49%** Juab.	200.3	55.0	1,088,413	624,956	126,428	94,089	34,520	136,407	21,015	51.4
SALT LAKE CITY-OGDEN (Salt Lake, Weber) . . . **Over 50%** Box Elder, Davis, Morgan, Wasatch; **20 - 49%** Beaver, Carbon, Emery, Garfield, Iron, Juab, Kane, Millard, Rich, Sanpete, Sevier, Summit, Tooele, Washington.	1,058.4	327.3	6,720,023	3,961,168	777,113	573,919	225,911	885,150	105,399	63.5
VERMONT										
BURLINGTON (Chittenden) . . . **Over 50%** Grand Isle; **20 - 49%** Addison, Franklin, Lamoille.	195.8	64.2	1,220,282	691,822	154,670	82,871	27,214	102,768	14,435	63.5
VIRGINIA										
CHARLOTTESVILLE (Albemarle) . . . **20 - 49%** Fluvanna, Greene, Madison, Orange.	136.1	47.8	836,225	520,625	125,894	60,960	23,678	81,949	18,013	57.8
DANVILLE (Pittsylvania)	107.2	37.3	649,853	357,285	99,998	43,751	13,737	75,103	10,968	64.6
FREDERICKSBURG (Spotsylvania) . . . **Over 50%** King George, Stafford; **20 - 49%** Caroline, Westmoreland.	129.1	42.3	739,266	401,159	106,364	43,456	14,954	66,068	12,940	61.1
HARRISONBURG (Rockingham) . . . **20 - 49%** Page; W.VA.: Pendleton.	103.0	35.1	552,936	321,054	84,856	30,173	16,755	50,793	10,577	66.0

SALT LAKE

One of the nation's
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This immense area of nearly 1½ million persons is served and sold by two metropolitan daily newspapers: The Salt Lake Tribune (morning and Sunday) and the Deseret News (evening, 6 days).

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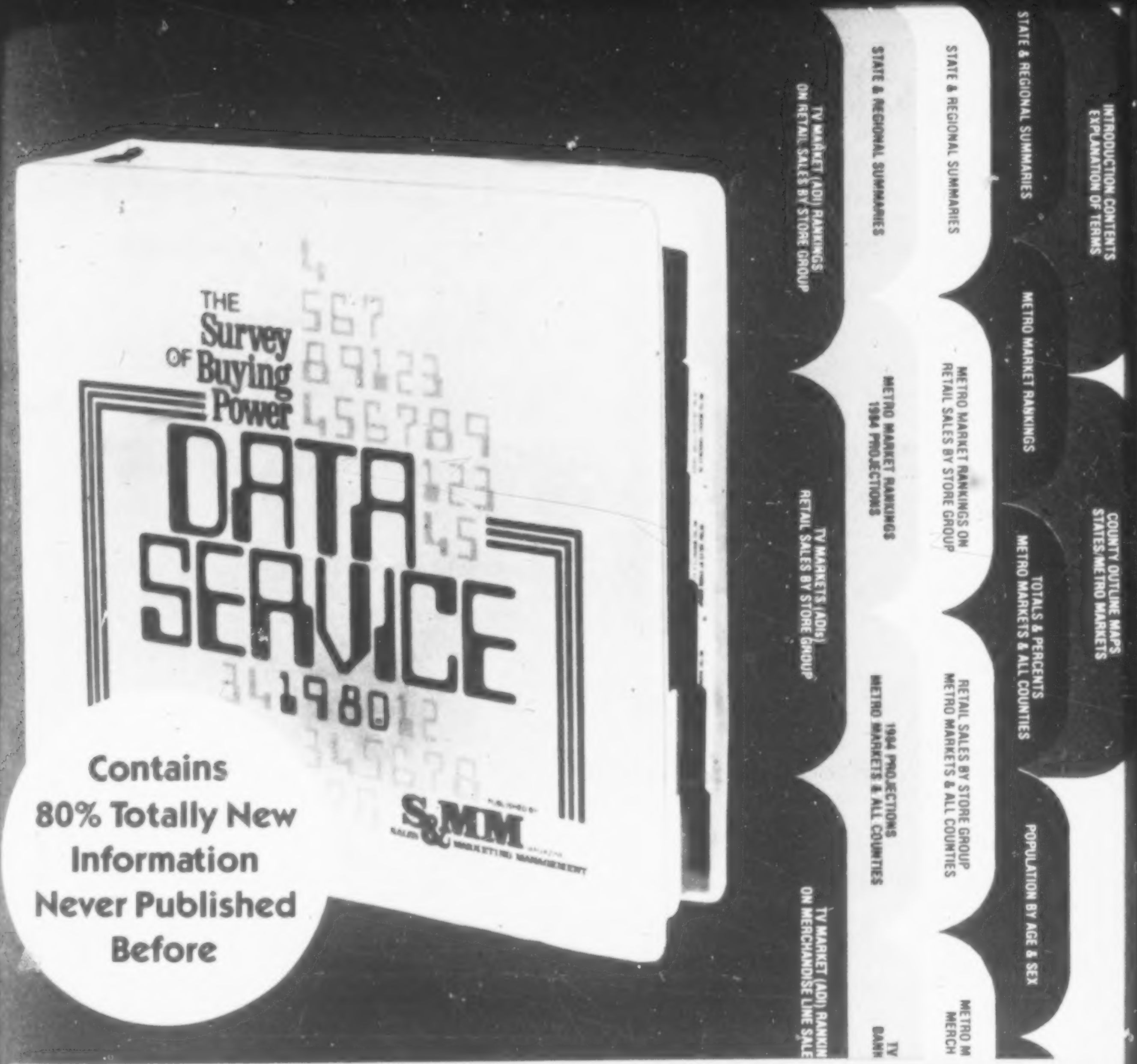
THE Survey OF Buying Power
DATA SERVICE
1980
PUBLISHED BY S&MM SALES & MARKETING MANAGEMENT MAGAZINE
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ON MERCHANDISE LINE SALE

Contains 80% Totally New Information Never Published Before

The All-New 1980 Survey of Buying Power

DATA SERVICE

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Judge For Yourself The Range, Depth
You'll Find Only In This

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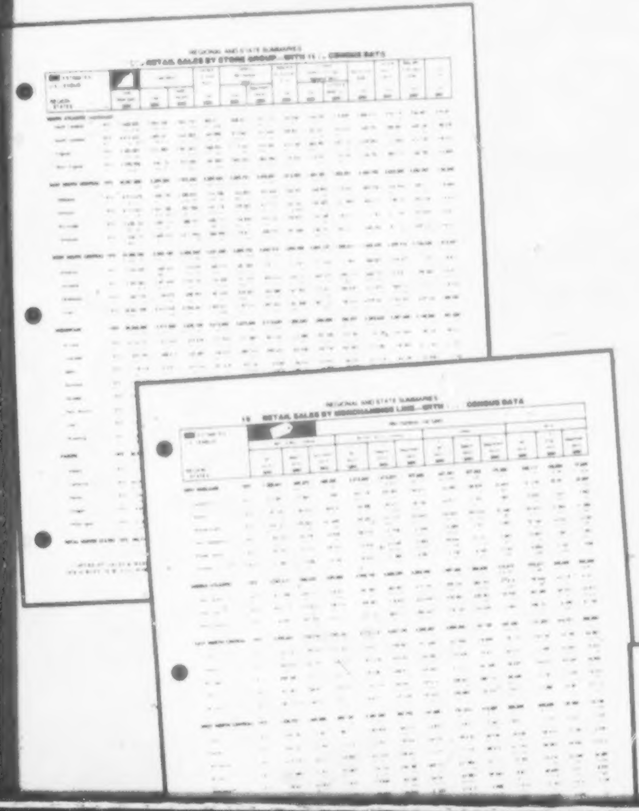

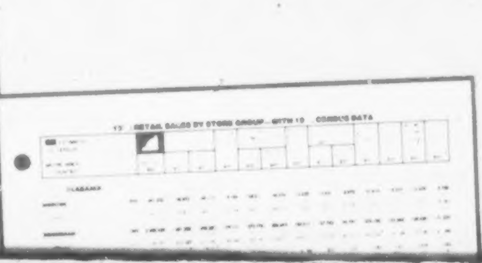

And Value Of The Information
ncredibly Valuable Marketing Tool!

Instruments, Men's And Boys' Clothing, Women's And Girls' Clothing, Footwear, Toiletries.

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Groceries And Other Foods, Drugs And Other Health Aids, Furniture And Other Sleep Equipment, Major Household Appliances, Radio/ TV/ Musical Instruments, Men's And Boys' Clothing, Women's And Girls' Clothing, Footwear, Toiletries.

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Bill me   Bill my company   Payment Enclosed (save postage and handling)

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ADDRESS
CITY   STATE   ZIP
SIGNATURE   PHONE NO.

H801

Here are just some of the users and uses for the information found in the new DATA SERVICE.

1

MARKETING/PRODUCT MANAGEMENT

define market potential
evaluate sales performance
determine distribution pattern
examine weaknesses & strengths in relation to existing market
develop index of product demand
determine product potentials
select markets, strategy, & ad support for new products
create buying power indexes for special products

2

SALES MANAGEMENT

map sales territories
set quotas
set objectives for branches, dealers, distributors, wholesalers & retailers
analyze sales variations
route sales force—rate its efficiency
compare potentials/travel time
spot performance weaknesses
modernize sales organization

3

ADVERTISING/MEDIA

set budgets—allocate advertising dollars—spot media decisions
city, country, metro areas
analyze TV markets (ADI's)
compare media coverage/market size
select test markets
apply advertising pressure where needed
check ad results against potential sales

4

MARKET ANALYSIS

check year-to-year changes
spot high income concentrations
relate household incomes to price tags
trace population shifts—review market changes
choose market by demographics
forecast regional and national totals
differentiate markets by retail sales price
select quality markets

The brand new completely updated and expanded 1980 **Survey of Buying Power DATA SERVICE** will be released in three sections

SECTION I
DEMOGRAPHIC AND ECONOMIC DATA
Issued July 1980
AREAS COVERED: All Countries, Metropolitan Areas, Standard Consolidated Areas, States.

SECTION II
RETAIL SALES DATA
Issued August 1980
AREAS COVERED: All Countries, Metropolitan Areas, Standard Consolidated Areas, States.

SECTION III
PROJECTIONS AND SUMMARIES FOR TV MARKETS
Issued October 1980
Metropolitan and non-Metropolitan Area

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Sales Builders Division

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration)	S&MM ESTIMATES 1979									% Hslds Cov. Total Area
	POPULATION 12/31/79		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./Furnish./Appl. ($000)	Auto-motive ($000)	Drug ($000)	
VA (cont.)										
YNCHBURG (Campbell) . . . **Over 50%** Amherst; **20 - 49%** Appomat-x, Nelson.	162.5	55.8	924,055	619,074	152,279	76,964	30,065	126,058	25,243	65.7
EWPORT NEWS-HAMPTON (Newport News) . . . **Over 50%** Gloucester, James City, York; **20 - 49%** Isle of Wight, Mathews, Mid-lesex, New Kent, Surry.	418.1	138.8	2,472,152	1,534,205	326,115	214,972	106,164	283,601	37,639	70.7
NORFOLK-VIRGINIA BEACH-PORTSMOUTH (Norfolk, Virginia Beach) . . . **20 - 49%** N.C.: Currituck, Dare, Gates; VA.: Isle of Wight, Northampton, Southampton, Suffolk.	903.9	285.4	5,592,836	3,152,099	706,732	407,874	158,941	676,459	79,552	74.7
RICHMOND (Henrico) . . . **Over 50%** Chesterfield, Essex, Goochland, Hanover, King William, Powhatan; **20 - 49%** Amelia, Brunswick, Charles City, Cumberland, Dinwiddie, Greensville, King and Queen, Lancaster, Louisa, Lunenburg, Mecklenburg, Middlesex, New Kent, Northumberland, Nottoway, Prince Edward, Prince George, Richmond, Surry, Sussex, Westmoreland.	978.7	339.6	6,753,987	3,862,595	861,374	534,201	181,838	736,112	137,328	67.8
ROANOKE (Roanoke) . . . **Over 50%** Botetourt; **20 - 49%** Alleghany, Bedford, Craig, Floyd, Franklin, Giles, Montgomery, Pulaski, Rockbridge, Smyth, Wythe.	540.4	191.6	3,233,476	2,082,561	511,294	245,671	91,423	391,619	65,358	54.5
WASHINGTON										
BREMERTON (Kitsap)	134.7	48.3	1,279,452	470,852	120,214	45,537	20,576	86,967	36,176	67.1
LONGVIEW (Cowlitz) . . . **Over 50%** Wahkiakum.	80.1	29.1	554,152	301,796	65,108	44,354	12,349	69,589	12,140	76.1
OLYMPIA (Thurston) . . . **20 - 49%** Mason.	145.2	53.0	1,253,395	528,151	136,750	45,019	32,965	98,805	21,646	52.7
RICHLAND-KENNEWICK-PASCO (Benton, Franklin) . . . **20 - 49%** Adams.	148.9	48.9	1,135,052	720,061	161,533	81,128	30,099	138,356	47,053	69.5

S&MM'S FOUR SURVEY ISSUES

Each year Sales & Marketing Management publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographic markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial Purchasing Power, published in April, provides data on total manufacturing activity at the county level, as well as local market information on 457 customer industries that buy goods and services from consumer and industrial products manufacturers.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration)	S&MM ESTIMATES 1979 POPULATION 12/31/79 Total Pop (Thous.)	 Total House-holds (Thous.)	 EFFECTIVE BUYING INCOME Total EBI ($000)	 RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	 Food ($000)	 General Merchan-dise ($000)	 Furnit./Furnish./Appl. ($000)	 Auto-motive ($000)	 Drug ($000)	% Hslds Cov Total Area
WA (cont.)										
SEATTLE-EVERETT (King, Snohomish) . . . **20 - 49%** Clallam, Island, Jefferson, Skagit	1,687.0	643.9	14,286,482	8,057,634	1,629,845	922,170	424,162	1,545,225	313,575	69.9
SPOKANE (Spokane) . . . **Over 50%** Lincoln; **20 - 49%** IDA.: Benewah, Bonner, Boundary, Kootenai, Shoshone; WASH.: Adams, Ferry, Pend Oreille, Stevens, Whitman	551.9	199.4	3,850,100	1,988,931	441,988	207,565	100,661	409,886	77,820	60.1
TACOMA (Pierce)	455.3	155.5	3,405,873	1,674,762	325,203	230,320	88,222	371,936	57,823	61.7
WENATCHEE (Chelan) . . . **Over 50%** Douglas; **20 - 49%** Grant, Okanogan	143.6	51.8	1,110,832	549,204	146,721	38,034	18,892	101,665	32,044	52.4
YAKIMA (Yakima) . . . **20 - 49%** Kittitas	185.7	67.6	1,220,412	738,835	157,362	79,607	33,711	156,708	25,571	55.9

SEATTLE-TACOMA is a two paper buy.

[This one]

[And one of these]

The Tacoma News Tribune

Volcano update

Mudflow dam fills up; officials fear new flood

Volcanic activity slows

AM

Brewers beat Mariners again, 6-1

The Seattle Times

New tremors at St. Helens

Seattle Post-Intelligencer

Lava Spotted In the Crater

Seattle and Tacoma Retail Outlets
1979 Lineage Shown In Inches

	TNT	TIMES	P-I
K MART	122,303	498,400	52,408
J. C. PENNEY	164,944	216,397	27,493
SEARS	171,736	77,530	70,246
FRED MEYER	159,281	108,679	17,862
BON MARCHE	90,156	198,254	70,389
PAY 'N SAVE	40,493	53,417	12,053
SAFEWAY	46,273	40,806	32,736
ERNST	37,760	34,586	2,452
SCHUCK'S	10,303	14,765	7,172
PAY 'N PAK	24,464	22,232	4,404
TOTAL (83 Accounts)	**1,232,973** (42%)	**1,165,523** (39.8%)	**534,822** (18.2%)

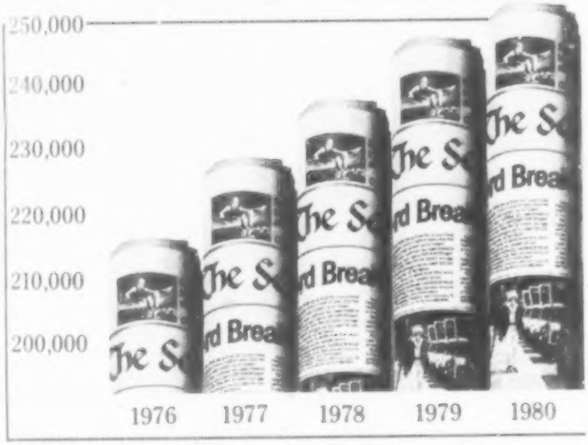
The retailers, who sell your products, offer positive proof that Seattle-Tacoma is a two-paper buy. Here's how they place their own advertising.

No. 1 in the Sea-Tac Market

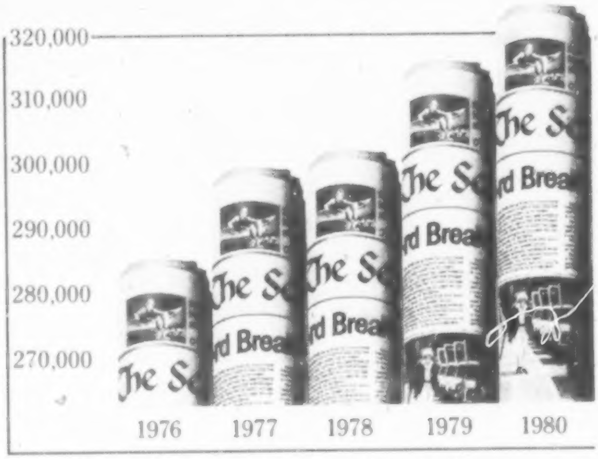
Tacoma News Tribune

1950 South State Street
Tacoma, Washington 98411
Circulation over 110,000 • Represented by Sawyer-Ferguson-Walker

ANNOUNCING TWO RECORD-BREAKING TIMES.



Seattle Times Daily Circulation.



Seattle Times Sunday Circulation.

It's official.

The Seattle Times now has the biggest lead ever over the Seattle Post-Intelligencer: 95,000 daily and 150,000 Sunday in the City and Retail Trading Zones.

Which simply means we can help you reach more people in Seattle than any other newspaper.

More professionals. More college graduates. More households with incomes of $25,000 and up.

And with our new morning edition, we'll help you reach them all day long.

So when you're looking for a more efficient media buy in Seattle, call our National Advertising Department at (206) 464-2441.

THE SEATTLE TIMES
Washington's Best Selling Newspaper

Figures based on March 1980 A.B.C. Fas-Fax. Represented by Cresmer, Woodward, O'Mara, and Ormsbee, Inc. Member Metropolitan Sunday Newspapers, Inc.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) Dominant Counties (50% or more penetration); Effective Counties (20%-49% penetration)	S&MM ESTIMATES 1979									% Hslds Cov. Total Area
	POPULATION 12/31/79		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl ($000)	Auto-motive ($000)	Drug ($000)	
WEST VIRGINIA										
BECKLEY (Raleigh) . . . **20 - 49%** Fayette, Greenbrier, Monroe, Summers, Wyoming	238.3	80.4	1,306,223	815,713	209,677	98,479	38,056	184,753	24,742	40.6
BLUEFIELD (Mercer) . . . **20 - 49%** VA.: Bland, Tazewell	125.3	43.8	812,345	532,343	147,316	51,587	23,340	129,004	12,149	52.4
CHARLESTON (Kanawha) . . . **Over 50%** Putnam; **20 - 49%** Boone, Braxton, Clay, Fayette, Greenbrier, Jackson, Nicholas, Pocahontas, Roane	481.9	168.9	3,218,182	1,876,118	432,589	258,383	73,314	456,736	57,416	60.8
CLARKSBURG (Harrison) . . . **20 - 49%** Barbour, Doddridge, Gilmer, Lewis	129.4	46.6	699,179	374,772	95,798	33,481	20,331	94,845	11,756	54.1
HUNTINGTON-ASHLAND (Cabell; KY.: Boyd) . . . **Over 50%** KY.: Greenup; **20 - 49%** KY.: Carter, Lawrence; OHIO: Lawrence; W.VA.: Wayne	339.7	119.4	2,146,211	1,239,969	305,654	167,337	72,338	234,869	40,959	56.3
PARKERSBURG-MARIETTA (Wood; OHIO: Washington) . . . **20 - 49%** W.VA.: Calhoun, Pleasants, Ritchie, Wirt	186.1	64.4	1,229,298	753,335	175,556	126,467	30,411	153,502	20,314	54.4
WHEELING (Ohio) . . . **Over 50%** Marshall, Wetzel; **20 - 49%** OHIO: Belmont; W.VA.: Brooke, Tyler	245.4	88.2	1,739,937	863,166	209,765	113,115	48,844	173,553	26,177	49.8
WISCONSIN										
APPLETON-OSHKOSH (Outagamie, Winnebago) . . . **20 - 49%** Calumet, Green Lake, Waupaca, Waushara	373.1	124.6	2,494,426	1,414,254	294,167	169,864	59,751	298,820	35,875	63.3
DULUTH-SUPERIOR (MINN.: St. Louis; WIS.: Douglas) . . . **Over 50%** MINN.: Carlton, Lake; **20 - 49%** MINN.: Cook, Itasca	359.3	128.9	2,468,124	1,451,979	309,070	178,844	53,020	230,378	38,189	52.3
EAU CLAIRE (Eau Claire) . . . **20 - 49%** Buffalo, Chippewa, Dunn, Pepin, Trempealeau	208.9	69.5	1,197,601	787,946	135,399	107,774	27,280	158,287	21,473	42.8
GREEN BAY (Brown) . . . **20 - 49%** Door, Kewaunee, Oconto	253.7	83.3	1,654,792	1,013,333	204,359	156,584	48,074	194,067	21,283	63.1
JANESVILLE-BELOIT (Rock) . . . **20 - 49%** Walworth	207.4	70.2	1,543,045	869,953	198,753	117,684	29,655	150,008	22,840	40.6
KENOSHA (Kenosha)	127.8	44.0	1,065,325	382,456	94,624	51,962	14,549	51,967	8,227	71.1
LA CROSSE (La Crosse) . . . **20 - 49%** MINN.: Houston; WIS.: Monroe, Vernon	169.1	58.0	1,001,234	647,801	123,551	72,400	29,902	110,420	17,447	53.1
MADISON (Dane) . . . **20 - 49%** Columbia, Grant, Green, Iowa, Juneau, Lafayette, Richland, Sauk	566.5	201.6	4,139,946	2,497,058	452,062	234,005	120,249	471,487	56,645	48.3
MILWAUKEE (Milwaukee) . . . **Over 50%** Ozaukee, Waukesha; **20 - 49%** Price, Washington	1,429.5	498.8	11,275,337	6,238,659	1,362,448	877,737	308,307	1,176,227	184,390	85.5

IN WISCONSIN
Madison outspends Milwaukee

They outspend Milwaukee in eating and drinking place sales, furniture and household appliance store sales, food store sales, automotive sales, gasoline service stationsales, building material, hardware sales and total retail sales per household.

Call Madison Newspaper's National Advertising Manager at (608) 252-6266

PER HOUSEHOLD RETAIL SALES

Madison S.M.S.A.	Madison U.S. Rank	Milwaukee S.M.S.A.	Milwaukee U.S. Rank
$13,000	83rd	$12,600	116th

	Total Circulation	Adult Readers Per Copy	Total Adult Readers
Daily	110,417	2.2	244,000
Sunday	127,377	2.3	290,000

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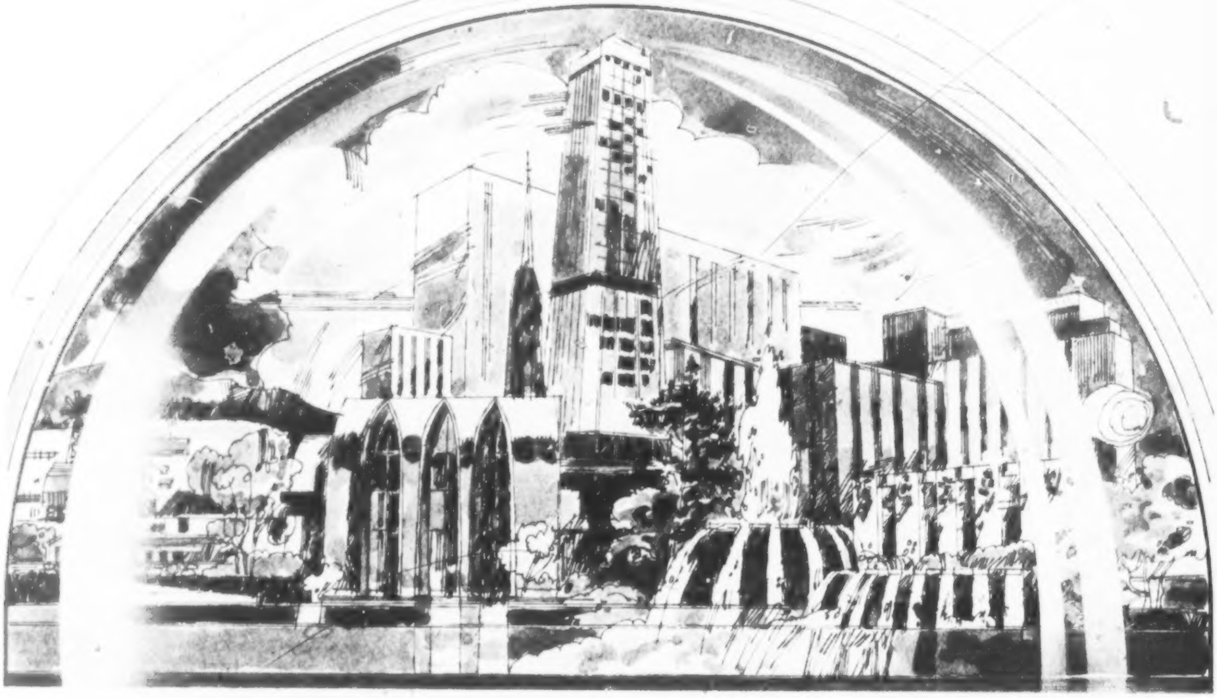
Sources: ABC Audit March 31, 1980; Belden Associates 1980 Madison Market Study; 1980 S&MM Survey of Buying Power

Milwaukee



The all-in-one Test Market

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Those, of course, are the bare bones of any experiment. If you wanted to test the effect of fertilizer on corn yield, chances are you wouldn't put your fertilized field in Ohio and your control field in Nebraska. You'd want both fields on the same farm. And your confounding variance would be nil.

Unfortunately, advertising experiments tend to be a bit more complicated than their agricultural counterparts. It's hard, for example, to hit half the people in a city with one ad, and half with another, and keep the two groups balanced demographically.

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Target Marketing is The Milwaukee Journal's computerized method that splits our coverage area into 58 separate market cells — DEMOGRAPHICALLY. You tell us the customers you want to reach, by age, income, occupation . . . you select the profile!

And because Milwaukee is large enough to offer a demographically balanced test market and control market, you can execute a tightly controlled experiment — all within one SMSA.

The Milwaukee Journal
Milwaukee Sentinel

A major floor covering manufacturer, for example, used a split-run test of hard-sell vs. soft-sell on two demographically balanced groups.

And a packaged goods manufacturer used a 4-way split-run to see which coupon worked best — 10¢, 15¢, 20¢, or 25¢.

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The Milwaukee Journal, Journal Square,
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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1979									
	POPULATION 12/31/79		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds Cov. Total Area
	Total Pop (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
WI (cont.)										
RACINE (Racine)	178.5	62.5	1,349,714	627,187	156,378	72,862	30,343	112,631	17,654	61.8
SHEBOYGAN (Sheboygan) . . . **20 - 49%** Calumet	131.4	45.4	918,316	443,891	111,742	67,302	12,444	84,912	13,178	63.4
WAUSAU (Marathon) . . . **20 - 49%** Lincoln	137.5	46.0	921,975	491,694	113,204	57,835	20,451	92,753	9,275	59.5
WYOMING										
CASPER (Natrona) . . . **20 - 49%** Converse, Hot Springs, Johnson, Niobrara, Platte, Teton, Weston	123.4	43.5	983,571	724,822	140,632	44,877	32,675	159,055	20,944	49.5

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Section E

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's
18th Annual Survey of TV Markets

S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1979										
	POPULATION—12/31/79			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM/ARB TV (ADI) MARKET	Total Pop (Thous.)	Total House-holds (Thous.)	Black Pop (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)	**Buying Power Index**
ALABAMA											
ANNISTON	119.8	40.4	19.9	631,390	413,926	103,122	49,982	19,219	90,911	12,538	.0443
BIRMINGHAM	1,292.8	458.7	320.6	8,074,171	4,698,841	1,044,953	537,562	228,680	1,131,513	147,925	.5252
DOTHAN	212.6	74.2	46.0	1,192,537	694,704	161,194	86,098	34,267	170,479	16,367	.0793
HUNTSVILLE-DECATUR-FLORENCE	648.7	223.8	77.5	3,927,815	2,257,769	496,112	252,627	106,326	570,450	60,381	.2566
MOBILE-PENSACOLA	1,098.7	358.5	261.0	6,363,399	3,858,510	884,369	577,617	175,836	804,162	121,751	.4262
MONTGOMERY	464.0	156.3	176.3	2,599,024	1,569,299	354,033	203,418	64,794	338,351	42,797	.1749
SELMA	54.8	18.0	28.3	239,194	178,530	45,034	18,331	10,224	38,660	5,355	.0183
TUSCALOOSA	131.8	41.1	32.7	787,615	481,598	96,898	69,498	22,322	96,001	13,496	.0526
ALASKA											
ANCHORAGE	2[illegible]3.6	71.7	8.7	2,168,182	1,271,991	304,453	173,495	42,462	177,820	69,830	.1309
ARIZONA											
FLAGSTAFF	74.8	22.2	1.8	403,718	289,179	65,589	38,179	9,454	31,742	5,395	.0289
PHOENIX	1,736.[illegible]	605.9	57.8	12,613,133	7,233,172	1,734,824	816,119	412,485	1,486,776	267,066	.7907
TUCSON	598.8	208.9	19.1	4,111,033	2,398,907	574,019	318,073	120,767	505,338	94,709	.2625
ARKANSAS											
FT. SMITH	317.1	114.0	12.5	1,833,403	1,226,488	264,208	178,064	56,659	263,015	31,583	.1271
JONESBORO	182.0	67.4	3.3	1,000,133	583,727	139,380	67,525	25,395	134,885	15,916	.0667
LITTLE ROCK	1,168.2	415.3	211.2	7,051,492	4,139,172	930,339	537,053	173,726	946,004	135,476	.4636

(continued on page 153)

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

ABILENE-SWEETWATER, TEX. — Brown 11.1 Callahan 1.8 Coke 1.2 Coleman 4.1 Eastland 7.5 Fisher 2.4 Haskell 2.8 Jones 6.4 McCulloch 3.0 Menard 1.0 Mitchell 2.7 Nolan 5.6 Runnels 4.1 Scurry 6.1 Shackelford 1.2 Stonewall 0.8 Sutton 1.5 Taylor 35.1 Tot. Hslds. 108,800

ALBANY, GA. — Atkinson 1.6 Baker 1.2 Ben Hill 5.2 Berrien 4.1 Coffee 7.2 Colquitt 10.5 Cook 3.8 Crisp 6.5 Dougherty 26.9 Irwin 2.8 Lanier 1.5 Lee 2.9 Mitchell 5.5 Telfair 3.5 Tift 9.4 Turner 2.8 Worth 4.9 Tot. Hslds. 112,000

ALBANY-SCHENECTADY-TROY, N.Y. — MASS. Berkshire 11.2 N.Y. Albany 22.9 Columbia 4.6 Fulton 4.9 Greene 3.4 Hamilton 0.4 Montgomery 4.7 Rensselaer 11.1 Saratoga 10.6 Schenectady 12.8 Schoharie 2.1 Warren 4.4 Washington 4.2 VT. Bennington 2.6 Tot. Hslds. 450,800

ALBUQUERQUE, N.M. — ARIZ. Apache (northern portion) 1.2 COLO. Alamosa 1.1 Archuleta 0.4 Conejos 0.7 Costilla 0.4 Dolores 0.2 La Plata 2.9 Montezuma 1.9 Rio Grande 1.2 Saguache 0.4 N.M. Bernalillo 47.9 Colfax 1.6 Grant 2.8 Guadalupe 0.5 Harding 0.2 Lincoln 1.4 Los Alamos 2.0 McKinley 5.0 Mora 0.6 Rio Arriba 2.8 Sandoval 2.2 San Miguel 2.2 Santa Fe 7.4 Sierra 1.4 Socorro 1.1 Taos 2.2 Torrance 0.9 Valencia 5.4 Tot. Hslds. 301,100

ALEXANDRIA, LA. — Avoyelles 19.6 Grant 7.1 Rapides 57.2 Vernon 16.1 Tot. Hslds. 67,500

ALEXANDRIA, MINN. — Beltrami 12.5 Cass 9.5 Crow Wing 16.6 Douglas 11.6 Grant 3.0 Hubbard 6.0 Lac qui Parle 4.0 Pope 5.1 Stevens 4.1 Swift 5.5 Todd 10.5 Traverse 2.7 Wadena 5.9 Tot. Hslds. 83,000

ALPENA, MICH. — Alcona 25.0 Alpena 75.0 Tot. Hslds. 15,200

AMARILLO, TEX. — KANS. Morton 0.8 N.M. Curry 8.9 Quay 2.6 Union 1.4 OKLA. Cimarron 0.9 Roger Mills 1.0 Texas 4.0 TEX. Armstrong 0.6 Briscoe 0.6 Carson 1.5 Castro 1.7 Childress 1.8 Collingsworth 1.2 Cottle 0.7 Dallam 1.3 Deaf Smith 3.4 Donley 0.9 Gray 6.0 Hall 1.1 Hansford 1.1 Hartley 0.6 Hemphill 1.0 Hutchinson 6.1 Lipscomb 0.9 Moore 3.1 Ochiltree 1.9 Oldham 0.5 Parmer 1.8 Potter 21.9 Randall 15.4 Roberts 0.2 Sherman 0.8 Swisher 2.2 Wheeler 1.6 Tot. Hslds. 182,700

ANCHORAGE, ALASKA — Anchorage 82.0 Kenai-Cook Inlet 9.2 Matanuska-Susitna 7.5 Seward 1.3 Tot. Hslds. 71,700

ANNISTON, ALA. — Calhoun 100.0 Tot. Hslds. 40,400

ARDMORE-ADA, OKLA. — Atoka 5.8 Bryan 11.2 Carter 26.1 Choctaw 9.1 Coal 3.4 Johnston 5.8 Marshall 5.9 Pontotoc 20.3 Pushmataha 6.4 Tot. Hslds. 67,400

ATLANTA, GA. — ALA. Cherokee 0.7 Cleburne 0.4 GA. Baldwin 0.8 Banks 0.3 Barrow 0.7 Bartow 1.3 Butts 0.4 Carroll 1.9 Chattooga 0.8 Cherokee 1.5 Clarke 2.6 Clayton 4.8 Cobb 9.4 Coweta 1.3 Dawson 0.2 De Kalb 16.4 Douglas 1.6 Fayette 0.7 Floyd 2.8 Forsyth 0.8 Fulton 22.2 Gilmer 0.4 Gordon 1.0 Greene 0.4 Gwinnett 5.1 Habersham 0.9 Hall 2.5 Haralson 0.7 Heard 0.2 Henry 1.0 Jackson 0.9 Jasper 0.2 Lamar 0.4 Lumpkin 0.3 Meriwether 0.7 Monroe 0.4 Morgan 0.3 Newton 1.1 Oconee 0.4 Oglethorpe 0.3 Paulding 0.8 Pickens 0.4 Pike 0.3 Polk 1.1 Putnam 0.3 Rabun 0.3 Rockdale 1.1 Spalding 1.7 Towns 0.2 Troup 1.7 Union 0.3 Upson 0.9 Walton 1.0 White 0.3 N.C. Clay 0.2 Tot. Hslds. 865,800

AUGUSTA, GA. — Burke 3.5 Columbia 6.6 Emanuel 4.1 Glascock 0.4 Hancock 1.8 Jefferson 3.3 Jenkins 1.9 Johnson 1.5 Lincoln 1.2 McDuffie 3.5 Richmond 28.0 Screven 2.5 Taliaferro 0.4 Warren 1.0 Wilkes 2.1 S.C. Aiken 20.6 Allendale 2.0 Bamberg 3.0 Barnwell 3.0 Edgefield 3.2 McCormick 1.5 Saluda 2.0 Tot. Hslds. 164,800

AUSTIN, TEX. — Bastrop 3.1 Blanco 0.8 Burnet 3.3 Caldwell 3.2 Fayette 3.6 Hays 5.1 Lee 1.8 Llano 2.1 Mason 0.7 San Saba 1.1 Travis 64.6 Williamson 10.7 Tot. Hslds. 208,300

BAKERSFIELD, CALIF. — Kern (western portion) 100.0 Tot. Hslds. 108,400

BALTIMORE, MD. — Anne Arundel 14.1 Baltimore 28.7 Baltimore city 34.6 Caroline 1.1 Carroll 3.3 Cecil 2.2 Dorchester 1.4 Harford 6.1 Howard 4.9 Kent 0.9 Queen Annes 1.2 Talbot 1.3 Tot. Hslds. 810,600

BANGOR, MAINE — Hancock 12.8 Knox 10.4 Penobscot 39.8 Piscataquis 5.5 Somerset 11.6 Waldo 5.3 Washington 12.5 Tot. Hslds. 118,000

BATON ROUGE, LA. — Ascension 6.1 Assumption 2.9 East Baton Rouge 50.1 East Feliciana 1.9 Iberville 4.4 Livingston 7.8 Pointe Coupee 3.2 St. Helena 1.3 St. Mary 8.1 West Baton Rouge 2.1 West Feliciana 0.9 MISS. Amite 1.9 Wilkinson 1.5 Tot. Hslds. 206,000

BEAUMONT-PORT ARTHUR, TEX. — Hardin 8.5 Jasper 6.2 Jefferson 58.2 Newton 2.9 Orange 19.0 Sabine 1.7 Tyler 3.5 Tot. Hslds. 154,300

BEND, ORE. — Deschutes 100.0 Tot. Hslds. 21,000

BILLINGS, MONT. — Big Horn 4.9 Carbon 5.2 Garfield 0.9 Golden Valley 0.6 Musselshell 3.1 Petroleum 0.5 Rosebud 5.2 Stillwater 3.2 Sweet Grass 2.1 Treasure 0.6 Wheatland 1.4 Yellowstone 60.2 WYO. Park 11.9 Tot. Hslds. 65,300

BILOXI-GULFPORT-PASCAGOULA, MISS. — Harrison 95.0 Stone 5.0 Tot. Hslds. 50,100

BINGHAMTON, N.Y. — Broome 52.9 Chenango 11.1 Delaware 11.5 Tioga 11.3 PA. Bradford 13.1 Tot. Hslds. 150,800

BIRMINGHAM, ALA. — Bibb 1.1 Blount 2.9 Chilton 2.4 Clay 1.2 Coosa 0.9 Cullman 4.6 Etowah 7.8 Fayette 1.4 Greene 0.7 Hale 1.0 Jefferson 51.8 Marion 2.1 Perry 0.9 Pickens 1.6 St. Clair 2.9 Shelby 4.4 Talladega 5.2 Walker 5.3 Winston 1.7 Tot. Hslds. 458,700

BLUEFIELD-BECKLEY-OAK HILL, W.VA. — VA. Bland 1.8 Tazewell 11.7 W.VA. Fayette 15.2 Greenbrier 9.6 McDowell 12.9 Mercer 19.3 Raleigh 21.1 Summers 4.5 Tot. Hslds. 125,800

BOISE, IDA. — Ada 44.5 Adams 1.0 Blaine 2.9 Boise 0.7 Camas 0.2 Canyon 21.7 Elmore 5.6 Gem 3.2 Owyhee 2.0 Payette 4.8 Valley 1.4 Washington 2.6 ORE. Grant 2.5 Malheur 7.0 Tot. Hslds. 125,500

BOSTON, MASS. — CONN. Windham 1.8 MASS. Barnstable 3.0 Essex 12.1 Middlesex 25.0 Nantucket 0.1 Norfolk 11.1 Plymouth 7.2 Suffolk 14.0 Worcester 11.8 N.H. Cheshire 1.2 Hillsborough 4.9 Merrimack 1.7 Rockingham 3.2 Strafford 1.5 Sullivan 0.7 VT. Windham 0.7 Tot. Hslds. 1,881,400

BOWLING GREEN, KY. — Adair 19.0 Warren 81.0 Tot. Hslds. 27,300

BRISTOL-KINGSPORT-JOHNSON CITY, TENN. — KY. Leslie 1.6 Letcher 3.6 N.C. Avery 1.8 TENN. Carter 6.8 Greene 7.1 Hawkins 5.1 Johnson 2.0 Sullivan 19.6 Unicoi 2.3 Washington 11.6 VA. Bristol 1.7 Buchanan 4.2 Dickenson 2.2 Lee 3.9 Norton 0.6 Russell 3.8 Scott 3.5 Smyth 4.3 Washington 5.9 Wise 6.2 Tot. Hslds. 250,800

BUFFALO, N.Y. — Allegany 2.6 Cattaraugus 4.2 Chautauqua 8.5 Erie 59.7 Genesee 3.3 Niagara 13.2 Orleans 2.1 Wyoming 2.0 PA. McKean 3.0 Potter 1.0 Tot. Hslds. 638,300

BURLINGTON-PLATTSBURGH, VT. — N.Y. Clinton 12.8 Essex 6.4 Franklin 7.7 VT. Addison 4.1 Caledonia 4.7 Chittenden 18.8 Franklin 5.7 Grand Isle 0.7 Lamoille 2.7 Orange 3.6 Orleans 4.2 Rutland 10.0 Washington 9.1 Windsor 9.3 Tot. Hslds. 190,500

CASPER-RIVERTON, WYO. — Converse 9.1 Fremont 24.7 Natrona 51.0 Sublette 1.9 Washakie 6.4 Weston 4.9 Tot. Hslds. 48,600

CEDAR RAPIDS-WATERLOO, IOWA — Allamakee 2.0 Benton 3.2 Black Hawk 17.5 Bremer 3.2 Buchanan 2.8 Butler 2.4 Cedar 2.4 Chickasaw 2.0 Clayton 2.9 Delaware 2.4 Fayette 3.5 Grundy 2.0 Iowa 2.0 Johnson 10.7 Jones 2.5 Keokuk 2.1 Linn 22.4 Tama 2.9 Washington 2.5 Winneshiek 2.5 WISC. Grant 6.2 Tot. Hslds. 262,800

CHARLESTON, S.C. — Berkeley 14.7 Charleston 51.7 Colleton 6.1 Dorchester 10.0 Georgetown 7.5 Hampton 3.6 Williamsburg 6.4 Tot. Hslds. 162,200

CHARLESTON-HUNTINGTON, W.VA. — KY. Boyd 4.0 Breathitt 1.0 Carter 1.7 Elliott 0.4 Floyd 2.9 Greenup 2.5 Johnson 1.6 Knott 1.1 Lawrence 1.2 Magoffin 0.8 Martin 0.8 Morgan 0.8 Pike 4.8 OHIO Athens 3.2 Gallia 2.1 Jackson 2.2 Lawrence 4.6 Meigs 1.7 Scioto 6.2 Vinton 0.7 Washington 4.3 W.VA. Boone 2.0 Braxton 1.0 Cabell 8.1 Calhoun 0.6 Clay 0.7 Jackson 1.7 Kanawha 17.2 Lincoln 1.5 Logan 3.3 Mason 1.8 Mingo 2.4 Nicholas 1.9 Putnam 2.3 Roane 1.1 Wayne 3.0 Webster 0.8 Wirt 0.4 Wyoming 2.1 Tot. Hslds. 482,000

CHARLOTTE, N.C. — Alexander 1.4 Anson 1.4 Burke 3.9 Cabarrus 5.2 Caldwell 3.7 Catawba 6.5 Cleveland 4.9 Gaston 9.8 Iredell 5.1 Lincoln 2.5 Mecklenburg 24.5 Mitchell 0.9 Richmond 2.7 Rowan 6.2 Stanly 3.2 Union 3.9 Watauga 1.7 S.C. Chester 1.9 Chesterfield 2.1 Lancaster 2.9 York 6.2 Tot. Hslds. 553,800

CHARLOTTESVILLE, VA. — Albemarle 53.1 Charlottesville 46.9 Tot. Hslds. 32,200

CHATTANOOGA, TENN. — ALA. Jackson 6.9 GA. Catoosa 4.1 Dade 1.5 Fannin 1.9 Murray 2.1 Walker 6.8 Whitfield 7.8 N.C. Cherokee 2.1 TENN. Bledsoe 1.1 Bradley 8.1 Grundy 1.5 Hamilton 40.8 McMinn 5.2 Marion 2.8 Meigs 0.9 Polk 1.7 Rhea 3.0 Sequatchie 0.9 Tot. Hslds. 272,100

CHEYENNE, WYO. — COLO. Logan 12.5 Sedgwick 2.4 Washington 3.5 NEB. Deuel 1.7 Morrill 4.0 Scotts Bluff 23.5 WYO. Goshen 8.5 Laramie 43.9 Tot. Hslds. 57,800

CHICAGO, ILL. — Cook 66.1 De Kalb 0.8 Du Page 6.3 Grundy 0.4 Iroquois 0.4 Kane 3.1 Kankakee 1.1 Kendall 0.4 Lake 4.4 La Salle 1.3 McHenry 1.6 Will 3.6 IND. Jasper 0.3 Lake 6.1 La Porte 1.2 Newton 0.2 Porter 1.2 WISC. Kenosha 1.5 Tot. Hslds. 2,871,200

CHICO-REDDING, CALIF. — Butte 41.0 Glenn 6.0 Modoc 2.8 Shasta 33.1 Tehama 11.2 Trinity 3.9 Tot. Hslds. 126,700

CINCINNATI, OHIO — IND. Dearborn 1.7 Fayette 1.4 Franklin 0.9 Ohio 0.3 Ripley 1.2 Switzerland 0.4 Union 0.4 KY. Boone 1.9 Bracken 0.4 Campbell 4.1 Carroll 0.5 Gallatin 0.2 Grant 0.7 Harrison 0.8 Kenton 6.6 Lewis 0.7 Mason 0.9 Owen 0.5 Pendleton 0.6 Robertson 0.1 OHIO Adams 1.3 Brown 1.6 Butler 12.9 Clermont 5.8 Hamilton 48.0 Highland 1.7 Warren 4.4 Tot. Hslds. 669,300

CLARKSBURG-WESTON, W.VA. — Barbour 7.5 Doddridge 3.5 Gilmer 3.5 Harrison 35.8 Lewis 8.2 Pleasants 3.1 Randolph 11.8 Ritchie 5.2 Taylor 7.3 Tucker 3.6 Upshur 10.4 Tot. Hslds. 79,800

CLEVELAND, OHIO — Ashland 1.1 Ashtabula 2.6 Cuyahoga 41.7 Erie 1.9 Geauga 1.7 Holmes 0.5 Huron 1.3 Lake 5.1 Lorain 6.6 Medina 2.7 Portage 3.1 Richland 3.3 Stark 9.9 Summit 14.0 Tuscarawas 2.1 Wayne 2.3 Tot. Hslds. 1,340,900

COLORADO SPRINGS-PUEBLO, COLO. — Baca 1.1 Bent 1.2 Cheyenne 0.4 Crowley 0.5 Custer 0.3 El Paso 52.2 Fremont 5.5 Hinsdale 0.1 Huerfano 1.3 Kiowa 0.4 Las Animas 3.2 Lincoln 1.0 Mineral 0.2 Otero 4.7 Prowers 2.5 Pueblo 23.6 Teller 1.6 Tot. Hslds. 184,900

COLUMBIA, S.C. — Calhoun 1.8 Clarendon 4.1 Fairfield 2.9 Kershaw 5.8 Lee 2.5 Lexington 22.1 Orangeburg 12.2 Richland 36.1 Sumter 12.5 Tot. Hslds. 202,400

COLUMBIA-JEFFERSON CITY, MO. — Audrain 6.7 Boone 21.6 Callaway 6.5 Chariton 2.8 Cole 13.2 Cooper 3.8 Howard 2.6 Maries 1.7 Miller 4.6 Moniteau 3.0 Montgomery 3.0 Morgan 3.6 Osage 2.8 Pettis 9.9 Phelps 7.6 Randolph 6.5 Tot. Hslds. 144,300

COLUMBUS, GA. — ALA. Barbour 5.5 Chambers 8.3 Lee 14.9 Randolph 4.3 Russell 9.2 GA. Calhoun 1.3 Chattahoochee 1.0 Clay 0.7 Columbus 34.5 Harris 2.4 Macon 2.2 Marion 1.2 Quitman 0.4 Randolph 2.0 Schley 0.5 Stewart 1.0 Sumter 5.5 Talbot 0.9 Taylor 1.5 Terrell 2.1 Webster 0.6 Tot. Hslds. 163,300

COLUMBUS-TUPELO, MISS. — ALA. Lamar 5.1 MISS. Calhoun 4.4 Chickasaw 4.7 Choctaw 2.4 Clay 5.3 Itawamba 5.0 Lee 15.7 Lowndes 13.9 Monroe 9.6 Montgomery 3.2 Noxubee 3.3 Oktibbeha 8.2 Prentiss 6.1 Tishomingo 5.0 Webster 2.9 Winston 5.3 Tot. Hslds. 123,800

COLUMBUS, OHIO — Coshocton 2.2 Delaware 3.2 Fairfield 5.4 Fayette 1.6 Franklin 55.0 Hocking 1.4 Knox 2.1 Licking 7.0 Logan 2.4 Madison 1.8 Marion 3.9 Morgan 0.8 Morrow 1.5 Perry 1.8 Pickaway 2.6 Pike 1.3 Ross 3.7 Union 1.8 Tot. Hslds. 576,400

CORPUS CHRISTI, TEX. — Aransas 3.2 Bee 5.2 Brooks 1.6 Duval 2.7 Jim Hogg 1.1 Jim Wells 7.3 Kenedy 0.1 Kleberg 7.0 Nueces 57.6 Refugio 2.2 San Patricio 11.9 Tot. Hslds. 139,800

DALLAS-FT. WORTH, TEX. — OKLA. Love 0.2 TEX. Anderson 1.1 Bosque 0.5 Collin 3.5 Comanche 0.4 Cooke 0.8 Dallas 44.6 Delta 0.1 Denton 3.1 Ellis 1.6 Erath 0.7 Fannin 0.8 Franklin 0.2 Freestone 0.4 Grayson 2.8 Hamilton 0.3 Henderson 1.1 Hill 0.8 Hood 0.4 Hopkins 0.7 Hunt 1.6 Jack 0.2 Johnson 2.0 Kaufman 1.1 Lamar 1.2 Navarro 1.0 Palo Pinto 0.8 Parker 1.1 Rains 0.2 Rockwall 0.3 Somervell 0.2 Stephens 0.3 Tarrant 23.7 Van Zandt 0.9 Wise 0.7 Wood 0.7 Tot. Hslds. 1,205,000

DAVENPORT-ROCK ISLAND-MOLINE, IOWA — ILL. Bureau 4.4 Carroll 2.3 Henderson 1.2 Henry 6.9 Jo Daviess 2.5 Knox 7.4 Lee 3.7 Mercer 2.2 Rock Island 19.5 Warren 2.5 Whiteside 7.3 IOWA Clinton 6.6 Des Moines 5.5 Henry 2.2 Jackson 2.5 Louisa 1.4 Muscatine 4.6 Scott 17.4 Tot. Hslds. 306,900

DAYTON, OHIO — IND. Wayne 6.0 OHIO Auglaize 3.2 Champaign 2.6 Clark 11.7 Clinton 2.5 Darke 4.2 Greene 9.2 Miami 7.2 Montgomery 47.4 Preble 2.9 Shelby 3.0 Tot. Hslds. 438,400

DENVER, COLO. — Adams 9.9 Arapahoe 11.9 Boulder 8.6 Chaffee 0.6 Clear Creek 0.3 Denver 26.8 Douglas 1.0 Eagle 0.6 Elbert 0.3 Garfield 1.0 Gilpin 0.1 Grand 0.4 Gunnison 0.4 Jackson 0.1 Jefferson 15.9 Kit Carson 0.4 Lake 0.4 Larimer 6.2 Moffat 0.5 Morgan 1.0 Park 0.3 Phillips 0.3 Pitkin 0.6 Rio Blanco 0.3 Routt 0.6 Summit 0.3 Weld 5.1 Yuma 0.5 NEB. Cheyenne 0.5 Dawes 0.4 Keith 0.5 Kimball 0.3 WYO. Albany 1.3 Campbell 1.0 Carbon 1.0 Johnson 0.3 Platte 0.5 Tot. Hslds. 770,700

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

S MOINES, IOWA— Adair 1.1 Appanoose 1.8 Audubon 1.0 one 2.8 Calhoun 1.5 Carroll 2.2 Clarke 1.0 Dallas 3.1 Decatur Greene 1.4 Guthrie 1.5 Hamilton 1.9 Hardin 2.4 Humboldt 1.2 sper 3.9 Lucas 1.3 Madison 1.5 Mahaska 2.4 Marion 3.0 rshall 4.4 Monroe 1.0 Polk 31.8 Poweshiek 2.1 Ringgold 0.8 ry 6.7 Union 1.6 Wapello 4.5 Warren 3.2 Wayne 1.2 Webster Wright 1.7 MO.: Mercer 0.5 Tot. Hslds.: 343,900

TROIT, MICH.— Lapeer 1.3 Livingston 1.9 Macomb 13.8 nroe 2.7 Oakland 20.5 St. Clair 2.9 Washtenaw 5.4 Wayne Tot. Hslds.: 1,614,700.

THAN, ALA.— Coffee 17.7 Dale 20.4 Geneva 12.4 Henry 7.4 uston 36.4 GA.: Early 5.8 Tot. Hslds.: 74,200

JBUQUE, IOWA— Dubuque 100.0 Tot. Hslds.: 28,500.

LUTH-SUPERIOR, MINN.— MICH.: Gogebic 4.7 MINN.: Aitkin Carlton 5.9 Cook 0.9 Itasca 8.4 Koochiching 3.8 Lake 2.7 St. uis 46.7 WISC.: Ashland 3.6 Bayfield 3.0 Douglas 9.8 Iron 1.6 wyer 2.9 Washburn 2.9 Tot. Hslds.: 173,300.

CENTRO-YUMA, CALIF.— ARIZ.: Yuma 44.3 CALIF.: Imperial Tot. Hslds.: 55,500.

EL PASO, TEX.— N.M.: Dona Ana 15.1 Luna 3.0 Otero 7.3 TEX.: Culberson 0.6 El Paso 73.5 Hudspeth 0.5 Tot. Hslds.: 182,900.

ELMIRA, N.Y.— Chemung 41.1 Steuben 43.1 PA.: Tioga 15.9 Tot. Hslds.: 85,000.

ERIE, PA.— Crawford 21.8 Erie 66.7 Warren 11.4 Tot. Hslds.: 133,700.

EUGENE, ORE.— Coos 15.2 Douglas 20.6 Lane 64.2 Tot. Hslds.: 151,600.

EUREKA, CALIF.— Del Norte 12.2 Humboldt 76.4 ORE.: Curry 11.4 Tot. Hslds.: 54,200.

EVANSVILLE, IND.— ILL.: Edwards 1.5 Wabash 2.5 Wayne 3.3 White 3.1 IND.: Dubois 4.5 Gibson 5.2 Perry 2.6 Pike 2.3 Posey 3.6 Spencer 2.6 Vanderburgh 25.5 Warrick 5.9 KY.: Daviess 12.3 Hancock 1.1 Henderson 6.1 Hopkins 7.6 McLean 1.9 Ohio 3.6 Union 2.5 Webster 2.6 Tot. Hslds.: 224,400.

FARGO, N.D.— MINN.: Becker 5.2 Clay 7.8 Clearwater 1.6 Kittson 1.1 Lake of the Woods 0.7 Mahnomen 1.0 Marshall 2.5 Norman 1.9 Otter Tail 9.3 Pennington 2.7 Polk 6.2 Red Lake 0.8 Roseau 3.1 Wilkin 1.3 N.D.: Barnes 2.4 Benson 1.3 Cass 14.6 Cavalier 1.6 Eddy 0.6 Foster 0.7 Grand Forks 10.4 Griggs 0.8 La Moure Nelson 1.0 Pembina 1.8 Ramsey 2.2 Ransom 1.3 Richland Sargent 1.0 Steele 0.7 Stutsman 4.1 Towner 0.7 Traill 1.7 Walsh 2.7 Wells 1.2 Tot. Hslds.: 203,700.

FARMINGTON, N.M.— San Juan 100.0 Tot. Hslds.: 25,000.

FLAGSTAFF, ARIZ.— Coconino 100.0 Tot. Hslds.: 22,200.

FLINT-SAGINAW-BAY CITY, MICH.— Arenac 1.1 Bay 9.3 Clare 2.1 Genesee 36.4 Gladwin 1.5 Gratiot 3.1 Huron 2.9 Iosco 2.5 Isabella 3.7 Midland 5.4 Ogemaw 1.4 Saginaw 17.4 Sanilac 3.4 Shiawassee 5.7 Tuscola 4.2 Tot. Hslds.: 427,300.

FLORENCE, S.C.— Darlington 23.1 Dillon 11.0 Florence 41.1 Marion 13.4 Marlboro 11.5 Tot. Hslds.: 80,100.

FT. MYERS-NAPLES, FLA.— Charlotte 16.7 Collier 20.7 Glades 1.5 Hendry 4.2 Lee 56.9 Tot. Hslds.: 142,100.

FT. SMITH, ARK.— Crawford 10.7 Franklin 4.3 Scott 3.1 Sebastian 29.9 Washington 30.0 OKLA.: Le Flore 12.9 Sequoyah 9.1 Tot. Hslds.: 114,000.

FT. WAYNE, IND.— Adams 4.2 Allen 47.3 De Kalb 4.5 Huntington 3.8 Noble 5.4 Steuben 4.1 Wabash 6.0 Wells 4.0 Whitley 4.2 OHIO: Mercer 5.8 Paulding 3.2 Van Wert 5.2 Tot. Hslds.: 209,800.

FRESNO, CALIF.— Fresno 49.1 Kings 7.1 Madera 5.7 Mariposa 1.2 Merced 12.9 Tulare 23.9 Tot. Hslds.: 338,900.

GAINESVILLE, FLA.— Alachua 81.4 Dixie 4.2 Gilchrist 3.8 Levy 10.6 Tot. Hslds.: 57,400.

GRAND JUNCTION, COLO.— Delta 18.1 Mesa 60.0 Montrose 17.0 Ouray 1.8 San Juan 0.7 San Miguel 2.4 Tot. Hslds.: 45,200.

GRAND RAPIDS-KALAMAZOO-BATTLE CREEK, MICH.— Allegan 4.7 Barry 2.8 Branch 2.5 Calhoun 9.5 Ionia 3.0 Kalamazoo 13.5 Kent 28.1 Mecosta 2.2 Montcalm 3.1 Muskegon 10.1 Newaygo 2.1 Oceana 1.4 Ottawa 9.0 St. Joseph 3.1 Van Buren 4.2 Tot. Hslds.: 530,600.

GREAT FALLS, MONT.— Blaine 4.0 Cascade 45.3 Chouteau 4.1 Fergus 7.5 Glacier 5.3 Hill 9.5 Judith Basin 1.5 Liberty 1.0 Meagher 1.3 Phillips 3.1 Pondera 3.7 Teton 3.7 Toole 3.4 Valley 6.7 Tot. Hslds.: 68,200.

GREEN BAY, WISC.— MICH.: Alger 1.0 Delta 4.3 Dickinson 3.0 Menominee 2.9 Schoolcraft 1.0 WISC.: Brown 17.0 Calumet 2.7 Door 2.7 Fond du Lac 8.8 Green Lake 2.0 Kewaunee 2.0 Manitowoc 8.6 Marinette 4.2 Menominee 0.2 Oconto 3.1 Outagamie 12.6 Shawano 3.9 Waupaca 4.6 Waushara 1.8 Winnebago 13.6 Tot. Hslds.: 335,000.

GREENSBORO-WINSTON SALEM-HIGH POINT, N.C.— Alamance 8.4 Alleghany 0.9 Ashe 1.8 Caswell 1.5 Davidson 8.6 Davie 1.9 Forsyth 20.0 Guilford 25.6 Montgomery 1.6 Randolph 7.4 Rockingham 6.5 Stokes 2.5 Surry 4.9 Wilkes 4.7 Yadkin 2.4 VA.: Patrick 1.4 Tot. Hslds.: 423,000.

GREENVILLE-NEW BERN-WASHINGTON, N.C.— Beaufort 7.3 Bertie 3.6 Carteret 7.1 Craven 11.3 Duplin 7.1 Edgecombe 9.3 Greene 2.3 Hyde 1.0 Jones 1.7 Lenoir 10.4 Martin 4.3 Onslow 16.0 Pamlico 2.0 Pitt 13.7 Tyrrell 0.7 Washington 2.3 Tot. Hslds.: 192,200.

GREENVILLE-SPARTANBURG-ASHEVILLE, S.C.— GA.: Elbert 1.2 Franklin 0.9 Hart 1.1 Madison 1.0 Stephens 1.6 N.C.: Buncombe 11.1 Graham 0.4 Haywood 3.1 Henderson 3.8 Jackson 1.5 McDowell 2.3 Macon 1.4 Madison 1.1 Polk 0.9 Rutherford 3.5 Swain 0.7 Transylvania 1.4 Yancey 1.0 S.C.: Abbeville 1.5 Anderson 8.3 Cherokee 2.8 Greenville 17.9 Greenwood 3.5 Laurens 3.1 Newberry 2.0 Oconee 3.2 Pickens 4.4 Spartanburg 13.0 Union 2.1 Tot. Hslds.: 533,700.

GREENWOOD-GREENVILLE, MISS.— Bolivar 30.9 Carroll 5.9 Leflore 29.3 Sunflower 21.4 Tallahatchie 12.4 Tot. Hslds.: 44,300.

HARRISBURG-YORK-LANCASTER-LEBANON, PA.— Adams 4.4 Cumberland 13.2 Dauphin 18.2 Juniata 1.3 Lancaster 26.5 Lebanon 7.5 Mifflin 3.4 Perry 2.6 York 22.7 Tot. Hslds.: 468,800.

HARRISONBURG, VA.— Harrisonburg 18.6 Rockingham 54.5 W.VA.: Grant 9.0 Hardy 10.1 Pendleton 7.8 Tot. Hslds.: 34,500.

HARTFORD-NEW HAVEN, CONN.— Hartford 41.7 Litchfield 8.0 Middlesex 6.3 New Haven 39.0 Tolland 5.1 Tot. Hslds.: 691,800.

HELENA, MONT.— Lewis and Clark 100.0 Tot. Hslds.: 15,500.

HOUSTON, TEX.— Austin 0.6 Brazoria 4.3 Calhoun 0.5 Chambers 0.5 Colorado 0.6 Fort Bend 2.5 Galveston 6.4 Grimes 0.4 Harris 74.3 Jackson 0.4 Liberty 1.4 Matagorda 1.0 Montgomery 3.2 Polk 0.6 San Jacinto 0.3 Walker 0.8 Waller 0.5 Washington 0.7 Wharton 1.1 Tot. Hslds.: 1,131,400.

HUNTSVILLE-DECATUR-FLORENCE, ALA.— Colbert 8.2 De Kalb 8.5 Franklin 4.6 Lauderdale 12.5 Lawrence 4.4 Limestone 6.4 Madison 27.0 Marshall 10.4 Morgan 14.0 TENN.: Lincoln 4.0 Tot. Hslds.: 223,800.

IDAHO FALLS-POCATELLO, IDA.— Bannock 23.9 Bingham 12.5 Bonneville 23.2 Butte 1.0 Cassia 7.2 Clark 0.6 Custer 1.5 Fremont 4.0 Jefferson 5.6 Madison 4.8 Minidoka 7.7 Power 2.4 Teton 0.8 WYO.: Lincoln 4.5 Tot. Hslds.: 86,900.

INDIANAPOLIS, IND.— Bartholomew 2.7 Benton 0.5 Blackford 0.7 Boone 1.6 Brown 0.5 Carroll 0.8 Cass 1.8 Clinton 1.4 Decatur 1.1 Delaware 5.5 Fountain 0.8 Grant 3.7 Hamilton 3.6 Hancock 1.9 Hendricks 2.9 Henry 2.4 Howard 4.0 Jay 1.1 Jennings 0.8 Johnson 3.2 Madison 6.3 Marion 35.2 Miami 1.7 Monroe 4.1 Montgomery 1.6 Morgan 2.1 Owen 0.7 Putnam 1.2 Randolph 1.3 Rush 0.9 Shelby 1.8 Tipton 0.7 Warren 0.3 White 1.0 Tot. Hslds.: 772,200.

JACKSON, MISS.— Adams 4.8 Attala 2.6 Claiborne 1.3 Copiah 3.2 Franklin 1.1 Hinds 40.3 Holmes 2.6 Humphreys 1.5 Issaquena 0.1 Jefferson 1.0 Jefferson Davis 1.5 Lawrence 1.5 Leake 2.4 Lincoln 3.5 Madison 3.8 Pike 4.6 Rankin 7.2 Scott 2.8 Sharkey 0.9 Simpson 2.7 Smith 1.5 Warren 6.4 Washington 8.5 Yazoo 3.4 Tot. Hslds.: 260,900.

JACKSON, TENN.— Hardin 18.5 Henderson 18.5 Madison 63.0 Tot. Hslds.: 40,500.

JACKSONVILLE, FLA.— Baker 1.1 Bradford 1.7 Clay 5.8 Columbia 3.2 Duval 59.6 Nassau 3.2 Putnam 4.9 St. Johns 4.9 Suwannee 2.1 Union 0.7 GA.: Brantley 0.6 Camden 1.1 Charlton 0.6 Clinch 0.6 Glynn 4.9 Pierce 1.1 Ware 3.9 Tot. Hslds.: 335,600.

JOHNSTOWN-ALTOONA, PA.— Bedford 5.9 Blair 18.2 Cambria 24.2 Cameron 1.0 Centre 12.1 Clearfield 10.6 Clinton 4.9 Elk 4.4 Forest 0.7 Fulton 1.6 Huntingdon 4.9 Somerset 11.0 Tot. Hslds.: 269,400.

JONESBORO, ARK.— Clay 11.4 Craighead 34.0 Greene 17.5 Lawrence 11.7 Randolph 9.9 Sharp 7.7 MO.: Ripley 7.7 Tot. Hslds.: 67,400.

JOPLIN-PITTSBURG, MO.— ARK.: Benton 15.0 KANS.: Allen 3.8 Bourbon 4.4 Cherokee 5.3 Crawford 9.3 Labette 6.4 Neosho 4.4 Wilson 3.1 Woodson 1.1 MO.: Barton 2.8 Jasper 20.0 McDonald 3.5 Newton 8.6 Vernon 4.3 OKLA.: Ottawa 8.0 Tot. Hslds.: 165,200.

KANSAS CITY, MO.— KANS.: Anderson 0.5 Atchison 1.0 Brown 0.7 Doniphan 0.5 Douglas 3.3 Franklin 1.2 Jefferson 0.7 Johnson 12.6 Leavenworth 2.6 Linn 0.5 Miami 1.1 Riley 2.8 Wyandotte 9.4 MO.: Andrew 0.8 Bates 0.9 Caldwell 0.5 Carroll 0.7 Cass 2.4 Clay 6.9 Clinton 0.8 Daviess 0.5 De Kalb 0.4 Grundy 0.6 Henry 1.1 Jackson 37.2 Johnson 1.7 Lafayette 1.6 Linn 0.9 Livingston 0.9 Platte 2.1 Ray 1.1 St. Clair 0.6 Saline 1.2 Tot. Hslds.: 693,700.

KNOXVILLE, TENN.— KY.: Bell 3.3 Harlan 3.8 Knox 2.6 Laurel 3.1 McCreary 1.3 Wayne 1.5 Whitley 3.0 TENN.: Anderson 6.3 Blount 7.4 Campbell 3.2 Claiborne 2.5 Cocke 2.6 Cumberland 2.5 Fentress 1.2 Grainger 1.6 Hamblen 4.3 Hancock 0.6 Jefferson 2.8 Knox 29.4 Loudon 2.7 Monroe 2.5 Morgan 1.4 Roane 4.4 Scott 1.5 Sevier 3.6 Union 1.0 Tot. Hslds.: 367,600.

LA CROSSE-EAU CLAIRE, WISC.— MINN.: Houston 4.1 Winona 10.7 WISC.: Buffalo 3.3 Chippewa 11.0 Crawford 3.9 Eau Claire 17.8 Jackson 4.0 La Crosse 21.4 Monroe 8.0 Rusk 3.6 Trempealeau 6.1 Vernon 6.2 Tot. Hslds.: 146,000.

LAFAYETTE, IND.— Tippecanoe 100.0 Tot. Hslds.: 37,500.

LAFAYETTE, LA.— Acadia 10.7 Allen 4.1 Evangeline 6.8 Iberia 13.0 Jefferson Davis 6.2 Lafayette 27.3 St. Landry 15.7 St. Martin 6.6 Vermilion 9.6 Tot. Hslds.: 160,300.

LAKE CHARLES, LA.— Beauregard 14.0 Calcasieu 81.4 Cameron 4.6 Tot. Hslds.: 65,600.

LANSING, MICH.— Clinton 8.8 Eaton 13.8 Hillsdale 7.2 Ingham 45.4 Jackson 24.8 Tot. Hslds.: 208,700.

LAREDO, TEX.— Webb 92.3 Zapata 7.7 Tot. Hslds.: 27,400.

LAS VEGAS, NEV.— Clark 99.1 Lincoln 0.9 Tot. Hslds.: 147,200.

LAUREL-HATTIESBURG, MISS.— Covington 6.2 Forrest 28.7 Jasper 6.8 Jones 27.5 Lamar 8.7 Marion 10.5 Perry 4.2 Wayne 7.4 Tot. Hslds.: 76,000.

LEXINGTON, KY.— Anderson 1.8 Bath 1.4 Bourbon 3.1 Boyle 3.6 Casey 2.1 Clark 4.1 Clay 2.7 Estill 2.0 Fayette 28.5 Fleming 1.8 Garrard 1.5 Jackson 1.4 Jessamine 3.7 Lee 1.1 Lincoln 2.7 Madison 6.7 Menifee 0.6 Mercer 2.8 Montgomery 2.7 Nicholas 1.1 Owsley 0.7 Perry 3.8 Powell 1.3 Pulaski 8.8 Rockcastle 1.8 Rowan 2.0 Russell 1.8 Scott 3.0 Wolfe 0.9 Woodford 2.5 Tot. Hslds.: 235,600.

LIMA, OHIO— Allen 100.0 Tot. Hslds.: 36,500.

LINCOLN-HASTINGS-KEARNEY, NEB.— KANS.: Cloud 2.1 Jewell 1.0 Phillips 1.3 Republic 1.4 Smith 1.0 Washington 1.6 NEB.: Adams 4.7 Antelope 1.4 Boone 1.2 Brown 0.6 Buffalo 4.7 Chase 0.7 Clay 1.3 Custer 2.2 Dawson 3.5 Fillmore 1.3 Franklin 0.8 Frontier 0.5 Furnas 1.1 Gage 3.4 Garfield 0.5 Gosper 0.4 Greeley 0.5 Hall 7.3 Hamilton 1.4 Harlan 0.8 Hayes 0.2 Holt 1.9 Howard 1.1 Jefferson 1.7 Kearney 1.1 Lancaster 28.1 Loup 0.2 Merrick 1.3 Nance 0.7 Nuckolls 1.0 Perkins 0.5 Phelps 1.6 Platte 4.0 Polk 1.0 Rock 0.3 Saline 2.1 Sherman 0.7 Thayer 1.4 Valley 0.9 Webster 0.9 Wheeler 0.1 York 2.3 Tot. Hslds.: 243,700.

LITTLE ROCK, ARK.— Arkansas 2.0 Bradley 1.1 Calhoun 0.4 Clark 1.9 Cleburne 1.4 Cleveland 0.7 Conway 2.2 Dallas 0.8 Desha 1.5 Drew 1.3 Faulkner 3.1 Garland 6.6 Grant 1.2 Hot Spring 2.1 Independence 2.5 Izard 1.0 Jackson 1.9 Jefferson 6.8 Johnson 1.5 Lincoln 0.9 Logan 1.7 Lonoke 2.9 Monroe 1.2 Montgomery 0.6 Nevada 0.9 Ouachita 2.5 Perry 0.7 Pike 0.8 Polk 1.4 Pope 3.2 Prairie 0.9 Pulaski 29.2 Saline 3.9 Searcy 0.8 Stone 0.7 Van Buren 1.0 White 4.2 Woodruff 0.9 Yell 1.5 Tot. Hslds.: 415,300.

LOS ANGELES, CALIF.— Inyo 0.2 Kern (eastern portion) 0.5 Los Angeles 66.1 Orange 17.0 Riverside (western portion) 4.4 San Bernardino 7.2 Ventura 4.1 Tot. Hslds.: 4,220,800.

LOUISVILLE, KY.— IND.: Clark 5.2 Crawford 0.7 Floyd 4.3 Harrison 1.8 Jackson 2.5 Jefferson 1.9 Lawrence 3.1 Orange 1.3 Scott 1.3 Washington 1.4 KY.: Breckinridge 1.2 Bullitt 2.6 Franklin 2.9 Grayson 1.5 Green 0.8 Hardin 4.2 Hart 1.2 Henry 0.9 Jefferson 49.3 Larue 0.9 Marion 1.0 Meade 1.3 Nelson 1.6 Oldham 1.6 Shelby 1.5 Spencer 0.4 Taylor 1.4 Trimble 0.4 Washington 0.7 Tot. Hslds.: 484,900.

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

LUBBOCK, TEX — N.M.: De Baca 0.8 Roosevelt 4.5 TEX: Bailey 1.9 Borden 0.4 Cochran 1.0 Crosby 2.1 Dawson 4.0 Dickens 1.0 Floyd 2.7 Gaines 2.7 Garza 1.4 Hale 8.5 Hockley 5.1 Kent 0.3 Lamb 4.4 Lubbock 51.6 Lynn 2.1 Motley 0.5 Terry 3.1 Yoakum 1.9 Tot. Hslds.: 139,600

MACON, GA — Bibb 36.4 Bleckley 2.9 Crawford 1.1 Dodge 4.4 Dooly 2.8 Houston 18.2 Jones 3.1 Laurens 9.2 Peach 4.8 Pulaski 2.3 Treutlen 1.6 Twiggs 1.8 Washington 4.5 Wheeler 1.4 Wilcox 2.0 Wilkinson 2.4 Tot. Hslds.: 112,600

MADISON, WISC — Columbia 8.7 Dane 67.4 Green 5.3 Iowa 3.5 Juneau 1.9 Lafayette 3.1 Marquette 2.1 Richland 3.2 Sauk 7.3 Tot. Hslds.: 189,600

MANKATO, MINN — IOWA: Emmet 13.6 MINN: Blue Earth 45.4 Cottonwood 15.8 Martin 25.2 Tot. Hslds.: 30,800

MARQUETTE, MICH — Baraga 5.4 Houghton 25.0 Iron 11.9 Keweenaw 2.2 Marquette 45.1 Ontonagon 7.6 WISC: Florence 2.6 Tot. Hslds.: 53,700

McALLEN-BROWNSVILLE, TEX — Cameron 41.9 Hidalgo 50.7 Starr 4.0 Willacy 3.5 Tot. Hslds.: 130,700

MEDFORD, ORE — CALIF: Siskiyou 11.5 ORE: Jackson 41.8 Josephine 20.1 Klamath 20.1 Lake 2.4 Tot. Hslds.: 110,400

MEMPHIS, TENN — ARK: Crittenden 2.7 Cross 1.1 Lee 0.9 Mississippi 3.8 Phillips 2.2 Poinsett 1.7 St. Francis 1.8 MISS: Alcorn 2.1 Benton 0.4 Coahoma 2.2 De Soto 2.8 Grenada 1.4 Lafayette 1.6 Marshall 1.9 Panola 1.5 Pontotoc 1.1 Quitman 0.7 Tate 1.1 Tippah 1.1 Tunica 0.6 Union 1.4 Yalobusha 0.8 MO: Dunklin 2.5 Pemiscot 1.6 TENN: Chester 0.8 Crockett 0.9 Dyer 2.2 Fayette 1.3 Gibson 3.2 Hardeman 1.2 Haywood 1.2 Lauderdale 1.4 McNairy 1.4 Shelby 40.4 Tipton 1.9 Tot. Hslds.: 557,900

MERIDIAN, MISS — ALA: Choctaw 9.1 Marengo 12.1 Sumter 7.6 MISS: Clarke 9.3 Kemper 4.5 Lauderdale 37.5 Neshoba 11.5 Newton 9.5 Tot. Hslds.: 61,200

MIAMI, FLA — Broward 39.1 Dade 59.0 Monroe 1.9 Tot. Hslds.: 863,600

MILES CITY-GLENDIVE, MONT — Custer 45.3 Dawson 31.6 Fallon 17.1 Prairie 5.7 Tot. Hslds.: 10,600

MILWAUKEE, WISC — Dodge 3.9 Jefferson 3.4 Milwaukee 53.5 Ozaukee 3.1 Racine 9.4 Sheboygan 5.5 Walworth 3.6 Washington 4.2 Waukesha 13.4 Tot. Hslds.: 663,700

MINNEAPOLIS-ST. PAUL, MINN — Anoka 6.1 Benton 0.7 Brown 1.3 Carver 1.2 Chippewa 0.8 Chisago 0.8 Dakota 6.1 Goodhue 1.4 Hennepin 43.4 Isanti 0.7 Kanabec 0.5 Kandiyohi 1.2 Le Sueur 0.8 Lyon 0.8 McLeod 1.2 Meeker 0.8 Mille Lacs 0.7 Morrison 0.9 Nicollet 0.8 Pine 0.7 Ramsey 15.8 Redwood 0.7 Renville 0.7 Rice 1.4 Scott 1.4 Sherburne 1.0 Sibley 0.5 Stearns 3.2 Steele 1.1 Wabasha 0.7 Waseca 0.6 Washington 3.5 Watonwan 0.5 Wright 1.7 Yellow Medicine 0.5 WISC: Barron 1.4 Burnett 0.4 Dunn 1.1 Pepin 0.3 Pierce 1.0 Polk 1.1 St. Croix 1.3 Tot. Hslds.: 1,011,100

MINOT-BISMARCK-DICKINSON, N.D. — MONT: Daniels 1.1 McCone 0.7 Richland 1.7 Roosevelt 2.0 Sheridan 1.1 Wibaux 0.6 N.D.: Adams 1.1 Billings 0.4 Bottineau 2.1 Burke 1.1 Burleigh 18.8 Divide 1.1 Dunn 1.1 Emmons 1.6 Golden Valley 0.6 Grant 1.1 Hettinger 1.3 Kidder 0.9 Logan 1.1 McHenry 2.1 McIntosh 1.5 McKenzie 1.4 McLean 3.6 Mercer 2.4 Morton 6.5 Mountrail 2.1 Oliver 0.7 Pierce 1.7 Renville 1.1 Rolette 2.5 Sheridan 0.8 Sioux 0.8 Slope 0.3 Stark 4.7 Ward 15.1 Williams 5.5 S.D.: Campbell 0.8 Corson 1.0 Dewey 1.0 McPherson 1.3 Perkins 1.4 Walworth 2.0 Tot. Hslds.: 126,700

MISSOULA-BUTTE, MONT — IDA: Lemhi 2.2 MONT: Beaverhead 3.1 Broadwater 1.1 Deer Lodge 4.3 Flathead 16.4 Gallatin 13.8 Granite 0.8 Jefferson 2.4 Lake 6.1 Madison 2.2 Mineral 1.5 Missoula 25.1 Powell 2.4 Ravalli 7.3 Silver Bow 13.7 Tot. Hslds.: 111,100

MOBILE-PENSACOLA, ALA — Baldwin 7.2 Clarke 2.7 Conecuh 1.5 Escambia 3.4 Mobile 37.6 Monroe 2.1 Washington 1.6 FLA: Escambia 21.1 Okaloosa 8.5 Santa Rosa 4.8 MISS: George 1.3 Greene 0.8 Jackson 10.2 Tot. Hslds.: 358,500

MONROE-EL DORADO, LA — ARK: Ashley 5.3 Chicot 3.3 Union 10.2 LA: Caldwell 2.0 Catahoula 2.2 Concordia 3.9 East Carroll 2.1 Franklin 4.6 Jackson 3.0 La Salle 3.3 Lincoln 6.8 Madison 2.6 Morehouse 6.5 Ouachita 27.1 Richland 4.2 Tensas 1.5 Union 3.9 West Carroll 2.2 Winn 3.6 Tot. Hslds.: 165,600

MONTGOMERY, ALA — Autauga 6.2 Bullock 2.4 Butler 4.7 Covington 8.6 Crenshaw 3.8 Elmore 8.5 Lowndes 2.8 Macon 5.1 Montgomery 41.1 Pike 6.2 Tallapoosa 8.4 Wilcox 2.8 Tot. Hslds.: 136,500

NASHVILLE, TENN — KY: Allen 0.8 Barren 1.8 Butler 0.6 Christian 3.5 Clinton 0.5 Cumberland 0.4 Edmonson 0.5 Logan 1.1 Metcalfe 0.5 Monroe 0.7 Muhlenberg 2.0 Simpson 0.9 Todd 0.7 Trigg 0.6 TENN: Bedford 1.6 Benton 0.8 Cannon 0.6 Carroll 1.7 Cheatham 1.0 Clay 0.4 Coffee 2.1 Davidson 27.4 Decatur 0.6 De Kalb 0.8 Dickson 1.7 Franklin 1.7 Giles 1.4 Henry 1.8 Hickman 0.9 Houston 0.4 Humphreys 0.9 Jackson 0.6 Lawrence 2.0 Lewis 0.6 Macon 0.9 Marshall 1.1 Maury 2.8 Montgomery 4.2 Moore 0.3 Overton 1.0 Perry 0.4 Pickett 0.2 Putnam 2.5 Robertson 1.9 Rutherford 4.2 Smith 0.9 Stewart 0.5 Sumner 4.6 Trousdale 0.3 Van Buren 0.2 Warren 1.9 Wayne 0.8 White 1.2 Williamson 2.9 Wilson 3.1 Tot. Hslds.: 605,600

NEW ORLEANS, LA — Jefferson 26.3 Lafourche 4.5 Orleans 38.6 Plaquemines 1.4 St. Bernard 3.7 St. Charles 1.9 St. James 0.9 St. John the Baptist 1.4 St. Tammany 5.9 Tangipahoa 4.4 Terrebonne 4.8 Washington 2.7 MISS: Hancock 1.2 Pearl River 1.8 Walthall 0.8 Tot. Hslds.: 539,500

NEW YORK, N.Y. — CONN: Fairfield 4.3 N.J.: Bergen 4.6 Essex 4.5 Hudson 3.2 Hunterdon 0.4 Middlesex 2.8 Monmouth 2.4 Morris 1.9 Ocean 1.8 Passaic 2.5 Somerset 1.0 Sussex 0.5 Union 2.7 Warren 0.5 N.Y.: Bronx 7.2 Dutchess 1.2 Kings 13.2 Nassau 6.7 New York (Manhattan) 10.5 Orange 1.1 Putnam 0.4 Queens 11.9 Richmond 1.7 Rockland 1.1 Suffolk 5.9 Sullivan 0.4 Ulster 0.8 Westchester 4.4 PA: Pike 0.1 Tot. Hslds.: 6,579,700

NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON, VA — N.C.: Camden 0.4 Chowan 0.9 Currituck 0.8 Dare 0.9 Gates 0.6 Hertford 1.6 Northampton 1.5 Pasquotank 2.2 Perquimans 0.6 VA: Accomack 2.7 Chesapeake 7.9 Franklin city 0.6 Gloucester 1.5 Hampton 9.2 Isle of Wight 1.5 James City 1.4 Mathews 0.7 Middlesex 0.6 Newport News 10.6 Norfolk 19.0 Northampton 1.3 Poquoson 0.7 Portsmouth 8.2 Southampton 1.4 Suffolk 3.4 Surry 0.4 Virginia Beach 16.1 Williamsburg 0.7 York 2.1 Tot. Hslds.: 461,000

NORTH PLATTE, NEB — Arthur 1.1 Blaine 2.2 Cherry 13.7 Hooker 2.2 Lincoln 75.8 Logan 2.2 McPherson 1.1 Thomas 1.6 Tot. Hslds.: 18,200

ODESSA-MIDLAND, TEX — N.M.: Lea (southern portion) 2.2 TEX: Andrews 3.7 Brewster 2.3 Crane 1.4 Crockett 1.4 Ector 34.0 Glasscock 0.1 Howard 10.3 Jeff Davis 0.5 Loving 0.1 Martin 1.3 Midland 21.6 Pecos 4.0 Presidio 1.1 Reagan 1.1 Reeves 4.0 Terrell 0.4 Upton 1.4 Ward 3.7 Winkler 3.1 Tot. Hslds.: 113,800

OKLAHOMA CITY, OKLA — Alfalfa 0.7 Beckham 1.5 Blaine 1.0 Caddo 2.4 Canadian 3.6 Cleveland 7.6 Custer 1.8 Dewey 0.5 Ellis 0.4 Garfield 4.9 Garvin 2.2 Grady 3.0 Grant 0.7 Greer 0.7 Harper 0.3 Hughes 1.2 Kay 4.1 Kingfisher 1.2 Lincoln 1.8 Logan 1.8 McClain 1.6 Major 0.7 Murray 0.8 Noble 0.9 Oklahoma 41.2 Payne 4.2 Pottawatomie 3.9 Seminole 2.2 Washita 1.1 Woods 0.8 Woodward 1.4 Tot. Hslds.: 520,800

OMAHA, NEB — IOWA: Adams 0.8 Cass 2.0 Crawford 2.1 Fremont 1.1 Harrison 1.8 Mills 1.5 Montgomery 1.6 Page 2.4 Pottawattamie 8.0 Shelby 1.6 Taylor 1.0 MO: Atchison 1.0 NEB: Burt 1.0 Butler 1.0 Cass 2.2 Colfax 1.2 Cuming 1.3 Dodge 3.9 Douglas 44.9 Johnson 0.6 Nemaha 0.9 Otoe 1.8 Pawnee 0.4 Richardson 1.4 Sarpy 7.4 Saunders 2.1 Seward 1.6 Stanton 0.7 Washington 1.8 Tot. Hslds.: 327,200

ORLANDO-DAYTONA BEACH, FLA — Brevard 17.4 Flagler 0.6 Lake 7.5 Marion 7.7 Orange 31.9 Osceola 3.3 Seminole 11.4 Sumter 1.5 Volusia 18.5 Tot. Hslds.: 497,000

OTTUMWA-KIRKSVILLE, IOWA — Davis 11.8 Jefferson 19.1 Van Buren 11.8 MO: Adair 30.2 Putnam 7.7 Schuyler 6.9 Sullivan 10.4 Tot. Hslds.: 28,800

PADUCAH-CAPE GIRARDEAU-HARRISBURG, KY — ILL: Alexander 1.7 Franklin 8.1 Gallatin 2.9 Hamilton 1.3 Hardin 0.7 Jackson 6.2 Johnson 1.2 Massac 2.0 Pope 0.6 Pulaski 1.2 Saline 4.8 Union 2.1 Williamson 7.2 KY: Ballard 1.2 Caldwell 1.7 Calloway 3.6 Carlisle 0.8 Crittenden 1.3 Fulton 1.2 Graves 4.3 Hickman 0.7 Livingston 1.2 Lyon 0.7 McCracken 7.9 Marshall 3.1 MO: Bollinger 1.3 Butler 4.8 Cape Girardeau 6.5 Carter 0.6 Mississippi 1.9 New Madrid 2.5 Scott 4.5 Stoddard 3.7 Wayne 1.4 TENN: Lake 0.8 Obion 4.6 Weakley 3.6 Tot. Hslds.: 296,700

PALM SPRINGS, CALIF — Riverside (central portion) 100.0 Tot. Hslds.: 51,300

PANAMA CITY, FLA — Bay 44.6 Calhoun 4.1 Franklin 3.5 Gulf 4.6 Holmes 7.1 Jackson 17.7 Liberty 2.2 Walton 8.5 Washington 6.5 Tot. Hslds.: 75,600

PARKERSBURG, W.VA. — Wood 100.0 Tot. Hslds.: 32,800

PEORIA, ILL — Fulton 7.4 Livingston 5.2 Logan 4.3 McLean 17.6 Marshall 2.2 Mason 3.5 Peoria 32.1 Putnam 1.0 Stark 1.3 Tazewell 19.5 Woodford 4.5 Tot. Hslds.: 231,300

PHILADELPHIA, PA — DEL: Kent 1.3 New Castle 5.8 N.J.: Atlanti 3.1 Burlington 4.4 Camden 6.8 Cape May 1.2 Cumberland 1.9 Gloucester 2.8 Mercer 4.6 Salem 0.9 PA: Berks 4.9 Bucks 6.4 Chester 4.1 Delaware 8.1 Lehigh 4.1 Montgomery 9.7 Northampton 3.3 Philadelphia 27.2 Tot. Hslds.: 2,389,300

PHOENIX, ARIZ — Gila 2.0 Graham 1.0 Greenlee 0.7 Maricopa 80.9 Mohave 2.7 Navajo 2.9 Pinal 4.6 Yavapai 3.9 CALIF: Riverside (eastern portion) 1.2 Tot. Hslds.: 605,900

PITTSBURGH, PA — MD: Garrett 0.8 OHIO: Columbiana 3.4 PA: Allegheny 44.4 Armstrong 2.3 Beaver 6.0 Butler 3.9 Clarion 1.2 Fayette 4.6 Greene 1.2 Indiana 2.3 Jefferson 1.4 Lawrence 3.0 Venango 1.8 Washington 6.5 Westmoreland 11.1 W.VA.: Hancock 1.1 Marion 2.1 Monongalia 2.0 Preston 0.8 Tot. Hslds.: 1,186,800

PORTLAND, ORE — Baker 0.9 Benton 3.1 Clackamas 11.4 Clatsop 1.8 Columbia 1.7 Crook 0.7 Gilliam 0.1 Harney 0.4 Hood River 0.8 Jefferson 0.5 Lincoln 1.8 Linn 4.3 Marion 9.7 Multnomah 30.8 Polk 2.2 Sherman 0.1 Tillamook 1.1 Wasco 1.1 Washington 11.0 Wheeler 0.1 Yamhill 2.5 WASH: Clark 8.9 Cowlitz 3.9 Klickitat 0.8 Skamania 0.3 Wahkiakum 0.2 Tot. Hslds.: 716,200

PORTLAND-POLAND SPRING, MAINE — Androscoggin 11.5 Cumberland 24.9 Franklin 3.0 Kennebec 12.1 Lincoln 3.2 Oxford 5.7 Sagadahoc 3.1 York 15.4 N.H.: Belknap 5.0 Carroll 3.3 Coos 4.2 Grafton 7.3 VT: Essex 0.8 Tot. Hslds.: 292,900

PRESQUE ISLE, MAINE — Aroostook 100.0 Tot. Hslds.: 30,100

PROVIDENCE, R.I. — CONN: New London 14.2 MASS: Bristol 29.1 Dukes 0.7 R.I.: Bristol 2.6 Kent 8.8 Newport 4.6 Providence 35.1 Washington 4.8 Tot. Hslds.: 580,800

QUINCY-HANNIBAL, ILL — Adams 21.1 Brown 2.1 Cass 4.5 Hancock 6.9 McDonough 9.6 Pike 6.4 Schuyler 2.6 Scott 2.0 IOWA: Lee 12.6 MO: Clark 2.6 Knox 1.7 Lewis 3.2 Macon 5.5 Marion 9.0 Monroe 3.1 Ralls 2.8 Scotland 1.9 Shelby 2.5 Tot. Hslds.: 121,100

RALEIGH-DURHAM, N.C. — Chatham 2.2 Cumberland 14.2 Durham 10.7 Franklin 1.8 Granville 2.0 Halifax 3.5 Harnett 3.8 Hoke 1.0 Johnston 4.8 Lee 2.4 Moore 3.0 Nash 4.7 Orange 4.8 Person 1.8 Sampson 3.2 Scotland 1.9 Vance 2.3 Wake 20.5 Warren 1.2 Wayne 6.0 Wilson 4.1 Tot. Hslds.: 500,300

RAPID CITY, S.D. — MONT: Carter 0.8 Powder River 1.3 NEB: Banner 0.5 Box Butte 5.8 Garden 1.8 Grant 0.5 Sheridan 3.5 Sioux 0.9 N.D.: Bowman 1.5 S.D.: Bennett 1.3 Butte 4.1 Custer 2.8 Fall River 4.4 Haakon 1.3 Harding 0.8 Jackson 1.5 Lawrence 7.7 Meade 7.5 Pennington 32.4 Shannon 2.6 Ziebach 1.1 WYO: Crook 2.4 Niobrara 1.5 Sheridan 12.3 Tot. Hslds.: 79,700

RENO, NEV — CALIF: Alpine 0.2 El Dorado (eastern portion) 8.7 Lassen 6.1 Placer (eastern portion) 2.5 NEV: Carson City 9.2 Churchill 3.7 Douglas 4.7 Esmeralda 0.2 Humboldt 2.0 Lander 0.9 Lyon 3.0 Mineral 1.8 Nye 2.2 Pershing 0.9 Storey 0.2 Washoe 53.7 Tot. Hslds.: 128,600

RICHMOND, VA — Amelia 0.8 Augusta 4.6 Brunswick 1.3 Buckingham 1.1 Caroline 1.4 Charles City 0.5 Chesterfield 11.7 Colonial Heights 1.8 Cumberland 0.6 Dinwiddie 1.8 Emporia 0.6 Essex 0.7 Fluvanna 1.0 Goochland 0.9 Greene 0.6 Greensville 0.9 Hanover 4.7 Henrico 17.3 Hopewell 2.3 King and Queen 0.5 King William 0.7 Lancaster 1.2 Louisa 1.6 Lunenburg 1.1 Madison 1.0 New Kent 0.7 Northumberland 1.3 Nottoway 1.2 Orange 1.6 Petersburg 4.0 Powhatan 0.9 Prince Edward 1.3 Prince George 1.3 Richmond 0.7 Richmond city 22.2 Staunton 2.1 Sussex 0.9 Waynesboro 1.6 Tot. Hslds.: 375,800

ROANOKE-LYNCHBURG, VA — Alleghany 1.2 Amherst 2.3 Appomattox 1.1 Bath 0.7 Bedford 3.1 Bedford city 0.7 Botetourt 2.3 Buena Vista 0.6 Campbell 4.4 Carroll 2.5 Charlotte 1.2 Clifton Forge 0.6 Covington 1.0 Craig 0.5 Danville 4.8 Floyd 1.1 Franklin 3.1 Galax 0.8 Giles 1.8 Grayson 1.6 Halifax 2.7 Henry 5.4 Highland 0.3 Lexington 0.7 Lynchburg 6.8 Martinsville 1.7 Mecklenburg 2.8 Montgomery 5.7 Nelson 1.1 Pittsylvania 5.8 Pulaski 3.2 Radford 1.2 Roanoke 8.5 Roanoke city 11.5 Rockbridge 1.5 Salem 2.4 South Boston 0.7 Wythe 2.3 W.VA.: Monroe 1.2 Pocahontas 1.0 Tot. Hslds.: 353,500

ROCHESTER, N.Y. — Livingston 5.6 Monroe 76.6 Ontario 9.2 Wayne 8.7 Tot. Hslds.: 334,800

ROCHESTER-MASON CITY-AUSTIN, MINN — IOWA: Cerro Gordo 12.5 Floyd 5.4 Franklin 3.7 Hancock 3.8 Howard 2.9 Kossuth 5.7 Mitchell 2.9 Winnebago 3.5 Worth 2.4 MINN: Dodge 3.3 Faribault 5.3 Fillmore 5.8 Freeborn 9.5 Mower 10.0 Olmsted 22.6 Tot. Hslds.: 140,500

ROCKFORD, ILL — Boone 5.5 Ogle 8.5 Stephenson 9.7 Winnebago 50.0 WISC: Rock 26.3 Tot. Hslds.: 176,800

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

ROSWELL, N.M.— Chaves 34.8 Eddy 33.3 Lea (northern portion) 31.9 Tot. Hslds.: 52,000.

SACRAMENTO-STOCKTON, CALIF.— Amador 1.0 Calaveras 1.0 Colusa 0.7 Contra Costa (eastern portion) 4.5 El Dorado (western portion) 2.9 Mono 0.4 Nevada 2.6 Placer (western portion) 4.9 Plumas 0.8 Sacramento 37.5 San Joaquin 14.5 Sierra 0.2 Solano (eastern portion) 5.2 Stanislaus 12.4 Sutter 2.5 Tuolumne 1.7 Yolo 5.1 Yuba 2.2 Tot. Hslds.: 754,200.

ST. JOSEPH, MO.— Buchanan 62.8 Gentry 6.5 Harrison 7.6 Holt 1.7 Nodaway 14.5 Worth 2.7 Tot. Hslds.: 52,400.

ST. LOUIS, MO.— ILL.: Bond 0.5 Calhoun 0.2 Clinton 1.0 Fayette 0.8 Greene 0.6 Jefferson 1.4 Jersey 0.7 Macoupin 1.8 Madison 8.4 Marion 1.6 Monroe 0.6 Montgomery 1.2 Morgan 1.3 Perry 0.8 Randolph 1.2 St. Clair 9.5 Washington 0.6 MO.: Crawford 0.6 Dent 0.5 Franklin 2.3 Gasconade 0.5 Iron 0.4 Jefferson 4.2 Lincoln 0.7 Madison 0.4 Perry 0.6 Pike 0.7 Reynolds 0.2 St. Charles 4.1 Ste. Genevieve 0.5 St. Francois 1.4 St. Louis 31.5 St. Louis city 18.5 Warren 0.5 Washington 0.6 Tot. Hslds.: 1,014,000.

SALINAS-MONTEREY, CALIF.— Monterey 51.7 San Benito 4.8 Santa Cruz 43.4 Tot. Hslds.: 163,100.

SALISBURY, MD.— DEL.: Sussex 46.5 MD.: Somerset 9.2 Wicomico 30.6 Worcester 13.7 Tot. Hslds.: 73,100.

SALT LAKE CITY, UTAH— IDA.: Bear Lake 0.5 Caribou 0.6 Franklin 0.7 Oneida 0.2 MONT.: Park 1.1 NEV.: Elko 1.2 Eureka 0.1 White Pine 0.7 UTAH: Beaver 0.3 Box Elder 2.1 Cache 3.4 Carbon 1.7 Daggett 0.1 Davis 7.5 Duchesne 0.8 Emery 0.7 Garfield 0.3 Grand 0.5 Iron 1.0 Juab 0.4 Kane 0.3 Millard 0.6 Morgan 0.3 Piute 0.1 Rich 0.1 Salt Lake 39.2 San Juan 0.7 Sanpete 1.0 Sevier 1.1 Summit 0.5 Tooele 1.6 Uintah 1.3 Utah 11.4 Wasatch 0.5 Washington 1.4 Wayne 0.1 Weber 9.7 WYO.: Big Horn 1.0 Hot Springs 0.4 Sweetwater 3.2 Teton 0.5 Uinta 0.7 Tot. Hslds.: 463,900.

SAN ANGELO, TEX.— Concho 3.1 Irion 1.2 Schleicher 2.8 Sterling 1.5 Tom Green 91.3 Tot. Hslds.: 32,300.

SAN ANTONIO, TEX.— Atascosa 1.5 Bandera 0.6 Bexar 70.1 Comal 2.7 De Witt 1.6 Dimmit 0.7 Edwards 0.2 Frio 0.9 Gillespie 1.0 Goliad 0.4 Gonzales 1.3 Guadalupe 3.2 Karnes 0.9 Kendall 0.8 Kerr 2.2 Kimble 0.4 Kinney 0.2 La Salle 0.4 Lavaca 1.6 Live Oak 0.6 McMullen 0.1 Maverick 1.4 Medina 1.5 Real 0.2 Uvalde 1.5 Val Verde 2.2 Wilson 1.1 Zavala 0.7 Tot. Hslds.: 437,300.

SAN DIEGO, CALIF.— San Diego 100.0 Tot. Hslds.: 704,400.

SAN FRANCISCO, CALIF.— Alameda 23.0 Contra Costa (western portion) 10.0 Lake 0.7 Marin 4.5 Mendocino 1.3 Napa 1.9 San Francisco 16.2 San Mateo 11.8 Santa Clara 23.3 Solano (western portion) 1.9 Sonoma 5.6 Tot. Hslds.: 1,952,800.

SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO, CALIF.— San Luis Obispo 34.7 Santa Barbara 65.3 Tot. Hslds.: 164,700.

SAVANNAH, GA.— Appling 3.1 Bacon 2.1 Bryan 1.8 Bulloch 7.9 Candler 1.6 Chatham 41.5 Effingham 3.6 Evans 2.0 Jeff Davis 2.2 Liberty 4.7 Long 0.7 McIntosh 1.9 Montgomery 1.3 Tattnall 3.[illegible] Toombs 4.7 Wayne 4.0 S.C.: Beaufort 10.5 Jasper 3.0 Tot. Hslds.: 153,800.

SEATTLE-TACOMA, WASH.— Clallam 1.7 Grays Harbor 2.5 Island 1.5 Jefferson 0.6 King 48.0 Kitsap 4.9 Kittitas (western portion) 0.2 Lewis 2.0 Mason 0.9 Pacific 0.7 Pierce 15.7 San Juan 0.3 Skagit 2.2 Snohomish 11.0 Thurston 4.4 Whatcom 3.6 Tot. Hslds.: 991,700.

SELMA, ALA.— Dallas 100.0 Tot. Hslds.: 18,000.

SHREVEPORT-TEXARKANA, LA.— ARK.: Columbia 2.4 Hempstead 1.9 Howard 1.3 Lafayette 0.9 Little River 1.0 Miller 3.1 Sevier 1.2 LA.: Bienville 1.6 Bossier 6.0 Caddo 21.9 Claiborne 1.5 De Soto 2.0 Natchitoches 2.9 Red River 0.8 Sabine 1.7 Webster 3.8 OKLA.: McCurtain 3.3 TEX.: Bowie 7.3 Camp 0.8 Cass 2.5 Gregg 8.3 Harrison 4.2 Marion 0.8 Morris 1.2 Nacogdoches 3.7 Panola 1.8 Red River 1.4 Rusk 3.8 San Augustine 0.8 Shelby 1.9 Titus 1.9 Upshur 2.5 Tot. Hslds.: 386,[illegible].

SIOUX CITY, IOWA— Buena Vista 5.1 Cherokee [illegible]8 Clay 4.7 Dickinson 3.6 Ida 2.1 Monona 3.0 O'Brien 4.1 Palo Alto 2.9 Plymouth 5.3 Pocahontas 2.8 Sac 3.8 Sioux 6.4 Woodbury 23.7 NEB.: Cedar 2.3 Dakota 3.6 Dixon 1.8 Knox 2.6 Madison 7.3 Pierce 2.1 Thurston 1.5 Wayne 2.0 S.D.: Clay 2.9 Union 2.7 Tot. Hslds.: 154,100.

SIOUX FALLS-MITCHELL, S.D.— IOWA: Lyon 2.1 Osceola 1.3 MINN.: Big Stone 1.3 Jackson 2.5 Lincoln 1.4 Murray 2.0 Nobles 3.7 Pipestone 2.1 Rock 1.9 NEB.: Boyd 0.6 Keya Paha 0.2 N.D.: Dickey 1.3 S.D.: Aurora 0.7 Beadle 3.3 Bon Homme 1.4 Brookings 3.3 Brown 6.3 Brule 0.8 Buffalo 0.3 Charles Mix 1.7 Clark 1.1 Codington 3.5 Davison 3.1 Day 1.5 Deuel 0.8 Douglas 0.7 Edmunds 0.8 Faulk 0.5 Grant 1.6 Gregory 1.1 Hamlin 1.0 Hand 0.8 Hanson 0.6 Hughes 2.5 Hutchinson 1.6 Hyde 0.4 Jerauld 0.5 Jones 0.3 Kingsbury 1.2 Lake 1.8 Lincoln 2.5 Lyman 0.7 McCook 1.1 Marshall 1.0 Mellette 0.3 Miner 0.7 Minnehaha 16.9 Moody 1.2 Potter 0.6 Roberts 1.7 Sanborn 0.5 Spink 1.6 Stanley 0.3 Sully 0.4 Todd 0.9 Tripp 1.4 Turner 1.7 Yankton 2.7 Tot. Hslds.: 212,200.

SOUTH BEND-ELKHART, IND.— Elkhart 17.8 Fulton 2.5 Kosciusko 7.3 La Grange 2.8 Marshall 5.1 Pulaski 1.8 St. Joseph 30.8 Starke 2.8 MICH.: Berrien 23.1 Cass 6.1 Tot. Hslds.: 261,600.

SPOKANE, WASH.— IDA.: Benewah 0.9 Bonner 2.8 Boundary 0.8 Clearwater 1.1 Idaho 1.5 Kootenai 6.5 Latah 2.1 Lewis 0.6 Nez Perce 3.8 Shoshone 2.1 MONT.: Lincoln 1.9 Sanders 1.2 ORE.: Union 2.9 Wallowa 0.9 WASH.: Adams 1.6 Asotin 1.8 Chelan 5.4 Columbia 0.5 Douglas 2.3 Ferry 0.7 Garfield 0.4 Grant 5.4 Lincoln 1.2 Okanogan 3.5 Pend Oreille 1.0 Spokane 39.1 Stevens 3.1 Whitman 4.0 Tot. Hslds.: 312,300.

SPRINGFIELD, MASS.— Franklin 10.7 Hampden 71.3 Hampshire 18.0 Tot. Hslds.: 228,500.

SPRINGFIELD, MO.— ARK.: Baxter 4.2 Boone 3.8 Carroll 2.3 Fulton 1.4 Madison 1.6 Marion 2.1 Newton 1.1 MO.: Barry 3.7 Benton 2.1 Camden 3.1 Cedar 1.8 Christian 3.2 Dade 1.3 Dallas 1.9 Douglas 1.7 Greene 27.0 Hickory 1.2 Howell 4.3 Laclede 3.6 Lawrence 4.4 Oregon 1.7 Ozark 1.2 Polk 2.6 Pulaski 3.4 Shannon 1.1 Stone 2.3 Taney 3.2 Texas 3.2 Webster 3.0 Wright 2.5 Tot. Hslds.: 252,900.

SPRINGFIELD-DECATUR-CHAMPAIGN, ILL.— Champaign 19.8 Christian 4.9 Coles 5.9 De Witt 2.3 Douglas 2.6 Ford 1.9 Macon 17.2 Menard 1.6 Moultrie 1.7 Piatt 2.2 Sangamon 24.0 Shelby 3.1 Vermilion 12.8 Tot. Hslds.: 283,000.

SYRACUSE, N.Y.— Cayuga 7.8 Cortland 5.0 Madison 6.0 Oneida (western portion) 8.7 Onondaga 46.8 Oswego 10.2 Schuyler 1.9 Seneca 3.2 Tompkins 8.3 Yates 2.1 Tot. Hslds.: 349,500.

TALLAHASSEE, FLA.— Gadsden 7.1 Hamilton 2.3 Jefferson 2.4 Lafayette 1.1 Leon 34.4 Madison 3.4 Taylor 3.5 Wakulla 2.3 GA.: Brooks 3.5 Decatur 5.9 Echols 0.4 Grady 4.9 Lowndes 15.9 Miller 1.4 Seminole 2.0 Thomas 9.5 Tot. Hslds.: 137,500.

TAMPA-ST. PETERSBURG, FLA.— Citrus 2.0 De Soto 0.6 Hardee 0.6 Hernando 1.4 Highlands 1.7 Hillsborough 24.0 Manatee 6.5 Pasco 7.7 Pinellas 35.6 Polk 11.2 Sarasota 8.7 Tot. Hslds.: 923,700.

TERRE HAUTE, IND.— ILL.: Clark 4.0 Clay 3.3 Crawford 5.1 Cumberland 2.3 Edgar 5.0 Effingham 6.3 Jasper 2.5 Lawrence 4.1 Richland 3.8 IND.: Clay 5.7 Daviess 5.3 Greene 6.4 Knox 8.7 Martin 2.1 Parke 3.5 Sullivan 4.6 Vermillion 3.9 Vigo 23.4 Tot. Hslds.: 167,000.

TOLEDO, OHIO— MICH.: Lenawee 7.1 OHIO: Crawford 4.2 Defiance 2.9 Fulton 3.0 Hancock 5.5 Hardin 3.1 Henry 2.5 Lucas 42.7 Ottawa 3.3 Putnam 2.3 Sandusky 5.1 Seneca 4.7 Williams 3.0 Wood 8.8 Wyandot 1.8 Tot. Hslds.: 410,600.

TOPEKA, KANS.— Clay 3.5 Coffey 3.2 Geary 8.8 Jackson 4.0 Lyon 11.0 Marshall 4.6 Morris 2.4 Nemaha 3.1 Osage 4.8 Pottawatomie 4.5 Shawnee 47.7 Wabaunsee 2.3 Tot. Hslds.: 121,300.

TRAVERSE CITY-CADILLAC, MICH.— Antrim 4.3 Benzie 2.8 Charlevoix 4.9 Cheboygan 5.1 Chippewa 8.0 Crawford 2.3 Emmet 5.2 Grand Traverse 11.5 Kalkaska 2.9 Lake 2.0 Leelanau 3.5 Luce 1.6 Mackinac 3.1 Manistee 6.3 Mason 6.7 Missaukee 2.7 Montmorency 2.2 Osceola 5.1 Oscoda 2.1 Otsego 3.6 Presque Isle 3.4 Roscommon 4.8 Wexford 6.0 Tot. Hslds.: 136,400.

TUCSON, ARIZ.— Apache (southern portion) 1.0 Cochise 12.4 Pima 82.3 Santa Cruz 2.8 N.M.: Catron 0.4 Hidalgo 1.1 Tot. Hslds.: 208,900.

TULSA, OKLA.— KANS.: Chautauqua 0.6 Elk 0.4 Montgomery 4.3 OKLA.: Adair 1.6 Cherokee 2.5 Craig 1.5 Creek 5.4 Delaware 2.2 Haskell 1.1 Latimer 0.9 McIntosh 1.4 Mayes 3.1 Muskogee 6.6 Nowata 1.1 Okfuskee 1.2 Okmulgee 3.7 Osage 3.6 Pawnee 1.5 Pittsburg 3.5 Rogers 3.5 Tulsa 43.1 Wagoner 2.8 Washington 4.3 Tot. Hslds.: 397,500.

TUSCALOOSA, ALA.— Tuscaloosa 100.0 Tot. Hslds.: 41,100.

TWIN FALLS, IDA.— Gooding 13.7 Jerome 19.1 Lincoln 4.8 Twin Falls 62.5 Tot. Hslds.: 28,300.

TYLER, TEX.— Angelina 23.7 Cherokee 14.4 Houston 8.0 Smith 50.4 Trinity 3.5 Tot. Hslds.: 83,900.

UTICA, N.Y.— Herkimer 23.1 Oneida (eastern portion) 58.1 Otsego 18.8 Tot. Hslds.: 105,900.

VICTORIA, TEX.— Victoria 100.0 Tot. Hslds.: 20,700.

WACO-TEMPLE, TEX.— Bell 27.3 Brazos 14.3 Burleson 2.1 Coryell 6.0 Falls 3.2 Lampasas 2.2 Leon 1.9 Limestone 3.3 McLennan 30.2 Madison 1.6 Milam 4.0 Mills 0.9 Robertson 2.8 Tot. Hslds.: 196,000.

WASHINGTON, D.C.— District of Columbia 19.8 MD.: Allegany 2.2 Calvert 0.7 Charles 1.5 Frederick 2.6 Montgomery 14.4 Prince Georges 15.8 St. Marys 1.2 Washington 2.8 PA.: Franklin 2.6 VA.: Alexandria 3.2 Arlington 4.9 Clarke 0.2 Culpeper 0.5 Fairfax 12.6 Fairfax city 0.5 Falls Church 0.3 Fauquier 0.7 Frederick 0.8 Fredericksburg 0.4 King George 0.2 Loudoun 1.3 Manassas 0.3 Manassas Park 0.2 Page 0.5 Prince William 2.6 Rappahannock 0.1 Shenandoah 0.7 Spotsylvania 0.7 Stafford 0.8 Warren 0.6 Westmoreland 0.4 Winchester 0.6 W.VA.: Berkeley 1.0 Hampshire 0.4 Jefferson 0.7 Mineral 0.6 Morgan 0.2 Tot. Hslds.: 1,404,100.

WATERTOWN-CARTHAGE, N.Y.— Jefferson 41.4 Lewis 11.1 St. Lawrence 47.5 Tot. Hslds.: 78,300.

WAUSAU-RHINELANDER, WISC.— Adams 3.2 Clark 8.0 Forest 2.1 Langlade 5.0 Lincoln 6.6 Marathon 25.6 Oneida 8.4 Portage 11.8 Price 4.1 Taylor 4.4 Vilas 4.4 Wood 16.3 Tot. Hslds.: 142,800.

WEST PALM BEACH, FLA.— Indian River 7.1 Martin 7.5 Okeechobee 2.2 Palm Beach 72.9 St. Lucie 10.2 Tot. Hslds.: 275,400.

WHEELING-STEUBENVILLE, W.VA.— OHIO: Belmont 19.0 Carroll 5.6 Guernsey 9.0 Harrison 4.0 Jefferson 20.1 Monroe 3.4 Noble 2.6 W.VA.: Brooke 6.6 Marshall 9.0 Ohio 13.7 Tyler 2.4 Wetzel 4.6 Tot. Hslds.: 159,700.

WICHITA-HUTCHINSON, KANS.— Barber 0.6 Barton 3.0 Butler 4.2 Chase 0.3 Cheyenne 0.4 Clark 0.3 Comanche 0.3 Cowley 3.5 Decatur 0.5 Dickinson 2.0 Edwards 0.5 Ellis 2.3 Ellsworth 0.6 Finney 2.1 Ford 2.3 Gove 0.3 Graham 0.4 Grant 0.6 Gray 0.5 Greeley 0.2 Greenwood 1.0 Hamilton 0.3 Harper 0.9 Harvey 2.7 Haskell 0.4 Hodgeman 0.2 Kearny 0.3 Kingman 1.0 Kiowa 0.5 Lane 0.3 Lincoln 0.5 Logan 0.4 McPherson 2.5 Marion 1.3 Meade 0.5 Mitchell 0.8 Ness 0.5 Norton 0.7 Osborne 0.7 Ottawa 0.7 Pawnee 0.8 Pratt 1.0 Rawlins 0.4 Reno 6.3 Rice 1.2 Rooks 0.7 Rush 0.5 Russell 0.9 Saline 4.5 Scott 0.6 Sedgwick 31.7 Seward 1.7 Sheridan 0.3 Sherman 0.7 Stafford 0.7 Stanton 0.2 Stevens 0.4 Sumner 2.4 Thomas 0.8 Trego 0.4 Wallace 0.2 Wichita 0.2 NEB.: Dundy 0.3 Hitchcock 0.5 Red Willow 1.3 OKLA.: Beaver 0.6 Tot. Hslds.: [illegible].

WICHITA FALLS-LAWTON, TEX.— OKLA.: Comanche 23.1 Cotton 1.8 Harmon 1.2 Jackson 7.7 Jefferson 2.4 Kiowa 3.2 Stephens 10.1 Tillman 2.9 TEX.: Archer 1.5 Baylor 1.2 Clay 2.1 Foard 0.5 Hardeman 1.5 King 0.1 Knox 1.3 Montague 4.1 Throckmorton 0.5 Wichita 26.4 Wilbarger 3.6 Young 4.6 Tot. Hslds.: 164,200.

WILKES BARRE-SCRANTON, PA.— Carbon 4.1 Columbia 4.6 Lackawanna 18.5 Luzerne 26.2 Lycoming 8.5 Monroe 4.6 Montour 1.1 Northumberland 8.0 Schuylkill 12.5 Snyder 2.1 Sullivan 0.4 Susquehanna 2.8 Union 2.1 Wayne 2.7 Wyoming 1.8 Tot. Hslds.: [illegible].

WILMINGTON, N.C.— Bladen 6.8 Brunswick 8.2 Columbus 12.0 New Hanover 26.9 Pender 5.2 Robeson 19.6 S.C.: Horry 21.4 Tot. Hslds.: 143,700.

YAKIMA, WASH.— ORE.: Morrow 1.8 Umatilla 13.8 WASH.: Benton 22.4 Franklin 7.0 Kittitas (eastern portion) 4.7 Walla Walla 10.6 Yakima 39.7 Tot. Hslds.: 148,800.

YOUNGSTOWN, OHIO— Mahoning 44.7 Trumbull 36.3 PA.: Mercer 19.1 Tot. Hslds.: 219,900.

ZANESVILLE, OHIO— Muskingum 100.0 Tot. Hslds.: 29,100.

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Guide to using S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1979										
	POPULATION—12/31/79			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM/ARB TV (ADI) MARKET	Total Pop (Thous.)	Total House-holds (Thous.)	Black Pop (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	**Buying Power Index**
1	2			3	4	5					6

1 The *Survey's* **TV markets** are the American Research Bureau's Areas of Dominant Influence (ADI). ARB (better known in the industry as Arbitron) studies each county for its measurable viewing patterns. The hours of viewing accorded each TV station whose signal reaches the county are totalled; then each station's percentage share of total viewing hours is calculated. The market of origin of the TV stations with the largest share of viewing hours becomes the ADI name of that market, and all counties whose largest viewing share is given to stations of that same market of origin are grouped within the ADI. (For its purposes, ARB splits certain counties, treating each portion as if it were a separate county.) Each county (or portion) is allocated exclusively to a single ADI, thus eliminating overlap. All of the U.S. is covered except for Hawaii and part of Alaska.

2 Population is the number of **persons** living in the ADI on 12/31/79. It includes those living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes tourists and transients. **Households** are units made up of all the people occupying a single housing unit under 1970 census rules—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household. A further refinement of total population is the number of **black persons** living in the ADI as of 12/31/79.

Caution: Although a county's population total will include all the people in the area, the household total will not do so because it excludes those living in group quarters. Thus if you calculate average Effective Buying Income per household, it must be recognized that this indicator will include the income of people not living in households.

3 Effective Buying Income (EBI), a classification developed exclusively by Sales & Marketing Management, is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Compensation paid to military and diplomatic personnel stationed overseas is deducted from this total to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income groups, as reported in the July 28th *Survey of Buying Power*, should be considered.

4 Total retail sales are net sales (minus refunds, allowances for returns, and taxes) of establishments engaged primarily in retail trade. Retail sales by such nonretailers as wholesalers and service establishments are not counted. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas as well as by purchases by nonhousehold units such as businesses and the inhabitants of group quarters. They are actually a measure of the drawing power of local retail establishments.

The Total Retail Sales figure includes sales of store types not listed in the 1980 *Survey*. Thus the arithmetic difference between Total Retail Sales and the aggregate sales of the major store types detailed in the *Survey* represents sales of "All Other Stores," so to speak.

5 Individual **retail store groups** are considered as channels of distribution in local markets. Thus the retail sales total of the particular store group through which your product moves is useful in analyzing the relative importance of that distribution channel. Bear in mind that the retail sales total of a store type represents the cumulative sales of all products and/or services handled by the store, and not just the type of products associated with the store type. That is, food stores sell more than food products, and drugstores sell more than health and beauty aids.

Separate sales totals are provided for (1) *food stores*, which sell food primarily for home consumption; (2) *general merchandise stores*, which include department, limited-price variety, and general merchandise stores; (3) *furniture, home furnishings*, and *appliance stores (FHA)*; (4) *automotive dealers*, which include those selling domestic and imported cars, new and used; and stores selling tires, batteries, and accessories; and (5) *drugstores*, which include *proprietary stores*.

6 Buying Power Index (BPI) is a weighted index that converts three basic elements—population, Effective Buying Income, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the U.S. potential. It is calculated by giving a weight of 5 to the market's percent of the U.S. Effective Buying Income, 3 to its percent of U.S. retail sales, and 2 to its percent of U.S. population. The total of those weighted percents is then divided by 10 to arrive at the BPI. However, depending upon what your research has revealed about buyers of your product, you can construct your own customized BPI by using any of the factors contained in the tables and assigning to them what you think are relevant weights.

S&MM's SURVEY OF TELEVISION MARKETS

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STATE S&MM/ARB TV (ADI) MARKET	Total Pop (Thous.)	Total Households (Thous.)	Black Pop (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	Buying Power Index
CALIFORNIA											
BAKERSFIELD	315.8	106.4	22.1	1,942,943	1,367,565	334,889	131,331	68,161	259,399	59,238	.1347
CHICO-REDDING	325.7	126.7	5.4	2,208,508	1,422,211	349,056	106,024	63,781	264,672	65,380	.1458
EL CENTRO-YUMA	168.2	55.5	6.4	1,009,234	644,457	165,057	87,403	20,150	112,334	27,915	.0683
EUREKA	143.0	54.2	.7	1,056,659	565,801	158,808	31,332	18,702	83,301	38,285	.0646
FRESNO	988.3	338.9	51.1	6,026,027	3,987,416	957,463	440,942	178,560	882,227	182,397	.4103
LOS ANGELES	10,959.7	4,220.8	990.4	92,124,538	48,218,078	10,388,573	6,160,305	2,609,741	9,487,437	1,634,142	5.4647
PALM SPRINGS	134.4	51.3	8.2	925,278	586,867	127,474	70,748	22,011	127,405	21,251	.0605
SACRAMENTO-STOCKTON	2,061.2	754.2	104.2	15,383,166	9,104,903	2,111,453	1,091,184	476,999	1,744,188	423,647	.9693
SALINAS-MONTEREY	487.6	163.1	17.9	3,341,688	2,066,055	457,269	181,981	94,905	389,802	94,123	.2172
SAN DIEGO	1,841.2	704.4	106.8	14,125,990	7,512,742	1,490,114	1,173,634	447,294	1,424,469	220,709	.8566
SAN FRANCISCO	4,971.3	1,952.8	406.8	46,479,728	22,972,186	4,968,112	2,864,600	1,289,988	4,374,143	978,826	2.6604
SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO	449.7	164.7	14.9	3,474,894	1,863,961	409,063	146,643	101,836	303,491	75,706	.2111
COLORADO											
COLORADO SPRINGS-PUEBLO	534.8	184.8	23.5	3,262,348	2,012,385	429,055	238,399	104,864	440,764	45,065	.2170
DENVER	2,141.4	770.7	63.3	16,936,247	9,640,764	2,022,389	1,076,982	435,150	1,962,493	246,114	1.0425
GRAND JUNCTION	121.2	45.2	.1	763,088	547,865	112,467	52,622	25,033	119,416	11,287	.0528

San Francisco. The City is just the beginning...

of the affluent Northern California market, an area more populous than 42 States in the U.S. and a vital consideration in any marketing strategy.

In this market, one media buy dominates: San Francisco Newspapers, The San Francisco Chronicle and The San Francisco Examiner. It's the buy that outranks the next newspaper by more than 3 to 1, reaching 662,353 homes throughout Northern California.

San Francisco Chronicle
San Francisco Examiner

San Francisco Newspaper Agency Agent for San Francisco Chronicle/San Francisco Examiner

Represented nationally by Sawyer-Ferguson-Walker. Sources: S&MM Survey of Buying Power, 1979; A.B.C. Publishers' Statement, 9/30/79.

S&MM's SURVEY OF TELEVISION MARKETS

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CONNECTICUT											
HARTFORD-NEW HAVEN	1,971.8	691.8	132.5	15,269,983	7,036,818	1,631,197	867,922	280,316	1,183,055	212,897	.8875
DISTRICT OF COLUMBIA											
WASHINGTON	3,972.9	1,404.1	919.1	34,992,537	16,847,843	3,450,135	2,321,666	828,854	3,165,281	699,019	2.0085
FLORIDA											
FT. MYERS-NAPLES	350.7	142.1	35.5	2,482,504	1,809,141	413,240	205,651	121,303	347,547	55,916	.1695
GAINESVILLE	166.6	57.4	32.8	971,690	702,358	168,838	86,000	38,825	118,308	27,022	.0687
JACKSONVILLE	974.8	335.6	213.9	5,942,477	3,983,027	888,301	438,947	166,578	909,257	149,530	.4062
MIAMI	2,471.8	963.6	343.3	20,432,366	12,797,569	2,637,752	1,725,183	818,477	2,574,510	480,980	1.2871
ORLANDO-DAYTONA BEACH	1,339.3	497.0	177.3	8,677,756	6,194,026	1,445,024	813,129	248,207	1,180,969	206,431	.5983
PANAMA CITY	215.9	75.6	37.5	1,031,084	743,203	184,999	88,243	37,819	155,531	21,179	.0762
TALLAHASSEE	415.5	137.5	140.3	2,254,223	1,503,587	375,266	155,209	57,058	288,982	56,225	.1582
TAMPA-ST. PETERSBURG	2,230.5	923.7	233.1	15,580,256	10,086,243	2,520,110	1,387,879	485,728	1,865,798	336,769	1.0237
WEST PALM BEACH	713.8	275.4	110.3	5,824,941	3,617,342	855,761	416,227	218,045	724,427	124,083	.3664
GEORGIA											
ALBANY	339.2	112.0	115.6	1,753,656	1,123,932	276,095	114,097	49,586	229,494	37,589	.1228
ATLANTA	2,806.8	965.8	583.9	19,544,433	11,350,789	2,398,689	1,713,716	425,457	2,324,324	364,870	1.2412
AUGUSTA	519.5	164.8	193.8	2,825,140	1,658,931	417,756	196,518	78,713	346,308	51,714	.1904
COLUMBUS	496.4	163.3	179.1	2,661,704	1,561,333	346,466	195,174	68,367	353,587	49,836	.1797
MACON	405.6	132.8	141.7	2,174,592	1,392,751	325,314	170,687	51,663	285,681	43,582	.1510
SAVANNAH	487.4	153.8	165.0	2,556,698	1,700,667	379,892	161,608	99,220	326,216	54,539	.1804
IDAHO											
BOISE	362.3	125.5	1.7	2,335,474	1,599,940	356,237	151,350	85,559	348,417	43,196	.1588
IDAHO FALLS-POCATELLO	280.0	86.9	.9	1,768,066	1,120,048	237,157	110,918	56,416	235,223	32,774	.1178
TWIN FALLS	80.4	29.3	.0	529,541	293,096	58,681	26,480	14,147	64,741	14,657	.0334

New England's 2nd ADI

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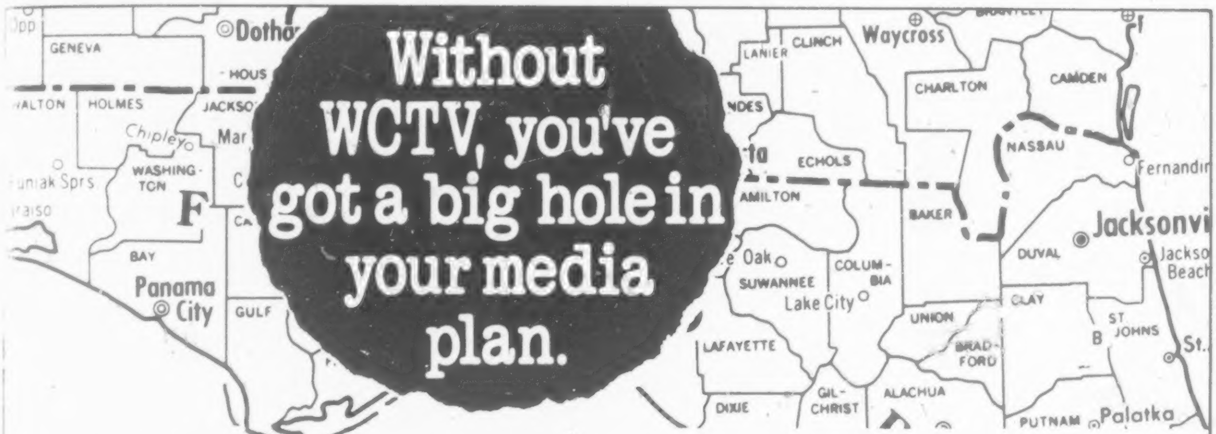
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ILLINOIS												
CHICAGO	8,295.4	2,871.2	1,448.1	71,408,049	35,354,819	6,942,479	4,497,833	1,566,580	6,636,640	1,288,737		4.1496
PEORIA	650.4	231.3	31.1	5,202,828	2,839,532	569,550	363,768	117,131	604,007	67,823		.3156
QUINCY-HANNIBAL	326.6	121.1	8.8	2,182,859	1,147,586	249,991	104,629	50,998	251,914	35,366		.1355
ROCKFORD	496.0	176.6	29.1	4,015,241	2,039,349	441,867	327,679	97,956	364,186	61,489		.2377
SPRINGFIELD-DECATUR-CHAMPAIGN	772.9	283.0	51.2	6,086,493	3,402,255	693,366	444,615	144,753	671,340	106,006		.3728

TAMPA
ST. PETERSBURG
IS THE
18th
MARKET (ARB-ADI Rankings)
DISNEY WORLD is only 60 miles east of this exciting fast growing market served best by
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INDIANA											
EVANSVILLE	635.9	224.4	30.2	4,240,130	2,513,991	519,179	263,155	113,684	587,593	76,730	.2726
FT. WAYNE	618.7	209.8	24.6	4,507,849	2,412,378	485,463	296,925	95,053	546,182	78,124	.2768
INDIANAPOLIS	2,236.6	772.2	182.3	16,701,715	9,024,242	1,818,203	1,131,424	341,737	1,942,867	329,058	1.0229
LAFAYETTE	115.8	37.5	1.6	786,259	486,677	91,249	97,910	26,021	86,863	20,672	.0512
SOUTH BEND-ELKHART	758.3	261.6	55.1	5,079,504	3,002,570	634,566	[illegible],639	146,598	700,579	111,736	.3266
TERRE HAUTE	452.1	167.0	9.4	3,023,897	1,864,360	357,542	188,533	59,508	365,874	54,661	.1970
IOWA											
CEDAR RAPIDS-WATERLOO	769.5	262.8	12.5	5,562,367	2,941,049	588,420	318,274	135,571	621,064	86,054	.3408
DAVENPORT-ROCK ISLAND-MOLINE	861.8	306.9	25.7	6,776,373	3,629,860	706,509	466,829	163,953	799,949	123,246	.4099
DES MOINES	949.4	343.9	19.5	7,339,150	4,048,235	850,333	471,681	172,121	827,345	96,082	.4493
DUBUQUE	96.1	28.5	.5	684,047	433,600	79,549	73,836	28,618	86,738	13,828	.0445
OTTUMWA-KIRKSVILLE	75.3	28.8	.4	469,376	269,802	57,336	20,420	9,535	62,375	6,068	.0304
SIOUX CITY	437.6	154.1	1.6	3,141,204	1,666,633	344,913	142,070	70,200	348,149	50,309	.1932
KANSAS											
TOPEKA	326.1	121.3	18.0	2,373,485	1,237,266	250,048	154,420	56,774	284,270	38,217	.1440
WICHITA-HUTCHINSON	1,081.6	399.5	43.2	8,300,050	4,533,749	910,967	500,363	202,422	1,030,425	107,734	.5075
KENTUCKY											
BOWLING GREEN	80.6	27.3	6.3	515,615	374,247	86,295	47,561	17,927	68,000	10,887	.0358
LEXINGTON	701.9	235.6	48.3	4,100,846	2,744,269	654,312	330,418	113,316	561,439	81,818	.2830
LOUISVILLE	1,422.4	484.9	128.7	10,154,956	5,303,502	1,223,621	609,317	261,598	1,080,954	179,279	.6213
PADUCAH-CAPE GIRARDEAU-HARRISBURG	791.2	296.7	59.2	4,658,361	3,044,056	658,141	309,277	130,424	695,342	98,769	.3183
LOUISIANA											
ALEXANDRIA	224.0	67.5	57.0	2,161,464	691,712	183,193	105,148	27,223	144,351	23,518	.0795
BATON ROUGE	651.7	206.0	216.1	4,327,301	2,468,987	613,423	435,175	110,227	498,237	82,097	.2758
LAFAYETTE	572.9	180.3	141.5	2,767,001	1,810,326	441,759	189,040	87,849	415,119	68,965	.1932
LAKE CHARLES	197.5	65.6	43.3	1,273,161	785,480	212,252	90,901	36,939	170,758	22,425	.0837
MONROE-EL DORADO	502.2	165.6	175.9	2,668,139	1,566,572	394,091	184,609	63,283	391,785	54,412	.1806
NEW ORLEANS	1,627.5	539.5	461.4	11,177,399	6,251,796	1,680,259	815,805	318,517	1,130,817	202,614	.7036
SHREVEPORT-TEXARKANA	1,111.4	386.8	328.8	6,511,332	4,222,558	1,015,746	502,529	194,932	956,472	113,629	.4444

We Turn Them On When They Turn TV Off!

We reach more than 783,000 adults in the Indianapolis ADI every weekday. And, more than 812,000 adults every Sunday.

Over 5 weekdays we deliver nearly 4 million gross impressions. Four Sundays add up to more than 3 million gross impressions.

Our signal is stronger than that of TV. Your ads won't vanish in 10 to 30 seconds. Your prospects can view your ad for as long as they wish and at their convenience.

Our reception is better than TV, too. Readers tell us they want and read the advertising we carry. Can you imagine viewers welcoming TV commercials?

Look over your TV schedule. Then don't overlook the advantages of newspaper advertising.

Remember — we're turning them on when they turn TV off. To turn them on to your product or service, contact your Star and News representative. Or, phone Alan Judkins at (317) 633-1132.

Source: Three Sigma Research

THE INDIANAPOLIS STAR
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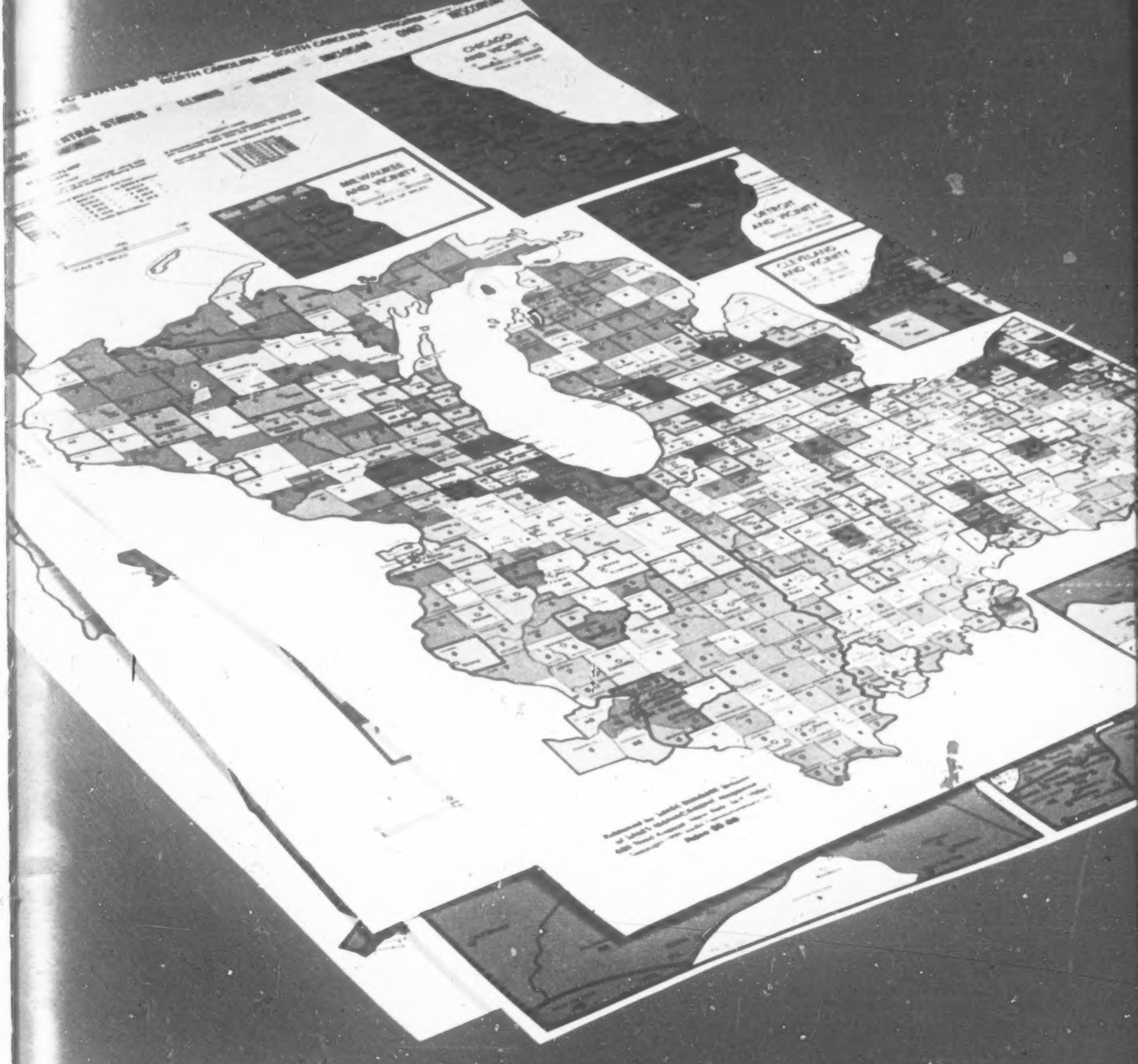
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MILWAUKEE AND VICINITY
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Sales Builders

ALL NEW 1980 SALES MAPS

for Retail and Industrial Markets

Here's one of the most valuable selling tools you can possess—a quick, practical way to have vital market data always at your fingertips . . .

Sales Builders' All-New 1980 County Outline SALES MAPS for Industrial and Retail Markets

These giant, color-coded Sales Maps are a tremendous aid to managers and salesmen in the field. Available in both Regional and full 50-State formats, they swiftly provide a clear breakdown of retail and industrial market strength for every country and important metro area in the country. They immediately help you:

- **Develop more effective market strategies**
- **Improve time and territory management**
- **Concentrate your selling efforts where the profits are**
- **Spot growth trends and new markets where new selling opportunities are ripe**

Certainly there are other sources for up-to-the-minute market data, but consider these important features of SALES MAPS:

SALES MAPS are Faster, More Convenient than Tabulated Data

With Sales Builders' New 1980 Sales Maps you can quickly target the country or metro area of interest—discover key market facts literally at a glance—Make instant comparisons of market strength and buying power—and swiftly determine areas of maximum sales potential.

SALES MAPS Provide a Far Better "Feel" for Market Relationships

Sales Maps give you an all-important perspective for market shape and relationships (something you can't get with columns of tabulated statistics). These Maps help immeasurably with time and territory management—give you new insight into market range and scope—help you spot growth trends where fresh new selling opportunities are inevitable.

SALES MAPS are both Functional and Attractive

These All-New Sales Maps are not only powerful sales marketing tools for both managers and salesmen, but they make handsome additions to sales offices, board rooms and conference rooms as well. Each set of Regional Maps include nine 11" x 17" maps and the 50-State Wall Maps are a full 24½" x 38". All are color coded with 7 vivid colors. County and metro areas are clearly defined for easy reference.

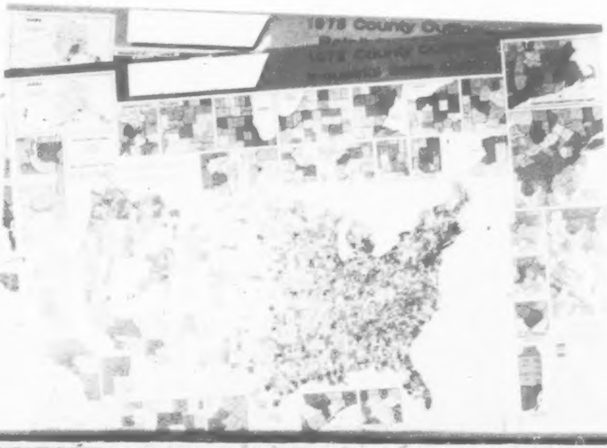
No sales manager or salesman who seriously wants to multiply his effectiveness and boost his success should proceed without a set of these All-New 1980 Sales Maps. They are nothing short of standard equipment for any successful sales operation.

All Sales Builders' Sales Maps are printed on durable, heavy duty stock that stands up to rugged use. Regional maps fold to a convenient 8½" x 11" size and are tabbed for easy reference.

NEW FOR 1980—LAMINATED WALL MAPS SUITABLE FOR USE WITH AN ERASABLE MARKER. CAN BE WIPED CLEAN. SEE ORDER CARD FOR DETAILS. THESE MAPS ARE NOW READY FOR RELEASE. THE PRESS RUN IS LIMITED. TO ASSURE IMMEDIATE DELIVERY FILL IN AND RETURN THE RESERVATION FORM BELOW NOW!

But don't delay—act now while the Reply Card is handy.

GIANT 50 STATE COUNTY OUTLINE WALL MAPS



Industrial and Retail Sales Maps include:

- Key market data on 3,105 counties or county equivalents
- 30 large scale inset maps relating data on 730 leading counties
- 3 inset maps covering the eastern megalopolis
- 6 inset maps covering the mid-U.S. industrial complex

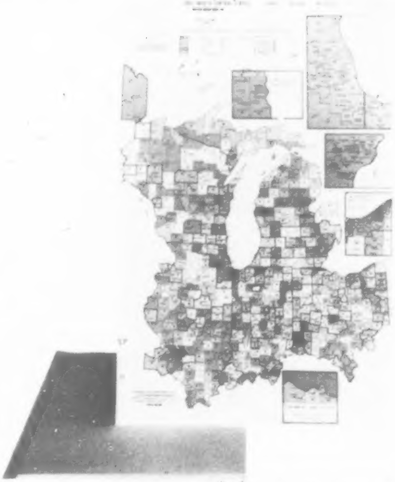
FULL SIZE: 24½" x 38"

Each set includes 9 different 7-color Regional maps. Each map shows the prime sales market, by county, for those states indicated in that Regional market. Plus each map provides the important data listed below.

Set of 9

Regional RETAIL SALES MAPS

- Location of every city with retail sales of $20 million or more
- Differences in county retail sales volume shown in 7 separate color tints
- Median Effective Buying Income (EBI) per household for all counties
- Counties exceeding their state's average for EBI per household



Set of 9

Regional INDUSTRIAL SALES MAPS

- Counties ranked among the first 250 and second 250 of 500 leading U.S. counties with respect to number of large plants (100 or more employees)
- Percentage of industrial shipments accounted for by manufacturing plants with 100 or more employees
- Total dollar volume of industrial shipments for each county shown by 7 separate color tints

- Tabbed for convenient filing and reference.
- All metro and U.S. county areas clearly defined.
- Special blow-up projections of all congested, small county areas, showing all county lines and metro areas.

FULL SIZE (11″ x 17″)

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ALL-NEW '80 RETAIL AND INDUSTRIAL SALES MAPS

(STATES COVERED BY REGIONAL MAPS)

Map 1. New England States: onnecticut, Maine, Massachusetts, New Hampshire, Rhode sland, Vermont.
Map 2. Middle Atlantic tates: New Jersey, New York, ennsylvania.
Map 3. East North Central States: inois, Indiana, Michigan, Ohio, isconsin.
Map 4. West North Central tates: Iowa, Kansas, Minnesota, issouri, Nebraska, North Dakota, outh Dakota.
Map 5. South Atlantic States: elaware, District of Columbia, orida, Georgia, Maryland, North arolina, South Carolina, Virginia, est Virginia.
lap 6. East South Central States: labama, Kentucky, Mississippi, ennessee.
lap 7. West South Central tates: Arkansas, Louisiana, klahoma, Texas.
lap 8. Mountain States: Arizona, olorado, Idaho, Montana, evada, New Mexico, Utah, yoming.
lap 9. Pacific States: Alaska, alifornia, Hawaii, Oregon, ashington

Sales Builders: Please send us our choice of 1980 Sales Maps in the quantities indicated:

Send us ____set(s) of Regional RETAIL Sales Maps Send us ____set(s) of Regional INDUSTRIAL Sales Maps	1 Set of 9 maps .... **$52.50** 2-5 Sets .... **$45.50 ea.** 6 or more .... **$42.50 ea.**
Send us ____50-State RETAIL Sales Map(s) Send us ____50-State RETAIL Sales Map(s) laminated Send us ____50-State INDUSTRIAL Sales Map(s) Send us ____50-State INDUSTRIAL Sales Map(s) laminated	1 Map .... **$26.50** 2-5 Maps .... **$24.50 ea.** 6 or more .... **$19.50 ea.** 1 Map (laminated) ...... **$28.50** 2-5 Maps (laminated) ... **$26.50 ea.** 6 or more (laminated) ... **$21.50 ea.**

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CITY STATE ZIP

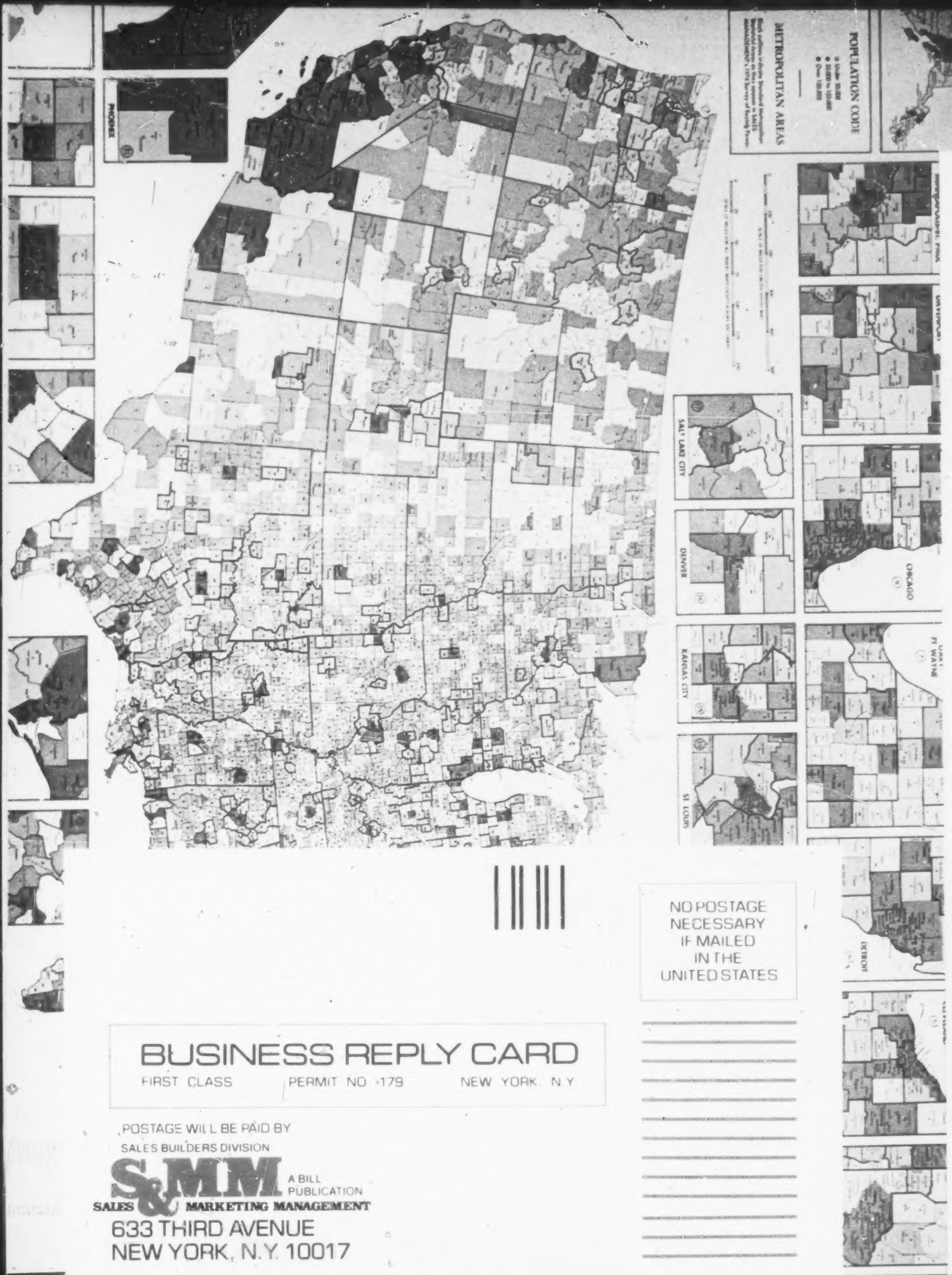
Note: We prefer to purchase the Regional Maps separately at the rate of **$9 ea.** Please send us the maps indicated:
(Please enclose check for purchases under $10)

RETAIL	INDUSTRIAL

GF01

GUARANTEE: All Sales Builders Sales Maps may be examined without obligation for 15 days. If you are not completely satisfied, return the maps and pay nothing — owe nothing.

Note: We cannot mail maps to P.O. Boxes


1980 County Outline
Industrial Sales Map
S&MM
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SALES & MARKETING MANAGEMENT
POPULATION CODE
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S&MM's SURVEY OF TELEVISION MARKETS

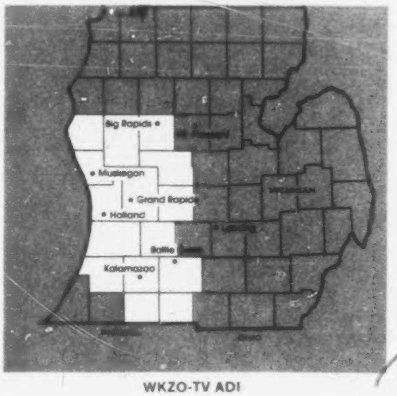
	S&MM ESTIMATES 1979										
	POPULATION—12/31/79			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM/ARB TV (ADI) MARKET	Total Pop (Thous.)	Total House-holds (Thous.)	Black Pop (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	**Buying Power Index**
MAINE											
BANGOR	343.4	118.0	1.0	2,021,664	1,188,668	307,254	110,942	41,913	229,873	37,433	.1337
PORTLAND-POLAND SPRING	835.1	292.9	3.8	5,331,968	3,475,494	801,588	352,539	103,489	638,967	87,513	.3576
PRESQUE ISLE	98.1	30.1	1.4	482,656	298,595	69,448	36,516	12,297	62,294	10,599	.0338
MARYLAND											
BALTIMORE	2,335.8	810.9	563.2	16,097,685	9,109,777	2,161,975	1,123,013	408,138	1,691,742	291,334	1.0162
SALISBURY	199.1	73.1	51.1	1,241,248	938,433	252,345	83,800	37,087	163,696	28,600	.0880
MASSACHUSETTS											
BOSTON	5,376.3	1,881.4	175.4	40,493,942	20,592,929	4,621,261	2,534,684	772,331	3,151,800	637,822	2.4324
SPRINGFIELD	653.2	228.5	31.1	4,483,981	2,395,411	623,300	244,601	73,117	385,286	67,392	.2784
MICHIGAN											
ALPENA	43.7	15.2	.5	236,043	170,554	44,774	12,937	7,829	34,600	5,234	.0169
DETROIT	4,763.2	1,614.7	753.4	41,485,873	22,286,171	4,575,495	2,943,693	1,023,890	5,088,361	876,111	2.4650
FLINT-SAGINAW-BAY CITY	1,277.1	427.3	104.7	9,461,944	5,470,109	1,150,245	763,831	243,272	1,251,220	185,986	.5928
GRAND RAPIDS-KALAMAZOO-BATTLE CREEK	1,556.9	530.6	95.3	9,734,901	6,162,374	1,083,984	1,121,204	272,657	1,256,412	147,925	.6495
LANSING	409.5	208.7	31.9	4,750,916	2,485,266	421,705	487,321	101,343	533,839	52,263	.2858
MARQUETTE	154.0	53.7	2.6	757,385	537,087	133,581	43,739	17,627	95,362	11,197	.0554
TRAVERSE CITY-CADILLAC	388.0	136.4	3.4	1,918,177	1,654,963	398,072	104,145	53,193	302,431	50,503	.1501

ACTIVE WKZO-TV 3

WKZO-TV. Go with it!

WKZO-TV IS FIRST IN THE NATION'S 37th TV MARKET

Source: Arbitron ADI, May 1980



WKZO-TV ADI

The people in Greater Western Michigan are Active people and they're moving with WKZO-TV. Just look at the numbers. **GRAND RAPIDS—KALAMAZOO—BATTLE CREEK TV MARKET.**

- 39th in effective buying income—more than $8.7 billion.
- 35th in food store sales—nearly $1.3 billion.
- 34th in supermarket sales—$1.2 billion.
- 37th in total retail sales—nearly $5.4 billion.

Reach your prime target audience in Grand Rapids—Kalamazoo—Battle Creek with the market's leading station.

WKZO-TV ranks first from 9 a.m. to Midnight, Sunday through Saturday in

- Metro & ADI Share
- TV Households
- Total Women
- Total Men
- Adults 18+

Arbitron ADI May 1980
Sales & Marketing Management's Data Service 1979

AM-TV-FM

A Fetzer Station

WKZO-TV

Channel 3 · A CBS Affiliate · 100,000 WATTS 1000 FT. TOWER

KALAMAZOO-GRAND RAPIDS AND GREATER WESTERN MICHIGAN

Avery-Knodel Television National Representatives

S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1979										
	POPULATION—12/31/79			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM/ARB TV (ADI) MARKET	Total Pop (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	**Buying Power Index**
MINNESOTA											
ALEXANDRIA	236.9	83.0	.0	1,309,869	828,223	170,460	49,512	28,147	150,213	25,728	.0898
DULUTH-SUPERIOR	474.7	173.3	1.5	3,091,905	1,856,068	401,346	208,090	61,365	293,810	51,894	.2018
MANKATO	106.5	36.8	.5	785,623	486,470	102,212	46,362	21,039	108,434	15,652	.0502
MINNEAPOLIS-ST. PAUL	2,950.9	1,011.1	35.4	22,382,947	12,882,869	2,271,146	1,889,422	496,539	2,425,258	354,264	1.3929
ROCHESTER-MASON CITY-AUSTIN	397.0	140.3	1.3	2,881,500	1,623,729	295,109	168,369	65,492	371,250	52,658	.1797
MISSISSIPPI											
BILOXI-GULFPORT-PASCAGOULA	160.6	50.1	29.0	916,566	604,549	135,861	101,993	27,400	123,204	18,936	.0632
COLUMBUS-TUPELO	372.3	123.8	109.2	1,930,071	1,220,283	309,234	129,717	52,315	283,474	36,449	.1347

How To Reach Kansas City's Radio & TV Audience

The best way to reach Kansas City's radio and TV audience is with one easy newspaper buy. That's because the Times and Star reach more people every day than are reached by the total prime time TV audience from 7-10 PM. The Times and Star also reach more Kansas City adults than are reached by all radio stations, even during morning and afternoon drive time.

In fact, according to survey by Belden Associates of Dallas, Texas, the highest rated Kansas City TV station only reaches 15% of the adult population during its best time period. The top rated radio station reaches only 10% during its best time period.

The Kansas City Times and Star cover the area's prime consumers like no other medium can, reaching 558,000 daily and 658,000 Sunday readers.

Every day, 70% of Kansas City adults living in households with yearly incomes of $25,000 and above read the Times / Star. On Sunday, that figure rises to 78%. Coverage of the prime 18-49 consumer group is 56% daily and 70% on Sunday. In addition, 74% of area college graduates are daily readers and 84% are Sunday Star readers. The Times and Star also deliver working women with 60% daily and 71% Sunday readership. During any point in a day, 6 out of 10 TV viewers are also Times/Star readers.

When you need to reach Kansas City, do it through the Times and Star. Kansas City's dominant medium.

KANSAS CITY
Times/STAR
1729 Grand Avenue
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Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

Source: Belden Associates "Continuing Market Study" 1979

S&MM's SURVEY OF TELEVISION MARKETS

S&MM ESTIMATES 1979

STATE S&MM/ARB TV (ADI) MARKET	POPULATION—12/31/79			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						Buying Power Index
	Total Pop (Thous.)	Total Households (Thous.)	Black Pop (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)	
MS (cont.)											
GREENWOOD GREENVILLE	149.1	44.3	89.2	621,704	358,705	116,436	27,330	13,650	69,356	12,194	.0447
JACKSON	815.7	260.9	358.2	4,349,575	2,951,481	716,994	382,053	133,204	732,044	91,098	.3078
LAUREL-HATTIESBURG	229.5	76.0	64.4	1,143,242	796,723	184,565	103,599	38,721	177,866	30,159	.0827
MERIDIAN	199.0	67.2	76.1	975,933	664,006	177,747	83,132	24,707	133,297	18,766	.0707
MISSOURI											
COLUMBIA-JEFFERSON CITY	409.1	144.3	23.9	2,507,507	1,638,013	338,700	165,541	65,092	361,755	43,862	.1702
JOPLIN-PITTSBURG	422.6	165.2	6.9	2,478,349	1,538,570	338,571	163,468	64,283	358,777	46,504	.1670
KANSAS CITY	1,887.9	693.7	181.2	14,999,932	8,052,294	1,546,359	1,189,454	311,300	1,809,877	207,243	.9057
ST. JOSEPH	137.6	52.4	3.9	865,417	567,867	116,513	79,798	25,151	108,872	18,188	.0582
ST. LOUIS	2,941.4	1,014.0	370.3	21,310,766	11,896,089	2,729,490	1,721,266	474,755	2,419,053	323,137	1.3260
SPRINGFIELD	680.7	252.9	8.7	3,706,029	2,494,075	514,420	265,605	100,724	569,909	61,873	.2597
MONTANA											
BILLINGS	179.8	65.3	.3	1,143,711	878,043	165,321	111,733	37,179	166,770	37,191	.0811
GREAT FALLS	191.1	68.2	2.0	1,238,215	784,040	149,906	76,310	32,502	174,105	32,433	.0821
HELENA	42.4	15.5	.1	268,683	214,395	48,720	22,205	11,094	40,972	6,467	.0193
MILES CITY-GLENDIVE	30.7	10.6	.0	210,561	141,080	29,532	4,431	4,776	23,541	5,431	.0138
MISSOULA-BUTTE	306.7	111.1	.8	1,828,695	1,326,987	267,278	91,163	65,573	265,325	50,922	1295
NEBRASKA											
LINCOLN-HASTINGS-KEARNEY	653.1	243.7	4.5	4,669,490	2,493,345	462,903	314,073	101,366	478,091	57,915	.2873
NORTH PLATTE	49.1	18.2	.0	336,449	216,601	38,765	34,049	10,256	39,509	4,600	.0222
OMAHA	934.1	327.2	49.0	6,822,309	3,484,930	720,219	439,062	175,789	769,373	112,142	.4131
NEVADA											
LAS VEGAS	403.4	147.2	42.2	3,165,390	2,177,806	442,040	298,132	82,846	449,987	85,878	.2077
RENO	337.0	128.6	5.4	2,835,374	1,845,465	314,273	162,497	84,478	363,313	155,350	.1804
NEW MEXICO											
ALBUQUERQUE	901.4	301.1	12.6	5,430,032	3,519,153	738,711	386,735	173,910	741,603	105,982	.3677
FARMINGTON	79.5	25.0	.3	449,757	325,318	76,456	32,325	7,708	84,912	7,432	.0320
ROSWELL	149.3	52.0	6.9	1,007,721	568,095	120,931	57,584	23,677	137,680	17,237	.0637
NEW YORK											
ALBANY-SCHENECTADY-TROY	1,252.6	450.8	60.7	8,662,697	4,861,628	1,204,255	524,721	163,343	817,552	144,536	.5449
BINGHAMTON	419.9	150.8	11.1	2,535,315	1,530,542	367,369	140,762	59,073	320,177	59,606	.1680
BUFFALO	1,763.2	638.3	152.4	11,991,773	6,416,188	1,614,136	950,877	243,130	1,284,719	250,548	.7467
ELMIRA	238.8	85.0	10.7	1,467,532	818,432	196,728	108,768	26,292	160,476	30,806	.0945
NEW YORK	18,158.6	6,579.7	2,786.1	150,327,154	64,257,146	15,589,510	8,044,476	3,032,538	8,600,786	1,696,616	8.4552
ROCHESTER	928.2	334.8	80.2	7,498,897	3,857,628	864,960	473,561	144,759	794,715	135,414	.4458
SYRACUSE	1,016.1	349.5	55.3	6,924,253	3,778,340	993,111	390,099	142,843	742,130	198,324	.4334
UTICA	294.1	105.9	12.0	1,766,516	1,044,141	263,500	125,697	30,844	178,804	53,710	.1163
WATERTOWN-CARTHAGE	233.4	78.3	2.5	1,306,187	778,026	194,399	71,965	24,081	153,620	44,290	.0876
NORTH CAROLINA											
CHARLOTTE	1,621.1	553.9	315.7	10,854,269	5,836,035	1,352,447	679,499	305,340	1,301,420	215,237	.6787
GREENSBORO-WINSTON SALEM-HIGH POINT	1,192.1	423.0	211.7	8,233,643	4,509,624	955,109	521,593	266,888	983,431	175,044	.5148
GREENVILLE-NEW BERN-WASHINGTON	612.8	192.2	196.8	3,269,298	1,872,364	435,034	194,209	118,945	432,199	51,689	.2190
RALEIGH-DURHAM	1,504.6	500.3	450.9	9,249,282	5,097,759	1,174,589	676,979	263,294	998,316	139,066	.5941
WILMINGTON	428.0	143.7	121.0	2,370,465	1,563,077	350,031	197,587	72,701	305,742	52,242	.1647

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARB TV (ADI) MARKET	S&MM ESTIMATES 1979										Buying Power Index
	POPULATION—12/31/79			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)	
NORTH DAKOTA											
FARGO	597.0	203.7	1.4	3,979,143	2,418,324	407,888	180,813	101,175	497,853	76,046	.2582
MINOT-BISMARCK-DICKINSON	386.7	126.7	1.7	2,445,735	1,461,835	272,511	121,703	53,827	340,487	48,152	.1604
OHIO											
CINCINNATI	1,924.8	669.3	183.1	13,918,591	7,290,071	1,776,741	1,039,998	303,650	1,346,458	234,578	.8502
CLEVELAND	3,865.1	1,340.0	453.5	29,771,664	15,999,241	3,689,872	2,290,352	617,657	3,262,856	539,195	1.8095
COLUMBUS	1,647.3	576.4	146.9	11,646,182	6,423,361	1,378,712	912,765	258,305	1,374,759	180,055	.7257
DAYTON	1,265.9	438.4	125.2	9,287,968	4,914,330	1,078,354	746,584	204,607	1,041,312	117,717	.5669
LIMA	106.8	36.5	10.3	787,791	531,959	97,450	116,823	20,445	88,590	16,678	.0519
TOLEDO	1,165.6	410.6	69.0	8,878,699	4,688,662	1,067,108	563,065	192,061	971,305	153,795	.5379
YOUNGSTOWN	673.5	219.9	64.9	4,673,427	2,631,908	594,327	423,988	108,829	545,738	81,475	.2939
ZANESVILLE	82.5	29.1	4.8	506,860	301,474	71,976	39,103	9,968	55,962	8,992	.0333
OKLAHOMA											
ARDMORE-ADA	173.7	67.4	12.2	987,356	516,507	150,149	49,678	19,769	114,767	11,976	.0636
OKLAHOMA CITY	1,374.5	520.8	104.1	9,636,528	5,466,376	1,219,184	627,670	284,119	1,279,138	124,717	.6064
TULSA	1,042.2	397.5	91.6	7,103,653	4,105,283	959,779	516,886	212,588	919,540	82,320	.4524
OREGON											
BEND	56.1	21.0	.0	394,904	318,895	69,192	15,581	14,695	67,919	15,931	.0280
EUGENE	420.0	151.6	1.5	2,837,047	1,882,837	380,377	224,960	91,010	433,491	79,356	.1890
MEDFORD	289.5	110.4	1.8	1,861,469	1,336,566	286,035	134,775	65,307	298,848	43,953	.1287
PORTLAND	1,942.6	719.2	28.6	14,505,779	8,381,227	1,513,999	1,398,960	463,497	1,696,682	271,494	.9066
PENNSYLVANIA											
ERIE	399.3	133.7	15.8	2,480,068	1,725,593	268,150	202,039	64,756	315,421	48,552	.1711
HARRISBURG-YORK-LANCASTER-LEBANON	1,320.9	468.8	58.6	9,937,109	5,362,762	1,198,948	651,928	244,451	984,721	143,303	.6075
JOHNSTOWN-ALTOONA	778.0	269.4	15.1	4,892,187	2,925,520	656,477	363,070	117,579	626,673	74,986	.3203
PHILADELPHIA	6,850.7	2,389.3	1,087.2	53,934,388	26,102,039	5,747,726	3,460,375	1,145,930	4,535,427	727,203	3.1666
PITTSBURGH	3,362.2	1,186.8	216.1	23,477,750	12,622,074	2,806,536	1,952,582	524,664	2,644,167	367,845	1.4549
WILKES BARRE-SCRANTON	1,305.4	468.5	19.4	7,857,970	4,460,323	1,082,336	554,932	165,373	838,637	145,524	.5113
RHODE ISLAND											
PROVIDENCE	1,658.5	580.8	46.8	11,370,289	5,610,629	1,280,855	686,993	232,172	953,454	171,388	.6906
SOUTH CAROLINA											
CHARLESTON	523.8	162.2	197.2	2,884,770	1,696,723	405,442	217,626	83,461	324,972	48,600	.1939
COLUMBIA	666.8	202.4	243.4	3,951,396	2,275,540	517,643	287,785	103,447	469,425	64,797	.2590
FLORENCE	252.3	80.1	103.8	1,338,046	813,167	207,680	93,299	38,377	150,532	26,849	.0915
GREENVILLE-SPARTANBURG-ASHEVILLE	1,510.2	533.7	262.2	9,405,671	5,357,847	1,305,417	599,602	236,447	1,088,932	200,209	.6079
SOUTH DAKOTA											
RAPID CITY	228.4	79.7	1.8	1,495,200	964,064	200,403	79,410	41,855	191,045	25,015	.0994
SIOUX FALLS-MITCHELL	609.6	212.2	.6	4,001,039	2,384,681	438,544	184,721	90,747	489,758	99,288	.2590
TENNESSEE											
BRISTOL-KINGSPORT-JOHNSON CITY	733.6	250.8	26.7	3,795,556	2,437,351	589,316	284,073	103,593	540,457	60,683	.2665
CHATTANOOGA	741.2	272.1	76.1	4,507,857	2,685,835	644,357	319,116	146,897	564,607	80,597	.2969
JACKSON	115.3	40.5	27.2	660,418	464,804	105,722	75,098	19,340	97,857	10,891	.0465
KNOXVILLE	1,068.8	367.6	55.1	6,014,032	3,823,240	904,017	471,837	182,806	777,083	121,130	.4117
MEMPHIS	1,689.8	557.9	604.9	9,577,292	5,586,008	1,373,750	651,779	248,487	1,249,589	174,007	.6368
NASHVILLE	1,725.4	605.6	220.3	10,831,551	6,398,785	1,44[illegible],492	706,128	309,300	1,566,622	190,011	.7064

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARB TV (ADI) MARKET	S&MM ESTIMATES 1979										Buying Power Index
	POPULATION—12/31/79			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	
TEXAS											
ABILENE-SWEETWATER	290.1	109.8	15.0	1,938,840	1,237,504	276,475	108,158	48,991	313,049	33,838	.1277
AMARILLO	451.0	162.7	19.1	3,378,486	2,074,871	464,386	184,085	99,763	521,465	56,040	.2145
AUSTIN	617.4	208.3	71.7	4,325,093	2,636,480	595,934	314,219	123,249	499,727	62,081	.2781
BEAUMONT-PORT ARTHUR	431.0	154.3	93.6	3,283,552	1,951,120	456,756	223,316	94,368	452,470	51,793	.2066
CORPUS CHRISTI	442.1	139.8	21.1	2,657,363	1,883,703	503,468	200,354	81,573	445,476	44,704	.1857

WHAT SELLS IN THE NORTHWEST?

Fisher Broadcasting knows. For two years, we've been tracking retail buying and selling in the Northwest. Brand names. Share of market. Chief shoppers. Where purchased. Media habits. And more. For all the product categories shown below. And, because the Northwest's leading retailers help us select the categories measured, we know the most about what they want to sell too.

Seattle
KOMO
WASHINGTON
OREGON
Portland
KATU

AIRLINES
AUTOMOTIVE
Motor oil
Mufflers*
Batteries
Shocks
Tires
General accessories
Tune-up parts
Engine parts
Specialized equipment

CHILDREN'S APPAREL
Infant/toddlers
Boys clothing
Girls clothing
Boys/girls shoes

COSMETICS
Facial or skin treatments
Color makeups
Perfume/cologne

DOMESTICS AND LINENS
FAST FOOD RESTAURANTS
GROCERY STORES
HOME FURNISHINGS
Furniture
Rugs/carpeting
Floor covering
Draperies/curtains

HOME IMPROVEMENTS
Construction items
Paint
Electrical supplies
Shop tools
Hardware accessories*
Wallpaper*
Insulation/weatherstripping
Plumbing supplies

JEWELRY
Watches
Fine jewelry
Costume/fashion jewelry

LAWN AND GARDEN
Plants
Outdoor power tools
Fertilizer/chemicals

MAJOR HOUSEHOLD APPLIANCES

MATTRESSES/WATERBEDS
MEN'S APPAREL
Suits
Sport coats
Dress slacks
Top coat/rainwear
Shoes
Active sportswear
Dress shirts
Basic furnishings
Casual pants/jeans
Casual shirt/top*
Sweaters

PHOTOGRAPHIC EQUIPMENT
35mm camera
Pocket camera
Photographic accessories
Film
Film processing

SIT DOWN RESTAURANTS*
SMALL ELECTRIC APPLIANCES

SPORTING GOODS
Athletic shoes/footwear*
Ski equipment/clothing*
Hunting/fishing/camping equipment*
Other sporting goods*

STEREO AND TAPE EQUIPMENT
TELEVISION SETS
WOMEN'S APPAREL
Active sportswear
Sportswear/separates
Tops and blouses*
Dresses
Jeans
Pants
Shoes/boots
Lingerie and foundations
Coat/jacket
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S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1979											
STATE	POPULATION—12/31/79			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
S&MM/ARB TV (ADI) MARKET	Total Pop (Thous.)	Total Households (Thous.)	Black Pop (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	**Buying Power Index**
TX (cont.)											
DALLAS-FT. WORTH	3,356.8	1,205.0	476.9	27,544,056	15,879,090	2,980,509	1,974,134	786,287	3,905,799	623,981	1.6911
EL PASO	607.8	182.9	21.9	3,519,993	2,228,994	470,219	330,577	146,232	456,970	68,846	.2393
HOUSTON	3,236.7	1,131.4	653.7	27,947,904	16,309,557	3,515,714	2,233,742	712,362	3,975,120	395,029	1.7062
LAREDO	95.6	27.4	2.5	396,113	461,803	105,103	82,947	34,232	54,095	12,634	.0365
LUBBOCK	402.5	139.6	28.8	2,849,055	1,807,630	388,724	175,591	92,717	484,671	41,213	.1854
MCALLEN-BROWNSVILLE	474.9	130.7	7.5	1,975,439	1,736,972	454,606	283,510	106,183	287,445	40,127	.1627
ODESSA-MIDLAND	335.4	113.8	21.6	2,503,467	1,734,329	383,487	169,736	73,157	440,462	29,605	.1661
SAN ANGELO	86.7	32.3	4.2	599,326	444,005	92,356	49,271	18,820	128,525	5,769	.0415
SAN ANTONIO	1,369.0	437.3	93.0	8,515,129	4,977,724	1,177,957	707,421	228,646	1,001,230	103,120	.5552
TYLER	235.1	83.9	58.3	1,539,443	1,102,113	265,558	119,638	60,865	239,838	30,928	.1060
VICTORIA	64.9	20.7	5.9	432,638	374,835	72,093	51,514	19,622	95,407	8,974	.0320
WACO-TEMPLE	568.9	196.0	95.9	3,520,516	2,111,150	468,932	219,680	92,868	501,251	66,355	.2315
WICHITA FALLS-LAWTON	456.0	164.2	37.7	2,974,699	1,614,341	370,144	178,298	82,731	410,216	39,243	.1875
UTAH											
SALT LAKE CITY	1,508.1	463.9	11.8	9,378,313	5,463,723	1,107,481	732,519	299,502	1,175,161	158,947	.6107
VERMONT											
BURLINGTON-PLATTSBURGH	587.1	199.5	7.5	3,488,279	2,053,335	475,292	197,233	65,026	380,243	53,919	.2300
VIRGINIA											
CHARLOTTESVILLE	91.4	32.2	14.4	621,259	421,972	95,383	57,483	21,654	62,199	14,616	.0417
HARRISONBURG	102.3	34.5	4.4	544,617	318,188	87,369	28,598	15,498	49,120	7,849	.0365
NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON	1,430.7	461.0	410.4	8,704,404	4,992,191	1,118,364	657,475	280,838	994,855	130,811	.5665
RICHMOND	1,086.5	375.8	303.5	7,379,218	4,186,759	934,508	564,809	191,947	811,122	148,341	.4677
ROANOKE-LYNCHBURG	1,008.4	353.5	174.8	5,833,232	3,607,774	903,926	426,366	161,347	703,384	120,527	.3931
WASHINGTON											
SEATTLE-TACOMA	2,666.6	991.7	77.2	21,948,800	11,805,495	2,445,934	1,359,978	620,564	2,300,596	466,535	1.3176
SPOKANE	866.1	312.3	6.0	6,018,039	3,132,978	735,826	295,111	149,322	635,616	139,893	.3702
YAKIMA	421.2	148.8	5.2	3,020,626	1,829,052	398,284	185,786	84,619	384,679	94,496	.1933
WEST VIRGINIA											
BLUEFIELD-BECKLEY-OAK HILL	367.9	125.8	34.5	2,158,662	1,376,491	364,750	148,318	63,040	316,648	37,078	.1463
CHARLESTON-HUNTINGTON	1,427.4	482.6	39.9	8,306,500	5,020,496	1,256,817	610,828	239,972	1,116,224	158,556	.5552
CLARKSBURG-WESTON	222.9	79.6	2.2	1,178,739	635,941	166,213	60,818	28,326	158,171	20,476	.0782
PARKERSBURG	92.8	32.5	1.1	690,348	450,891	89,233	98,088	19,159	97,751	10,280	.0451
WHEELING-STEUBENVILLE	451.0	159.7	14.7	3,012,248	1,552,796	388,477	208,419	69,617	315,057	41,947	.1861
WISCONSIN											
GREEN BAY	995.2	335.0	1.5	6,287,169	3,692,224	779,314	507,655	156,328	745,359	90,469	.4082
LA CROSSE-EAU CLAIRE	430.8	146.0	.6	2,511,564	1,633,779	309,357	198,267	64,663	301,106	42,454	.1717
MADISON	526.7	189.6	5.2	3,913,439	2,345,888	418,919	225,340	115,395	436,367	52,532	.2477
MILWAUKEE	1,908.2	663.7	119.0	14,745,117	7,851,794	1,764,464	1,065,756	368,561	1,460,825	228,815	.8932
WAUSAU-RHINELANDER	426.2	142.8	.2	2,673,493	1,617,981	356,404	153,600	58,505	317,452	33,595	.1760
WYOMING											
CASPER-RIVERTON	140.7	48.6	.9	1,097,103	768,440	148,698	53,530	37,962	177,700	22,482	.0727
CHEYENNE	158.2	57.8	2.2	1,161,211	685,711	129,845	67,320	32,051	127,219	13,791	.0732
UNITED STATES (ADI AREAS)	220,476.2	77,933.7	25,829.4	1,609,690,010	882,841,165	194,750,468	111,564,511	40,697,122	174,937,692	28,412,453	99.4654

Section F

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's Canadian Metropolitan Market Projections to 1984

By THAYER C. TAYLOR
Editorial Director
Survey of Buying Power

No sooner had U.S. marketers breathed a collective sigh of relief over the resolution of one Canadian political crisis than they were confronted with another. In May, the populace of Quebec voted against provincial independence, but almost simultaneously there arose mutterings from the rapidly growing West.

Whereas the issue of Quebec's separatism was largely cultural, however, the new dispute is basically economic. At stake is control of the rich oil and gas deposits in British Columbia, Saskatchewan, and, especially, Alberta. These resources become more valuable each time OPEC nudges world oil prices upward.

Triggering the latest flare-up is *patriation*, a word that marketers will hear more often in the months ahead. To Canadians, it means "bringing home," and in this case it refers to the country's constitution. Since 1867, fundamental law has been based on the British North American Act, which granted self-government to Canada. However, because Ottawa and the ten provinces have never agreed on terms by which the constitution could be amended, it has remained with the British Parliament, which still has authority over some areas of Canadian life.

Prime Minister Pierre Elliott Trudeau, wanting to change all that, has asked the Canadian Parliament, which his Liberal Party dominates, to set in motion a process that would have the British Parliament transfer all powers to Ottawa. The western provinces are opposed to the move, fearing that Ottawa will draw up a constitution that gives it complete control

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over development of energy resources.

Under today's precarious balance of power, Ottawa controls oil prices through its tax levies and ability to set interprovincial rates. The provinces control the production of oil. Having campaigned on a pledge to curb gasoline prices at the pump, Trudeau wants to keep prices down, but the western provinces, chafing at the growing spread between domestic and world prices, want to raise prices at the wellhead.

While the energy conflict is the latest outcropping of the East vs. West fissure that has divided Canada since British Columbia talked of joining the U.S. in 1871, the current dispute has a new wrinkle. Because of promising offshore deposits of oil and gas, Nova Scotia and Newfoundland, two of the country's have-not provinces in the East, have thrown in their lot with Alberta.

All this is of more than idle concern to U.S. marketers because it is the energy-rich West that sparked Canadian growth in the 1970s. Of the four major regions, the West was the only

(continued on page 176)

Why we moved to Edmonton.

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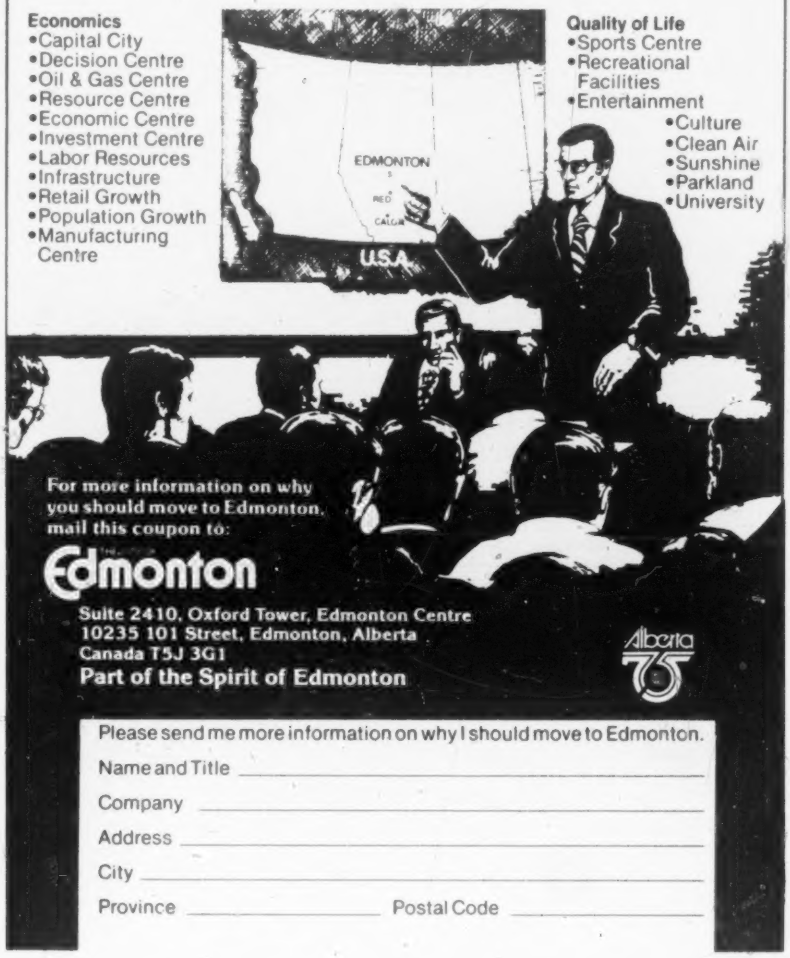

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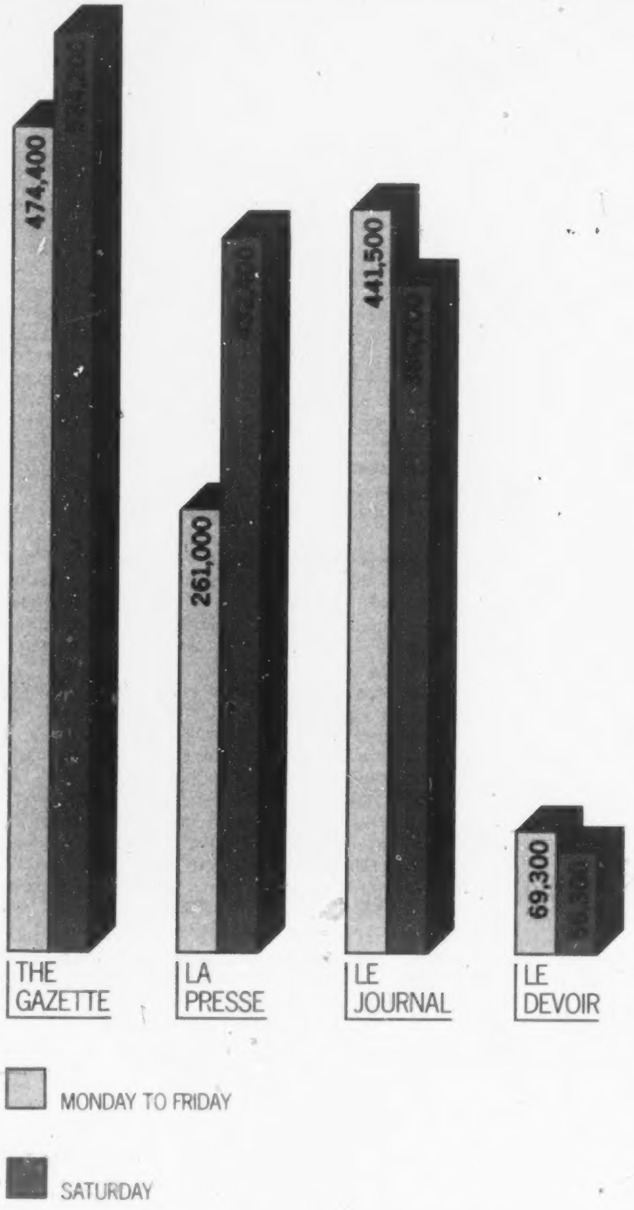
Caution: 1984 EBI projections for Canada

Effective Buying Income (EBI) estimates for Canadian counties are based on Census Economic Characteristics and Taxation Statistics reports, published by the Canadian government. Although the 1976 Census of Population redefined the legal boundaries of counties and cities, Taxation Statistics has not yet made this change and therefore does not provide the basic information required for making income projections to 1984. Nor has Canada yet released the Economic Characteristics report from the 1976 census.

Market Statistics, the research subsidiary of Bill Communications that prepares S&MM's *Survey of Buying Power* and *Survey II*, has tried to compensate for this lack of information by using the provincial totals provided by Taxation Statistics. Therefore, in projecting EBI per household to 1984 it makes *the assumption that every metropolitan area within the province will follow the same trend as the province itself.* The projected income per household of the metropolitan area is then multiplied by the projected number of households of the area to arrive at the projected 1984 total EBI. As a result, the 1984 EBI per household and total EBI data for the metropolitan areas are not directly comparable with last year's figures for plotting growth rates.

More Montrealers read The Gazette than any other newspaper.



That's just one of the important facts that came out of a recent study* commissioned by Montreal's four dailies.

Another fact is that 75% more adults whose family income exceeds $35,000 read The Gazette than the second ranking paper.

And, like our city, our readers are cosmopolitan, with almost 30% of them speaking a language other than English in the home.

That makes The Gazette an advertiser's first buy in Montreal, as well as one of the most cost-efficient buys in Canada.

*Study based on 2562 completed interviews with adults 18 and over in the Montreal C.M.A. by Canadian Facts Limited. Data on-line with I.M.S.

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Guide to using S&MM's CANADIAN METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
PROVINCE S&MM Metropolitan Area	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop. (Thous.)	% Change 1979–1984	12/31/84 Total House-holds (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
	1		2	3	4	5	6	7		8	9	10		11	

1 Updated from 1976 population census, **Total Population** is a head-count estimate of all **persons** living in the market at the end of the year. Includes the institutional population living in group quarters such as colleges and hospitals, and armed forces personnel (and their dependents) permanently stationed in the area; excludes tourists and transients. The 1984 projection is a straight-line projection based on the assumption that trends of recent years will continue.

2 **Percent change** between 12/31/79 and 12/31/84. The earlier year is the base period. A minus sign indicates a decline.

3 **Households** are units made up of families or unrelated individuals occupying a house, an apartment or other group of rooms, or a room regarded as a housing unit under the 1976 population census rules. The members of a household need not be related, and a single person living alone is also counted as a household. The 12/31/84 projection is based on population trends that will affect household size. After estimating average household size in 1984, this figure is divided into projected population to get expected number of households.

4 **Percent change** in the number of households between 12/31/79 and 12/31/84. The earlier year is the base period. A minus sign indicates a decline.

5 Expressed in **Canadian dollars, Effective Buying Income (EBI)** is a classification exclusively developed by Sales & Marketing Management. It is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, provincial, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Compensation paid to military, diplomatic, and business personnel stationed overseas is removed from this total to arrive at Effective Buying Income. EBI for 1984 is stated in current dollars.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying income groups, as reported in the July 28th *Survey of Buying Power*, should be considered.

6 **Percent change** in total EBI between 1979 and 1984, with 1979 as the base year, of a market's total EBI. A minus sign indicates a decline.

7 **Average Household Effective Buying Income** is calculated by dividing the number of households into the total EBI. Often used as an indicator of market quality, but it can be misleading, particularly in areas where there is a disproportionate share of college, military, and other types of institutional population housed in group quarters not considered households. Because the EBI of the institutional population is included in a market's total EBI, and such persons are not included in the household count, this in effect makes the average artificially higher than the average income of the actual households.

8 **Total retail sales,** updated from the 1971 retail trade census, are expressed in **Canadian dollars** and are net sales (minus refunds and allowances for returns) of stores engaged primarily in retail trade. Sales taxes collected from customers and receipts from repairs or other services are included. On the other hand, retail sales by such nonretailers as wholesalers and service establishments are not counted. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas, as well as by the purchase by nonhousehold units, such as businesses, and by the inhabitants of group quarters. They are actually a measure of the drawing power of local retail establishments. Retail sales for 1984 are stated in current dollars.

9 **Percent change** between 1979 and 1984, with 1979 as the base year, of a market's total retail sales. A minus sign indicates a decline

10 **Retail Sales Per Household** is a mathematical average calculated by dividing the market's total households into total retail sales. However, it should be used with caution because retail sales can include purchases by nonhousehold units within the market (such as businesses and residents of group quarters) as well as by households not domiciled within the market.

11 **Buying Power Index (BPI)** is a weighted index that converts three basic elements—population, EBI, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the Canadian potential. It is calculated by giving a weight of 5 to the market's share of total Canadian EBI, 3 to its share of total Canadian retail sales, and 2 to its share of total Canadian population. The total of those weighted percents is then divided by 10 to arrive at the BPI. However, depending upon what your research has revealed about buyers of your products, you can construct your own customized BPI by using any of the factors contained in the tables and assigning to them what you think are relevant weights.

S&MM's CANADIAN PROVINCIAL PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
Province	12/31/79 Total Pop. (Thous.)	12/31/84 Total Pop. (Thous.)	% Change 1979–1984	12/31/84 Total House-holds (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
Alberta	2,039.5	2,266.9	11.1	796.6	17.1	29,649,671	81.4	24,036	37,220	14,852,933	70.0	12,845	18,545	9.4597	10.3329
British Columbia	2,593.0	2,812.1	8.4	1,021.2	10.0	33,766,018	61.1	22,575	33,065	14,871,090	47.3	10,870	14,562	11.7148	11.4841
Manitoba	1,027.1	1,024.5	–.3	375.6	6.9	10,604,619	47.0	20,529	28,234	4,725,744	47.4	9,123	12,582	4.0492	3.7337
New Brunswick	705.1	730.4	3.6	235.6	9.4	6,474,279	62.0	18,551	27,480	3,040,452	48.5	9,768	12,905	2.4750	2.4000
Newfoundland	578.9	614.3	6.1	166.5	13.0	4,766,090	62.8	19,878	28,625	2,076,852	36.0	10,364	12,474	1.8605	1.7916
Nova Scotia	850.7	881.7	3.6	299.5	11.7	9,075,207	69.7	19,950	30,301	3,894,596	44.3	10,064	13,004	3.1921	3.1648
Ontario	8,529.8	8,849.8	3.8	3,103.9	6.9	109,991,434	58.9	23,840	35,437	47,967,838	59.7	10,347	15,454	37.4625	37.0490
Prince Edward Island	123.3	127.7	3.6	39.8	7.9	1,103,229	62.7	18,374	27,719	517,827	34.9	10,406	13,011	.4327	.4115
Quebec	6,313.4	6,374.4	1.0	2,284.6	9.2	73,264,276	67.9	20,845	32,069	33,269,726	58.3	10,044	14,563	25.1558	25.3687
Saskatchewan	961.7	999.9	4.0	387.1	20.3	11,938,699	77.4	20,912	30,841	5,081,534	50.6	10,485	13,127	3.9184	4.0243
Yukon & N.W. Territories	65.2	64.4	–1.2	17.9	1.7	735,429	42.5	29,316	41,085	266,386	20.9	12,516	14,882	.2793	.2394
ALL CANADA TOTAL	**23,787.7**	**24,746.1**	**4.0**	**8,728.3**	**9.6**	**291,368,951**	**64.1**	**22,297**	**33,382**	**130,564,978**	**56.6**	**10,473**	**14,959**	**100.0000**	**100.0000**

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S&MM's CANADIAN METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
PROVINCE S&MM Metropolitan Area	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979–1984	12/31/84 Total Households (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
ALBERTA															
Calgary	609.2	698.7	14.7	255.3	20.8	9,474,057	87.0	23,971	37,110	4,925,948	73.0	13,471	19,295	2.9636	3.3223
Edmonton	690.7	769.3	11.4	277.0	17.3	10,378,384	81.5	24,202	37,467	5,470,972	70.6	13,576	19,751	3.3441	3.6598
TOTAL ABOVE AREAS	**1,299.9**	**1,468.0**	**12.9**	**532.3**	**18.9**	**19,852,441**	**84.1**	**24,093**	**37,296**	**10,396,920**	**71.7**	**13,527**	**19,532**	**6.3077**	**6.9821**
PROVINCE TOTALS	**2,039.5**	**2,266.9**	**11.1**	**796.6**	**17.1**	**29,649,671**	**81.4**	**24,036**	**37,220**	**14,852,933**	**70.0**	**12,845**	**18,645**	**9.4597**	**10.3329**
BRITISH COLUMBIA															
Kamloops	94.6	105.2	11.2	35.9	13.2	1,305,733	66.9	24,683	36,371	670,119	59.4	13,262	18,666	.4511	.4631
Kelowna	83.3	110.2	32.3	40.0	34.7	1,210,415	98.5	20,535	30,260	453,327	53.4	9,949	11,333	.3482	.4008
Prince George	85.3	98.8	15.8	31.7	17.8	1,190,204	73.7	25,479	37,546	596,574	55.5	14,261	18,819	.4027	.4213
Vancouver	1,108.6	1,116.4	.7	425.6	2.4	14,681,286	50.9	23,409	34,496	6,563,072	42.1	11,116	15,421	5.3338	4.9297
Victoria	231.4	246.9	6.7	99.2	8.5	3,186,602	59.9	21,800	32,123	1,282,600	42.6	9,843	12,929	1.0793	1.0411
TOTAL ABOVE AREAS	**1,603.2**	**1,677.5**	**4.6**	**632.4**	**6.2**	**21,574,240**	**56.3**	**23,180**	**34,115**	**9,565,692**	**44.5**	**11,119**	**15,126**	**7.6151**	**7.2560**
PROVINCE TOTALS	**2,593.0**	**2,812.1**	**8.4**	**1,021.2**	**10.0**	**33,766,018**	**61.1**	**22,575**	**33,065**	**14,871,090**	**47.3**	**10,870**	**14,562**	**11.7148**	**11.4841**
MANITOBA															
Winnipeg	568.3	575.4	1.2	227.3	8.4	6,312,297	48.9	20,220	27,771	3,038,463	48.1	9,786	13,368	2.4092	2.2464
TOTAL ABOVE AREAS	**568.3**	**575.4**	**1.2**	**227.3**	**8.4**	**6,312,297**	**48.9**	**20,220**	**27,771**	**3,038,463**	**48.1**	**9,786**	**13,368**	**2.4092**	**2.2464**
PROVINCE TOTALS	**1,027.1**	**1,024.5**	**–.3**	**375.6**	**6.9**	**10,604,619**	**47.0**	**20,529**	**28,234**	**4,725,744**	**47.4**	**9,123**	**12,582**	**4.0492**	**3.7337**
NEW BRUNSWICK															
Moncton	130.2	140.0	7.5	47.4	13.4	1,327,991	67.6	18,956	28,017	655,349	44.5	10,850	13,826	.4959	.4917
St. John	144.4	151.3	4.8	51.4	10.1	1,492,372	63.4	19,553	29,034	650,358	41.4	9,846	12,653	.5439	.5278
TOTAL ABOVE AREAS	**274.6**	**291.3**	**6.1**	**98.8**	**11.6**	**2,820,363**	**65.4**	**19,271**	**28,546**	**1,305,707**	**43.0**	**10,321**	**13,216**	**1.0398**	**1.0195**
PROVINCE TOTALS	**705.1**	**730.4**	**3.6**	**235.6**	**9.4**	**6,474,279**	**62.0**	**18,551**	**27,480**	**3,040,452**	**44.5**	**9,768**	**12,905**	**2.4750**	**2.4000**
NEWFOUNDLAND															
St. John's	236.4	250.9	6.1	72.2	13.2	2,102,350	62.6	20,270	29,118	950,398	34.0	11,114	13,163	.8180	.7819
TOTAL ABOVE AREAS	**236.4**	**250.9**	**6.1**	**72.2**	**13.2**	**2,102,350**	**62.6**	**20,270**	**29,118**	**950,398**	**34.0**	**11,114**	**13,163**	**.8180**	**.7819**
PROVINCE TOTALS	**578.9**	**614.3**	**6.1**	**166.5**	**13.0**	**4,766,090**	**62.8**	**19,878**	**28,625**	**2,076,852**	**36.0**	**10,364**	**12,474**	**1.8605**	**1.7916**
NOVA SCOTIA															
Halifax-Dartmouth	284.9	298.2	4.7	107.2	12.7	3,855,927	71.1	23,701	35,969	1,486,010	44.9	10,787	13,862	1.2434	1.2441
Sydney-Glace Bay	121.6	118.8	–2.3	36.0	5.3	1,079,357	59.8	19,755	29,982	506,972	41.6	10,467	14,083	.4213	.3977
TOTAL ABOVE AREAS	**406.5**	**417.0**	**2.6**	**143.2**	**10.8**	**4,935,284**	**68.5**	**22,657**	**34,464**	**1,992,982**	**44.0**	**10,702**	**13,917**	**1.6647**	**1.6418**
PROVINCE TOTALS	**850.7**	**881.7**	**3.6**	**299.5**	**11.7**	**9,075,207**	**69.7**	**19,950**	**30,301**	**3,894,596**	**44.3**	**10,064**	**13,004**	**3.1921**	**3.1648**

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S&MM's CANADIAN METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
PROVINCE S&MM Metropolitan Area	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979–1984	12/31/84 Total House-holds (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
ONTARIO															
Brantford	105.5	103.3	-2.1	36.9	1.1	1,301,128	49.8	23,797	35,261	509,299	57.4	8,867	13,802	.4497	.4237
Guelph	127.0	133.7	5.3	46.0	8.7	1,559,496	61.1	22,879	33,902	663,111	65.2	9,490	14,415	.5237	.5280
Hamilton	411.0	407.2	-.9	150.8	2.4	4,706,865	51.7	21,064	31,213	2,204,609	56.0	9,591	14,619	1.7277	1.6435
Kingston	110.8	113.5	2.4	40.7	5.7	1,379,996	56.6	22,882	33,907	642,666	52.9	10,916	15,790	.4924	.4763
Kitchener-Cambridge	302.2	323.9	7.2	114.4	10.7	4,022,660	64.1	23,731	35,163	1,856,770	76.4	10,190	16,231	1.3232	1.3788
London	315.0	329.2	4.5	121.6	8.0	4,151,863	60.0	23,043	34,144	1,904,786	64.2	10,305	15,664	1.4130	1.4162
North Bay	80.5	80.1	-.5	26.3	2.7	819,606	52.2	[illegible]	31,164	481,834	65.2	11,395	18,321	.3243	.3161
Oshawa	289.7	316.0	9.1	102.5	12.6	3,834,929	66.9	25,250	37,414	1,436,931	57.5	10,023	14,019	1.2187	1.2436
Ottawa	759.3	818.0	7.7	303.0	12.6	11,468,137	67.9	25,384	37,849	4,084,296	46.9	10,330	13,480	3.5622	3.5676
Peterborough	100.6	105.9	5.3	37.4	8.7	1,109,937	61.1	20,028	29,677	599,885	62.1	10,758	16,040	.4118	.4140
St. Catherines-Niagara	373.4	380.3	1.8	134.3	5.3	4,537,530	56.0	22,802	33,787	2,061,369	64.1	9,842	15,349	1.5850	1.5597
Sarnia	126.9	128.9	1.6	44.5	5.0	1,636,434	55.5	24,817	36,774	651,691	60.6	9,571	14,645	.5491	.5346
Sault Ste. Marie	133.3	127.3	-4.5	41.3	-1.2	1,422,311	46.4	23,241	34,439	680,158	59.0	10,236	16,469	.5395	.5033
Sudbury	168.3	159.5	-5.2	52.5	-2.1	1,834,317	45.1	23,579	34,939	981,490	52.3	12,025	18,695	.7293	.6691
Thunder Bay	154.8	156.2	.9	52.3	4.2	1,863,209	54.4	24,042	35,625	916,339	68.5	10,833	17,521	.6657	.6565
Toronto	2,999.1	3,161.5	5.4	1,119.4	8.1	43,617,069	60.9	26,187	38,965	18,098,630	62.5	10,756	16,168	14.1612	14.1987
Windsor	312.8	307.7	-1.6	109.2	1.7	3,750,815	50.7	23,180	34,348	1,698,693	57.8	10,023	15,556	1.3513	1.2826
TOTAL ABOVE AREAS	**6,870.2**	**7,152.2**	**4.1**	**2,533.1**	**7.4**	**93,016,302**	**59.8**	**24,684**	**36,720**	**39,472,557**	**60.4**	**10,435**	**15,583**	**31.0278**	**30.8123**
PROVINCE TOTALS	**8,529.3**	**8,849.8**	**3.8**	**3,103.9**	**6.9**	**109,991,434**	**58.9**	**23,840**	**35,437**	**47,967,838**	**59.7**	**10,347**	**15,454**	**37.4625**	**37.0490**
PRINCE EDWARD ISLAND															
PROVINCE TOTALS	**123.3**	**127.7**	**3.6**	**39.8**	**7.9**	**1,103,229**	**62.7**	**18,374**	**27,719**	**517,827**	**34.9**	**10,406**	**13,011**	**.4327**	**.4115**
QUEBEC															
Chicoutimi-Jonquière	163.9	162.7	-.7	50.9	7.8	1,622,093	65.2	20,800	31,868	756,269	51.7	10,559	14,858	.5935	.5836
Montréal	2,885.7	2,895.6	.3	1,106.9	7.9	35,792,446	65.7	21,051	32,336	15,848,086	53.9	10,034	14,318	12.2138	12.1236
Québec	554.8	579.9	4.5	208.9	13.4	7,408,515	73.7	23,150	35,464	3,648,234	63.5	12,112	17,464	2.4697	2.5783
Sherbrooke	114.3	120.4	5.3	45.5	14.6	1,399,948	75.6	20,081	30,768	739,023	67.2	11,136	16,242	.4797	.5073
Trois Rivières-Shawinigan	231.4	224.5	-3.0	81.2	5.5	2,275,710	61.7	18,277	28,026	1,153,776	60.4	9,339	14,209	.8497	.8372
TOTAL ABOVE AREAS	**3,950.1**	**3,983.1**	**.8**	**1,493.4**	**8.7**	**48,498,712**	**66.9**	**21,140**	**32,475**	**22,145,388**	**56.1**	**10,323**	**14,829**	**16.6064**	**16.6300**
PROVINCE TOTALS	**6,313.4**	**6,374.4**	**1.0**	**2,284.6**	**9.2**	**73,264,276**	**67.9**	**20,845**	**32,069**	**33,269,726**	**58.3**	**10,044**	**14,563**	**25.1558**	**25.3687**
SASKATCHEWAN															
Regina	196.1	217.9	11.1	86.9	28.6	2,665,173	90.2	20,725	30,669	1,283,571	58.0	12,016	14,771	.8516	.9283
Saskatoon	173.2	185.7	7.2	74.7	24.1	2,276,082	83.6	20,590	30,470	1,147,278	55.3	12,273	15,358	.7605	.8042
TOTAL ABOVE AREAS	**369.3**	**403.6**	**9.3**	**161.6**	**26.4**	**4,941,255**	**87.1**	**20,661**	**30,577**	**2,430,849**	**56.7**	**12,137**	**15,042**	**1.6121**	**1.7325**
PROVINCE TOTALS	**961.7**	**999.9**	**4.0**	**387.1**	**20.3**	**11,938,699**	**77.4**	**20,912**	**30,841**	**5,081,534**	**50.6**	**10,485**	**13,127**	**3.9184**	**4.0243**
YUKON & N.W. TERRITORIES															
PROVINCE TOTALS	**65.2**	**64.4**	**-1.2**	**17.9**	**1.7**	**735,429**	**42.5**	**29,316**	**41,085**	**266,386**	**20.9**	**12,516**	**14,922**	**.2793**	**.2394**

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*Source: Sales & Marketing Management, 1979 Survey of Buying Power

**(Based on Fas-Fax, March 31, 1980)

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one whose growth rate topped Canada's in the last decade—22.9% vs. 11.1%. The three other regions trailed the national norm—Atlantic, 10.3%; Heartland, 9.1%; and Prairies, 3.3%.

The regional growth pattern will follow the same track in the first half of the 1980s, according to S&MM's *Survey of Buying Power—Part II,* but with a notable difference: the Atlantic provinces, sparked by Newfoundland's anticipated 6.1% gain, will grow faster than the all-Canada rate, 4.3% vs. 4.0%.

The West, riding a wave of newcomers drawn by the energy boom, will continue to be the fastest growing part of the country, racking up a 9.6% population increase. Oddly enough, metropolitan markets in that region will move along at sharply divergent rates. Alberta's metros are expected to post a robust 12.9% gain, but British Columbia's will make do with a modest 4.6%.

Although market growth has a distinct western coloration, the bulk of the Canadian market remains in the Heartland, especially Ontario. More than one of every three Canadians will still reside in Ontario at the midpoint of the current decade and one of four will live in Quebec.

Still, the westward drift of population is chipping away at the Heartland's economic supremacy. During the 1979–84 forecast period, the Buying Power Index (BPI) of the West will increase 3% while that of the three other regions will edge downwards—Prairies, off 2.6%; Atlantic, off 2.4%; and Heartland, off 0.3%.

The West's gain, however, will be a lopsided one. Alberta's BPI will spurt ahead 9.2%, but British Columbia's will sag 2.0%. ■

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